



@LAZARINASTOY · MLFORSEO



Context (not Content) is King in AI Search

Winning in traditional and AI search — without compromising visibility in either.





Meet Sarah.



SARAH

VP of Marketing, 12 years in B2B SaaS

Her team needs an AI writing tool. She's been researching for weeks.

Her inbox has newsletters from 3 vendors.

Her calendar has a demo booked with one of them.

She's compared pricing on two.

Sarah is a composite persona based on typical B2B SaaS buying behavior.



Meet **James.**



JAMES

Marketing coordinator, 2 years in. Same company.

Same need. Same query.

But no vendor newsletters. No demos booked.

No pricing tabs open. No comparison history.

Just the question.

Subscribed to industry newsletters (creator-led) and consumes educational media - tutorials and videos.



They both ask their AI assistant:

"What's the best AI writing tool
for a B2B marketing team?"





Same query, same search intent, same
consumer need, same company even... yet
worlds apart.



THE RESULT

Same query. Different answers.



Sarah's answer

Recommendation: **Writer** — citing a comparison she read last month with **Jasper** as an alternative, and meetings she had booked with weaker yet similar alternatives she's considering.

- Personalized to her context
- Newsletter-informed
- Specific recommendation



James's answer

Recommendation: **Jasper** (frequently cited in blogs), **Copy.ai**, **ChatGPT / Claude** (cheaper alternatives, considering salary band). More generic comparison.

- Shallow context
- Broader options
- Different brand surfaces



**Different answers, not because the rankings
changed.**

**Because the questions the system asked
on their behalf were different.**





Now imagine **Bob**.

The intern. 20 years old. Student.

Living in dorms.





Bob Overheard **Sarah** and **James**
talking in the breakroom and decided to
do his own research.





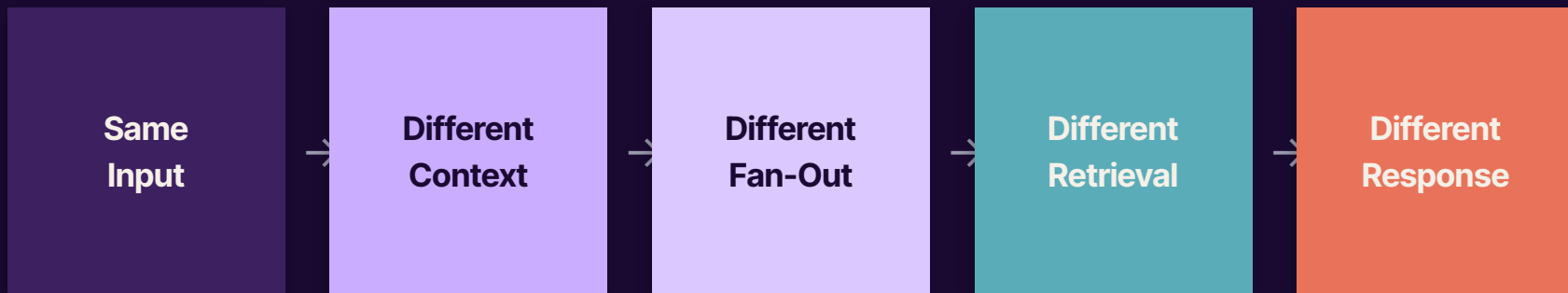
Bob's results look **nothing** like Sarah's or James's.

His recommendation?

ChatGPT (Free Tier) or NotionAI.

His role, browsing history, circumstances, and context
are completely different.





Three people. Same query, same intent.
Three different answers.



iPullRank tested exactly this.

Garrett Sussman's team seeded brand signals into Gmail on a Google Personal Intelligence account and measured AI Mode responses across 1,922 queries.

+46pp

lift in brand appearance
vs control account

53.6%

appearance rate for
Gmail-seeded brands

+23pp

improvement in
top-3 placement

Source: iPullRank — "Your Inbox Might Be the Next AI Search Signal" (Sussman, Tandoh, Dombrowski, 2026)





Sarah's newsletter subscription
shaped her AI recommendations.

**Your inbox is now a search signal, across AI
Mode, Gemini, CoPilot.**





Now think about this from
the
brand side.



THE AUTHORITY

The established knowledge leader

jasper

They've invested in content for years.

Comprehensive guides, whitepapers, thought leadership. Rankings for hundreds of queries. E-E-A-T everywhere. The system used their content to understand the landscape — but surfaced Writer to Sarah.

ESSENTIAL TO THE ANSWER

- Its content grounded the AI's understanding of the category
- But it wasn't cited. Not credited. Invisible in the response.
- Used for context, not for credit.

THE SPECIALIST

The focused challenger

WRITER

Smaller. Laser-focused. Every page built around clear entities, specific use cases. Schema connecting brand → people → products → use cases. Newsletter in Sarah's inbox. Same message on site, LinkedIn, Wikidata.

MATCHED THE CONTEXT

- Entity-rich content surfaces for Sarah's specific fan-out
- Newsletter presence = Gmail signal = AI recommendation boost
- Named, cited, linked in the response Sarah sees



"Content is King" worked when
the system
ranked answers.

It breaks when the system
generates the questions.





This isn't new technology.



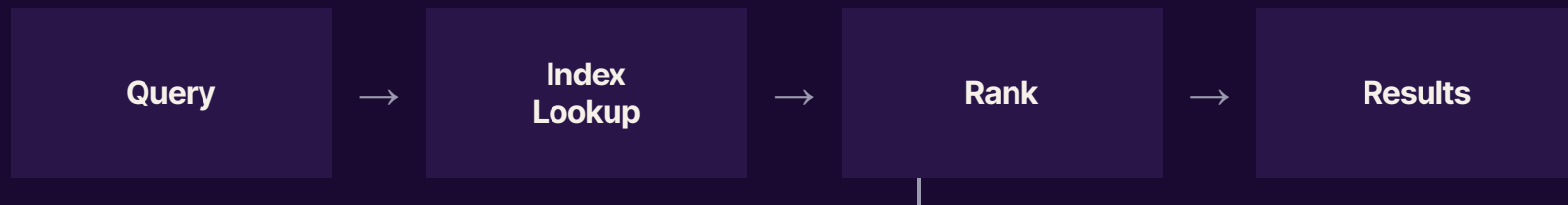


It's the
same building blocks — NLP, embeddings,
knowledge graphs, retrieval, ranking —
reassembled in a
different order.



Same ingredients. Different recipe.

Traditional Search



Traditional search personalizes the **answers** received.

AI Search



AI search personalizes the **questions** that are being asked.

SECTION 2

How AI Search Works Mechanics + Implications



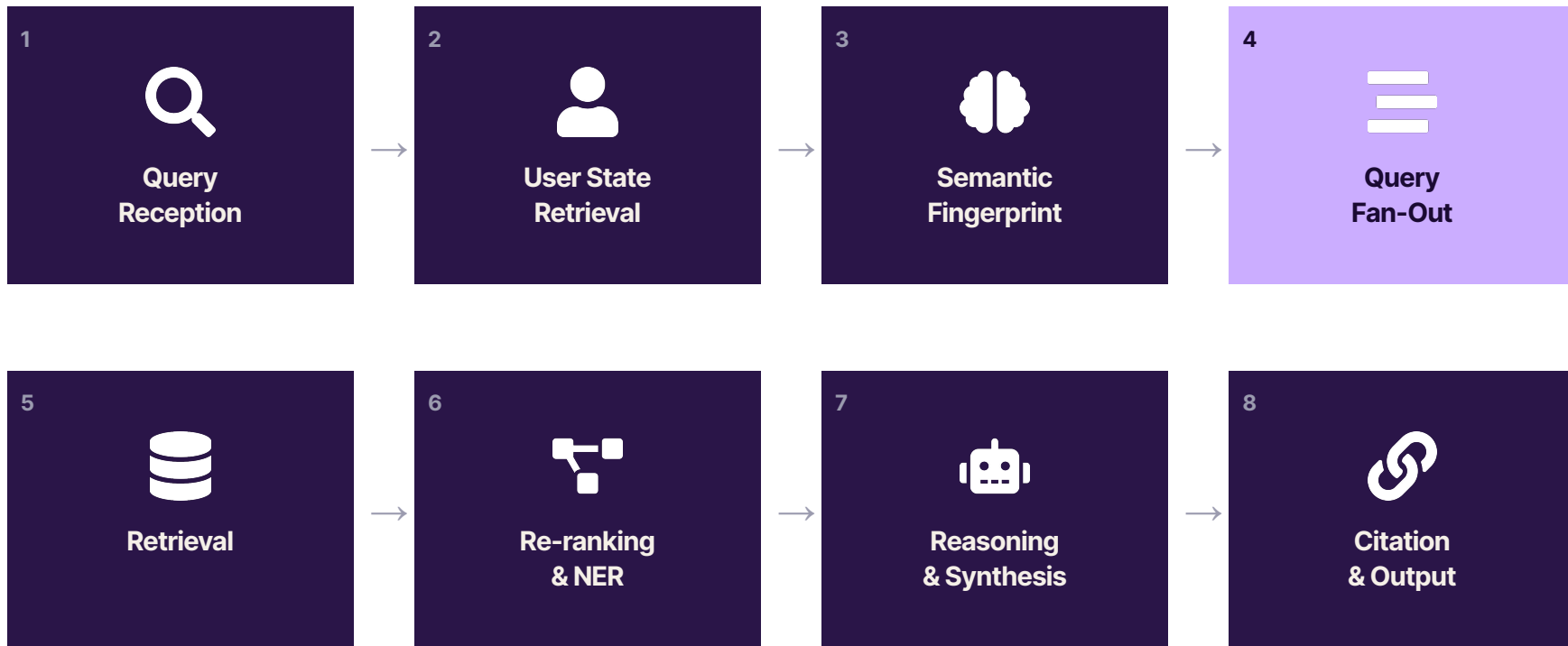
Each mechanism. Paired with:

- What's the same as traditional search
 - What's different
 - What it means for you



THE PIPELINE

8 steps from query to response



2A

Personalisation



Personalisation to a degree
we've
never seen before.



THREE LAYERS OF CONTEXT

Explicit → Implicit → Ecosystem

Each layer deeper = more invisible to you = more personalized fan-out = harder to compete against.



Explicit context

What the user tells the system directly: saved preferences, stated intent, custom instructions.



Implicit context

What the system infers: search history, dwell time, session patterns, click behavior.

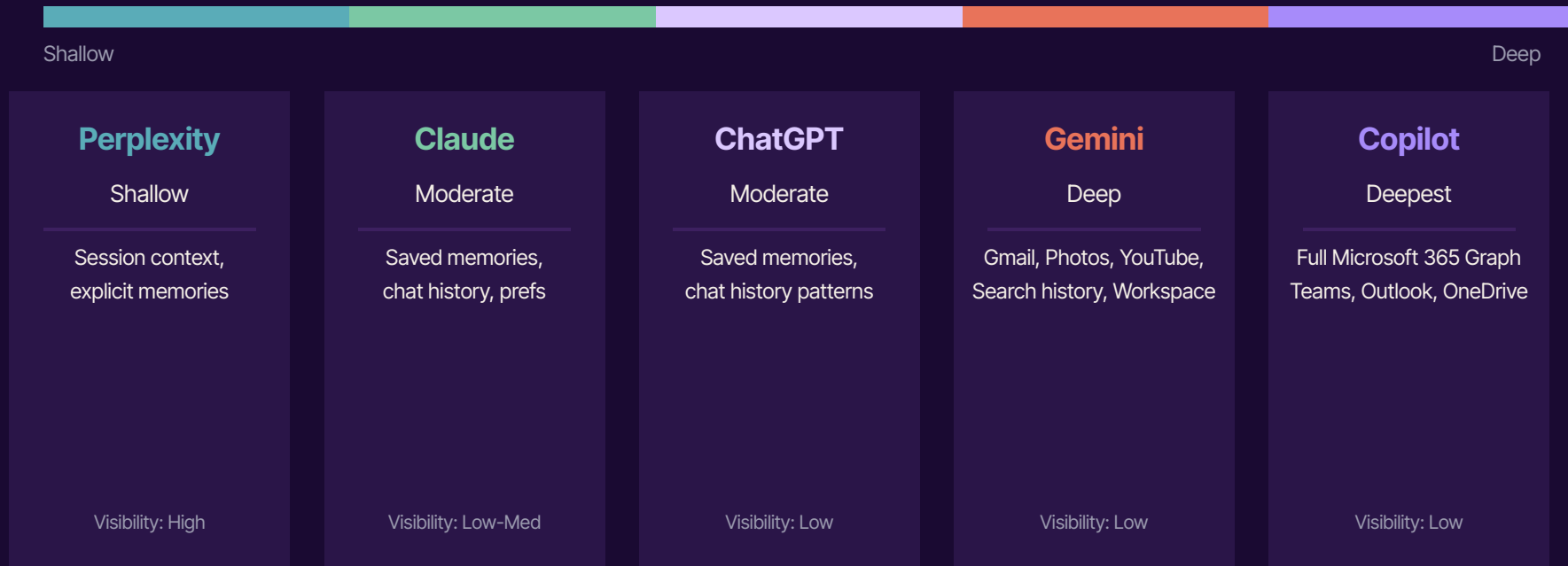


Ecosystem context

Connected services: Gmail, Photos, Calendar, Teams, newsletters, browsing. The deepest layer.

The Spectrum of Inference Depth

Not all platforms know the same amount about you.





iPULLRANK



How AI Search Personalizes Fan-Out
Queries Using Memory and Context



Google did this way before AI search.



WHAT CARRIES OVER

Google's 7 personalisation signal types — still active

These signals have powered traditional search personalisation since the early 2000s. Every one of them now also feeds AI search systems — but upstream, into query generation rather than re-ranking.



Implicit feedback



**Cohort +
environmental**



Entity associations

Signal Type	What's Tracked	Effect on Rankings
Session context	Query sequence, refinements, topic switches	Carries context forward
Historical behavior	Past clicks, domain preferences	Boosts familiar sources
Information gain	Content you've consumed on a topic	Prioritizes novelty
Implicit feedback	CTR, dwell time, scroll depth	Adjusts relevance scores
Cohort signals	Behavior of similar users	Boosts popular results for group
Environmental	Location, device, time of day	Localizes results
Entity associations	Your Knowledge Graph interactions	Disambiguates entities

All of these operate on ranking — the query itself stays the same across users.

Same mechanism – different application point

	Traditional Search	AI Search
What's personalized	The ranking of results	The questions that generate results
Signal types	CTR, dwell, location, device, cohort	All of those + memory, embeddings, cross-product data
When it happens	After retrieval (re-ranking)	Before retrieval (query generation)
Visibility to user	Same 10 links, different order	Completely different responses per user



Implication: the more a user interacts with an AI system, the more specific — and more invisible to you — the fan-out becomes.



2B

Query Fan-Out

THE MECHANISM

One query becomes dozens of sub-queries



The system expands a single query into dozens of synthetic sub-queries — each targeting a different facet of intent, shaped by user context. Trained on real query-document pairs. Google can fire hundreds for complex requests.

The 8 Types of Synthetic Query Variants

Equivalent

Alternative phrasing for the same question

Follow-up

Logical next questions

Generalization

Broader versions of the query

Specification

More detailed, narrower versions

Canonicalization

Standardized phrasing

Translation

Multilingual content retrieval

Entailment

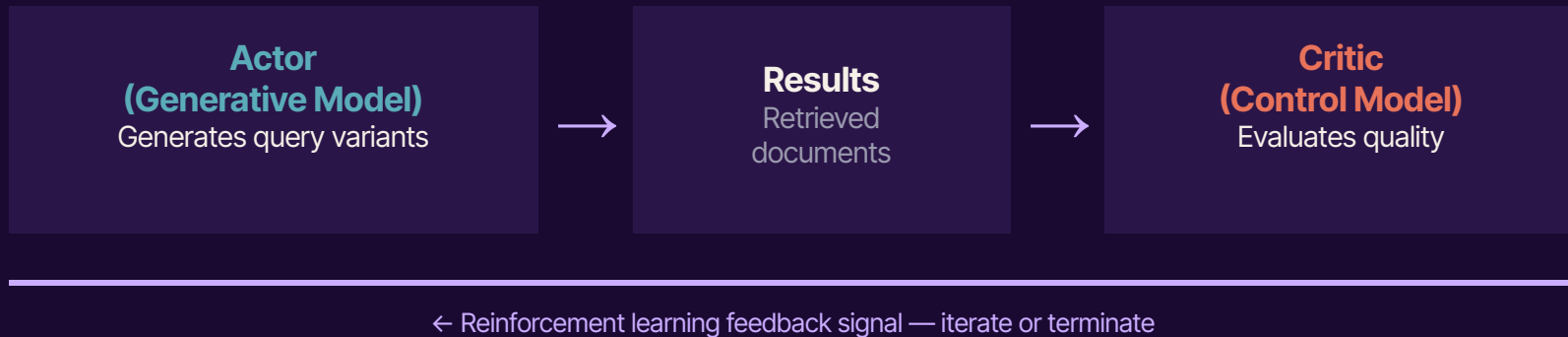
Implied or logically following questions

Clarification

Questions back to user to confirm intent

The Iterative Refinement Loop

Fan-out doesn't happen in one pass. An Actor-Critic loop refines until quality thresholds are met.



Loop terminates when:

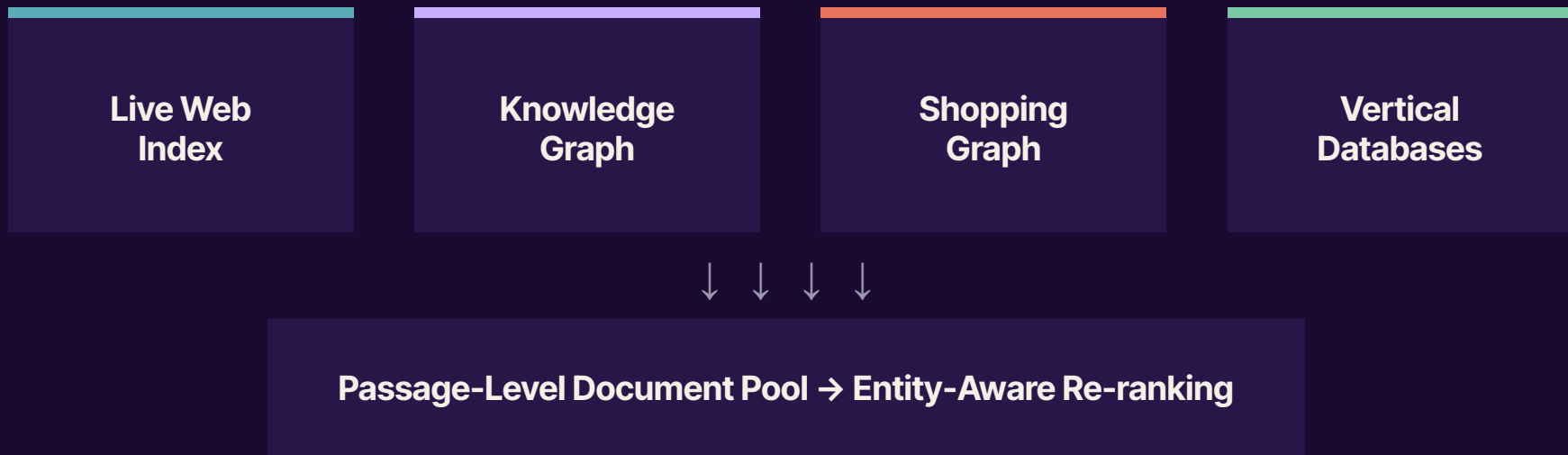
Quality threshold met

~20 iterations reached

Improvements flatten

Parallel Multi-Source Retrieval

Fan-out queries fire simultaneously across multiple sources. Hybrid search: dense vectors (semantic similarity) + sparse vectors (lexical matching).



FAN-OUT IN ACTION

Sarah vs James — same AI tool query

"best AI writing tool for B2B marketing team"

Sarah — VP, newsletter subscriber, demo booked

- AI writing tool enterprise B2B integration
- Jasper vs Writer comparison enterprise teams
- AI content tool team collaboration features with API
- brand voice AI writing SaaS pricing

Surfaces: Writer, Jasper — tools she's already seen

James — coordinator, no prior research

- best AI writing tools 2026
- free AI content generator marketing
- AI copywriting tool beginner friendly
- AI writing tool small team budget

Surfaces: ChatGPT, CopyAI — broader, budget-oriented

Same mechanism – different scale

	Traditional Search	AI Search
Expansion	"Did you mean?" + related searches	Dozens of synthetic sub-queries
Who decides	User refines their own query	System generates questions on user's behalf
Entity role	Keyword synonym matching	KG-anchored entity expansion
Scale	Single SERP per query	Parallel retrieval across web, KG, shopping graph



Implication: your content either fits the
personalized fan-out,
or it
doesn't exist in their consideration set.



2C

Memory & Context

Memory as a persistence layer



AI systems maintain persistent state across sessions. Saved memories, chat patterns, stored preferences — all shape future queries. This is fundamentally different from cookie-based session personalization.

MEMORY REWRITES QUERIES

- Sarah's booked demo and newsletter history shape every future AI query about tools - e.g. if she needs API and specifies this, this will carry on
- The system doesn't just filter results — it rewrites the question before retrieval begins

User State Retrieval

Before generating any sub-queries, the system aggregates everything it knows about you:



Prior queries & session history



Location, device, time of day



Stored preferences & attributes



Browsing behavior & dwell time



Calendar, active apps, tasks



Saved memories & chat history



**Implication: traditional search shows you
options.**

AI search decides for you.

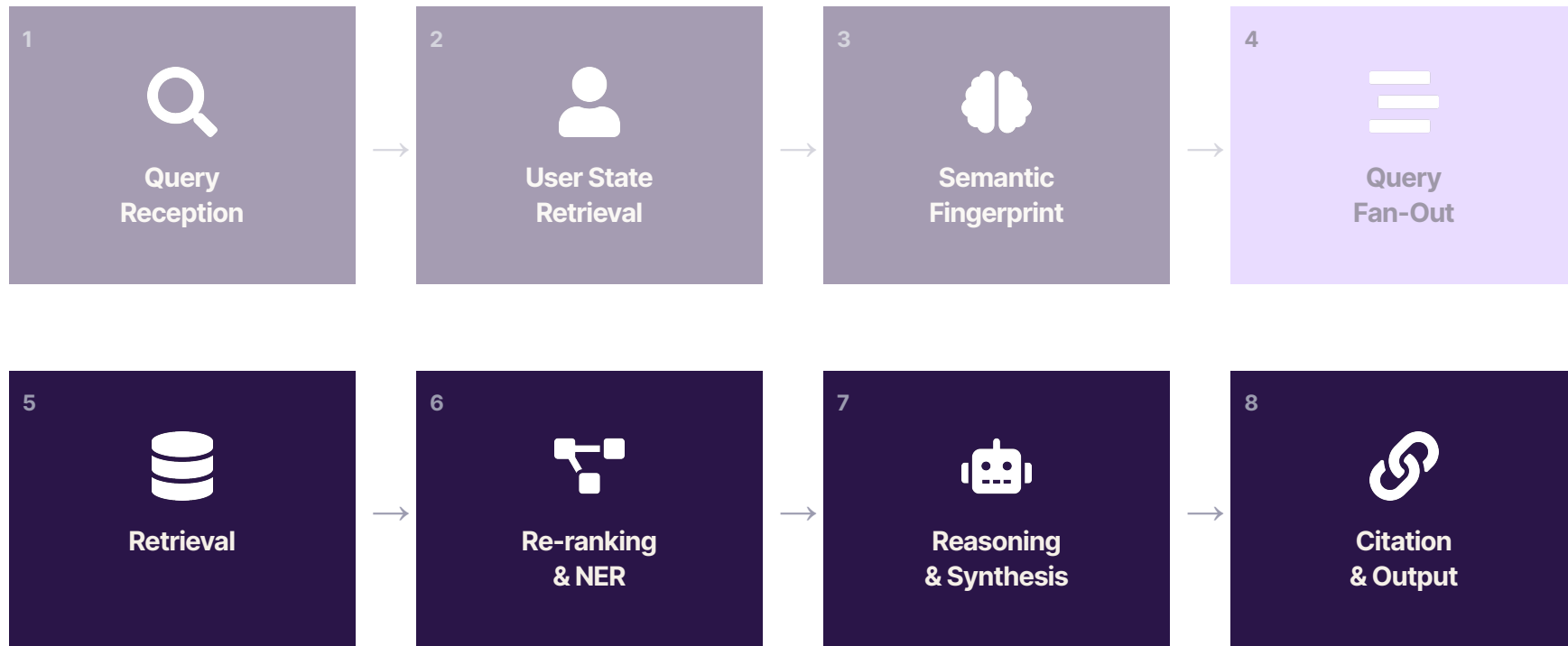


2D

Response Generation & Citation

THE GENERATION PIPELINE

From retrieval to response



Retrieval vs synthesis

	Traditional Search	AI Search
Unit of competition	The page	The passage (paragraph-level)
Output	10 blue links — user decides	Synthesized answer — system decides
Citation	Ranking = visibility	Used ≠ cited — grounding ≠ credit
Quality bar	Better than competitors	Good enough to ground claims against



Your content might be used to inform a
response.

But never cited.

Used for context, not credited.





Retrieval is now **passage-level**.

Your paragraph is the unit of
competition.



2E

Entities, Schema & Technical Branding

Entities at every stage of the pipeline



Entities aren't new — Knowledge Graph launched in 2012. **But in AI search, entities are the unit of understanding at every stage: query parsing, personalization, fan-out, retrieval, re-ranking, synthesis, and citation.**

WHAT CARRIES OVER — WHAT'S AMPLIFIED

- Carries over: schema.org, sameAs links, KG presence, E-E-A-T
- Amplified: canonical IDs enable cross-language, cross-platform discovery
- New: EAV model drives query decomposition and passage-level retrieval

Where entities work at each stage

Pipeline Stage	Role of Entities
Query understanding	Detect entities, form context embedding
Personalisation	Map user attributes to KG clusters
Fan-out	Crosswalk references to broader/narrower equivalents
Retrieval	Filter by entity type + canonical IDs
Re-ranking	Bias with type constraints and KG proximity
Synthesis	Grounded generation with entity-checked facts
Citation	Semantic matching of generated text to source passages



iPULLRANK



How AI Search Platforms Leverage Entity Recognition and Why It Matters

October 2, 2025



AI search systems understand
things and relationships, via
repeated signals.



Still essential — with caveats



Patents show schema is used in AI systems.
But research also shows it gets flattened,
partially dropped, or RAG-processed.

Schema is infrastructure, not a ranking trick.
**It's how machines identify your entities. The
investment is worth it.**

WHAT MATTERS MOST

- @id linking between entities on your site
- sameAs to external knowledge bases (Wikidata, LinkedIn, GBP)
- Bidirectional relationships
- Schema helps traditional search, in turn influences AI search

Making your brand unambiguous to machines



Technical branding = ensuring machines identify your brand correctly and consistently. This means: consistent entity naming everywhere, canonical IDs linking all mentions, and explicit relationship declarations between entities.

THE BRIDGE FRAMEWORK

- Blueprint — map entity landscape and identify gaps
- Relationships — define connections and hierarchies with @id
- Implementation — deploy structured data across all pages
- Distribution — amplify entity presence across platforms (LinkedIn, Wikidata, GBP)

Authority through association



LLMs learn authority through association.

When your brand is mentioned alongside established authorities in comparisons, alternatives, and category content — LLMs infer similar authority.

WORKS IN BOTH WORLDS

- Traditional: co-citation as a link/authority signal
- AI search: co-occurrence in training data and live retrieval
- Create comparison content, pursue integrations, participate in category discussions

2G

Agents The Next Layer

Bigger memory, deeper context, ruthless filtering



Agents don't just answer — they act. Bigger memory, more context about preferences, ruthlessly cutting what you don't need. An agent shopping for Sarah won't show 10 options — it'll recommend the one that fits her context.

WHAT THIS MEANS FOR BRANDS

- Agents compress the funnel: awareness → consideration → purchase in one interaction
- If you're not in the agent's consideration set, you don't exist
- Protocol stack emerging: MCP, ACP, Agent Protocol — new infrastructure



Agents don't browse. They
decide.



SECTION 2 RECAP

How it works — the implications

Personalisation	Same signals, applied upstream — before retrieval, not after
Fan-out	One query → dozens of sub-queries shaped by user context
Memory	Persistent, growing, invisible — queries rewritten by facts
Generation	Passage-level retrieval — used ≠ cited
Entities + Schema	The currency of understanding — infrastructure, not a trick
Agents	Ruthless filtering — the next frontier

SECTION 3

Tactics

Good, Bad, Ugly



The good, the bad, and the
ugly.



GOOD

What good looks like

Comparison pages that work for both worlds



Explicitly position your product against competitors with clear entity markup, specific attributes, and context-specific positioning. LLMs frequently cite comparison content when answering product queries. Traditional SEO captures "X vs Y" keywords.

WHY IT WORKS

- Traditional: captures comparison keywords, earns featured snippets
- AI search: LLMs cite comparison content when answering product queries
- Entity relationships: creates explicit alternative/competitor schema connections

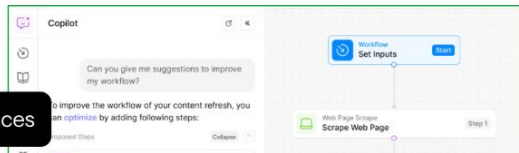
Why Customers Choose AirOps to Go Beyond Visibility

Watching trends while traffic slips away is not a winning strategy. Only AirOps gives you the system to produce quality content that earns citations.



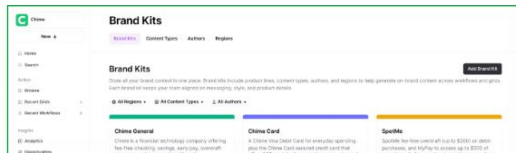
Win over humans and agents alike

Get prime placement in AI Search by improving the structure, clarity, and quality of your content.



Fuel better content with Brand Kits

Create content that sounds like your brand by weaving in your brand voice, personas, and expertise.



Content engineers, working alongside your team

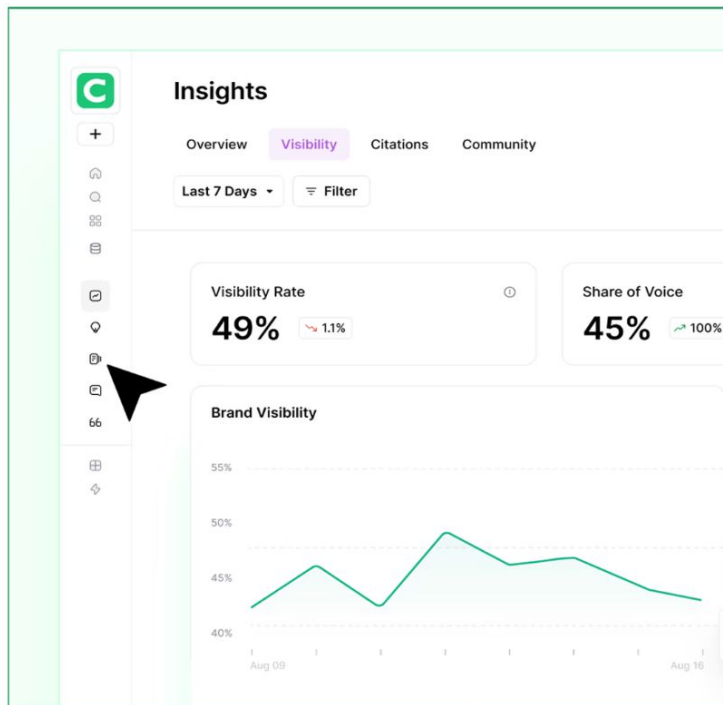
Our experts help brands like Carta and Rippling build workflows and train their teams to move faster with confidence.



What sets AirOps apart from Jasper

AirOps gives content teams the full loop. You see where your brand stands in AI search, then act on the gaps and track what those actions drive. Jasper helps teams generate brand-governed content across marketing channels, but it cannot show you how AI engines perceive your brand or whether your content earns citations. AirOps connects Answer Engine Optimization (AEO) tracking and Search Engine Optimization (SEO) performance into a single prioritized view per URL through Page360, then feeds those signals into workflows that refresh and publish content at scale. Every cycle of execution and measurement compounds your competitive advantage.

Capabilities	aiOps	jasper
Track visibility across AI search	YES	PARTIAL
Benchmark competitors in AI search	YES	PARTIAL
Analyze AI citations and sentiment	YES	NO
Track AI visibility, SEO, and conversions in one dashboard	YES	NO



SEARCH VISIBILITY

Track visibility across AI search

AirOps tracks mention rate, citation rate, share of voice, and sentiment across 7+ AI platforms daily, then unifies those signals with Google Search Console (GSC) and Google Analytics 4 (GA4) data in Page360. Jasper offers a Generative Engine Optimization (GEO) Diagnostic that provides a one-time snapshot across 3 AI platforms but does not monitor visibility persistently. Teams that need to know whether last week's content refresh moved the needle in ChatGPT or Perplexity will find that data in AirOps, not Jasper.

Features	aiops	jasper
AI platforms tracked	5+	3
AI search visibility	YES ⓘ	PARTIAL
Unified AI visibility, SEO, and web analytics dashboard	YES ⓘ	NO

Frequently Asked Questions

Which is better: AirOps or Jasper?

AirOps is built for SEO and content teams that need to win in AI search with data-driven content operations. Jasper is built for marketing teams that need brand-governed content generation across channels. Teams that require AI visibility tracking, performance-triggered workflows, and a closed loop from insight to published content will find those capabilities in AirOps.

What features does AirOps offer that Jasper does not?

AirOps offers several capabilities Jasper lacks:

- Persistent AI search visibility tracking across 7+ engines with daily monitoring
- Page360 unified analytics combining AI citations with GSC and GA4 data per URL
- Prompt Discovery for mining real buyer intent from four sources
- Offsite citation monitoring across third-party content

The Trustpilot effect



A 2026 study of 800,000+ AI responses found: **brands with no review profile were cited in 1% of AI answers. Brands with active profiles: 75.3%.** Simply establishing a presence moved citation from 1% → 53.5%.

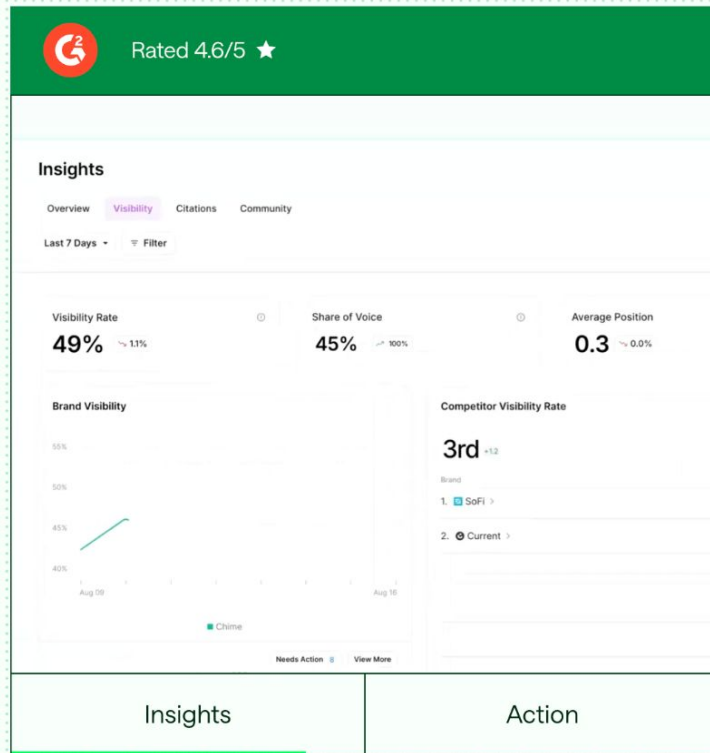
CROSS-PLATFORM = CITATION CONFIDENCE

- Your site + LinkedIn + Wikidata + GBP + Trustpilot = multi-source entity signal
- Same entity name everywhere. ONE canonical name.
- Each platform reinforces the signal. LLMs gain trust from consistency.

Jasper generates content. AirOps builds the system that tracks, creates, publishes, and measures what wins AI search.

- ✓ Track where your brand appears across ChatGPT, Perplexity, Gemini, and Google AI Overviews with unified visibility and performance data per page.
- ✓ Turn visibility gaps into published content through multi-step workflows and bulk Grid operations, with direct CMS publishing.

Preferences in continuous execution cycles with Quill so your content improves with every performance signal, not just every manual review.



From topic clusters to entity networks



Transform clusters into entity-connected networks. Don't just organize by keywords — organize by entity relationships. Use @id to connect Person → Organization → Product → Concept. Ensure every paragraph independently citable.

THE UPGRADE

- Old: Pillar page + supporting articles, keyword-organized
- New: Entity hubs + supporting content, @id-linked schema relationships
- Old works for traditional SEO. New works for both.

BAD

What bad looks like

Scale without substance



Mass-producing programmatic pages targeting niche angles with manufactured co-citation. **No genuine expertise. Low entity salience. No author attribution. LLMs detect and filter this.**

WHY IT FAILS

- No EEAT, no substance, no information gain
- Google's Helpful Content system penalizes this in traditional search too
- Generic off-property authority leaks budget (Kevin Indig, Growth Memo)

● Now in Beta

Generate High-Ranking "Best-Of" Pages & Listicles in Seconds

Harness the specialized programmatic SEO power of Seenos.ai to create pages that dominate search results. Structured data, auto updates, and AI search visibility — built in.

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Ecommerce Platform Comparison (2026): Cost, Speed, & ...

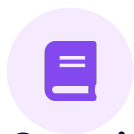
This **ecommerce platform** comparison guide evaluates Shopify, WooCommerce, BigCommerce, Adobe Commerce (formerly Magento), and Salesforce Commerce Cloud. Learn ... [Read more](#)



How do you make this good?

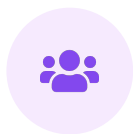


From programmatic to genuine



Genuine Comparisons & Storytelling

Replace thin pages with multi-format content: service pages, tools, videos, testimonials, docs, topic hubs.



Real personas

Ruthless audience definition.
Talk to CRM teams.
Reverse-engineer conversion pathways. Know your user's context.



Cross-platform

Same story across site, social, email, community. Not duplication — adaptation for each channel.

UGLY

The uncomfortable truths

UGLY TRUTH #1

The segment gap



Rarely (if at all) are top performers totally invisible in AI search. **But they can be invisible for the niche segment that's growing fastest — the users shifting to AI search.**



Your rank tracker still shows #1.

**But the fastest-growing segment
of your audience can't find you.**



UGLY TRUTH #2

Rank tracking AND prompt tracking are broken



Traditional rank tracking can't measure AI visibility. **But prompt tracking isn't much better — AI search is stochastic.**

Same query, different day, different user = different response. There is no stable query to rank for.

KEVIN INDIG'S UX STUDY

- 74% of AI Mode final shortlists are determined inside the AI conversation
- The purchase decision happens before the user ever clicks
- You might be mentioned as context but not as a recommendation

How consumers navigate high-stakes purchases in AI Mode

A new user behavior study showing how AI Mode users accept shortlists built by the LLM, while classic Google search users build them themselves.



KEVIN INDIG

APR 07, 2026 · PAID



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5

Share





So what do you do to be one of
the brands that
shows up?



TACTIC

Brand narrative architecture for LLMs

LLMs synthesize narratives from thousands of data points. You can engineer how your brand is described.



Core identity

5-7 canonical sentences.
Same phrasing on About page, LinkedIn, Wikidata, press releases, guest bios.



Attributes

8-10 attributes to associate with your brand. Each: 1 deep article, 3 social proof, 5 third-party citations.



Positioning

Context-specific: vs enterprise, vs startups, specific use cases, budget-conscious.

TACTIC

Reach them in **ALL** channels, **ALL** touchpoints



It's not enough to know your audience. How can your brand message reach them in every channel an AI system might pull from? Social, newsletter, LinkedIn newsletter, content they engage with, events, community, documentation.

TACTIC

Reach them in **ALL** channels, **ALL** touchpoints

THE TOUCHPOINT MAP

- Your website — entity-rich, schema-marked, passage-level content
- Newsletter / email — becomes a Gmail signal for AI recommendations
- LinkedIn — posts, newsletters, company page (entity consistency)
- Social media — Reddit, X, industry forums (genuine participation)
- Events — speaking, sponsoring, community presence (co-citation building)
- Documentation / tools — unique resources that earn links and citations



Is omnichannel different from what
people have been doing?

Perhaps not.





**But now we're adding a new layer of
AI-enabled information synthesis.**





So it all better be written and
optimised for that **too**.



TACTIC

The content format mix that gets cited



Combine multiple formats around each entity hub. A single topic shouldn't just be a blog post. It should be a service page, a unique tool, a video, customer testimonials, use cases, documentation, a social post series — all entity-connected.

TACTIC

The content format mix that gets cited

THE FORMAT STACK PER ENTITY

- Hub article (2,000+ words, entity-attributed, schema-marked)
- Associated, entity attribute and variable researched in-depth pieces for authority and information gain
- FAQ page with answers attributed to named Person entities
- Video / podcast content (transcribed, entity-tagged)
- Customer stories + use cases (specific, data-rich)
- Social media presence (same entity, same name, cross-platform)

TACTIC

Talk to your CRM team



Reverse-engineer conversion pathways. Your CRM knows who converts and why. Map those contexts to fan-out scenarios. Build content for the questions AI systems would generate for your actual converting users.

TACTIC

Talk to your CRM team

THE PIPELINE

- Identify top converting segments from CRM data
- Map each to likely AI search contexts (interests, history, intent)
- Create content that answers their personalized fan-out queries
- **Persona research meets AI search strategy**

MEASUREMENT

The new metrics you should track

Metric	How to measure	Target
Entity coverage	% entities with hub + 3+ pages	> 80%
Schema coverage	% pages with validated schema	> 80%
LLM citation frequency	10+ queries weekly on 3 platforms	Track trend
Entity consistency	Same name across all platforms	100%



Citation frequency = AI authority score.

This is your new SEO.





Scale, scale, scale.

AI is not just AI search.

It's not just chatbots. Invest in Process Automation.





Educate yourself and your team. Automate redundant processes. Free up time for the strategic work that actually matters.



Resource Library

Explore our collection of templates, guides, scripts, and tools for machine learning and SEO.

 Search resources by title or description...

FILTER BY TYPE

All Types

Checklist

Coding Script or Notebook

Guide

No-Code Template

Other

Visualization Template

Workbook

FILTER BY PLATFORM

All Platforms

Apps Script

Google Colab

Google Docs / Word

Google Sheets

Looker Studio

FILTER BY ACCESS

All Access Types

Free (Access via Email)

Paid (Purchase Available)

Academy (Access via Course)

FILTER BY COURSE

All Courses

AI Search & LLMs: Entity SEO and Knowledge Graph Strategies for Brands

Introduction to Machine Learning for SEOs

Semantic ML-enabled Keyword Research

FILTER BY CREATOR

All Creators

Beatrice Gamba

Lazarina Stoy.

Showing **50** resources

Explore AI/ML tools from our Academy and Courses

All

Introduction to Machine Learning for SEOs

Semantic AI-powered SEO Keyword Research

AI Blog-to-Social Post Transformer

Transform long-form blog posts into punchy, platform-optimized social snippets.

Introduction to Machine Learning for SEOs

Content Briefs Generator

Generate tightly structured, SEO-ready content briefs from your semantic keyword universe.

Semantic AI-powered SEO Keyword Research

Semantic Drift Analyzer

Visualize and measure how far your query fan-outs drift from the original search intent—complete with similarity scores, 3D vector-space plots, and CSV export. Includes optional **Semantic Boost (USE)** for local synonym & context capture (no API keys).

Semantic AI-powered SEO Keyword Research

Synthetic vs User-generated Queries Classifier

Distinguish user queries from AI-generated synthetic queries using linguistic analysis, rule-based classification, and machine learning.

Semantic AI-powered SEO Keyword Research

AI Meta Data Creator

Turn posts into SEO-perfect titles and meta descriptions at scale.

Introduction to Machine Learning for SEOs

Courses

Machine Learning courses, designed to take you from A-to-Z on different topics, related to organic search marketing and SEO. Learn at your own pace with easy-to-follow lessons that take you from zero-to-hero on a given topic or suite of tools.

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Semantic ML-enabled Keyword Research
Beginner-friendly course, designed to teach you everything you need to know about building a semantic keyword universe and understanding your searches.


Theory & applications


Practical work: thoughts & templates


Certificate of completion

Semantic ML-enabled Keyword Research Course in the LLM Era by Lazarina Stoy.

★★★★★

Beginner

400,00 €

Add to cart

Introduction to machine learning for SEOs course
Beginner-friendly intro to the world of ML for organic search marketers, beyond ChatGPT?


Theory & applications


Practical work: thoughts & templates


Certificate of completion

Introduction to Machine Learning Course by Lazarina Stoy.

★★★★★

Beginner

250,00 €

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AI Search & LLMs: Entity SEO and Knowledge Graph Strategies for Brands Course
Beginner-friendly course, designed to teach you everything you need to know about entities, knowledge graphs, and their relevancy in traditional and modern (AI Search / LLM) search systems.


Theory & applications


Practical work: thoughts & templates


Certificate of completion

AI Search & LLMs: Entity SEO and Knowledge Graph Strategies for Brands Course by Beatrice Gamba

★★★★★

Beginner

200,00 €

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BUNDLE & SAVE


Theory & applications


Practical work: thoughts & templates


Three separate certificates upon completion

Course Bundle: Introduction to ML for SEOs + AI Search & LLM Entity SEO + Semantic Keyword Research – 3 Courses

Course Bundle

850,00-€ 650,00 €

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BUNDLE & SAVE


Theory & applications


Practical work: thoughts & templates


Two separate certificates upon completion

Course Bundle: Introduction to ML for SEOs + AI Search & LLM Entity SEO – 2 Courses

Course Bundle

450,00-€ 400,00 €

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BUNDLE & SAVE


Theory & applications


Practical work: thoughts & templates


Two separate certificates upon completion

Course Bundle: Semantic Keyword Research + AI Search & LLM Entity SEO – 2 Courses

Course Bundle

600,00-€ 500,00 €

Add to cart

**Join our
community
and academy
to learn faster.**



SECTION 3 RECAP

The tactics playbook

Good	Comparisons, cross-platform entity presence, entity networks, Trustpilot effect
Bad	Programmatic thin content, generic authority building, no entity expertise
Fix	Storytelling + real personas + cross-platform adaptation + CRM data
Ugly	Segment gap, measurement gap, Gmail signal — the invisible bleed
Omnichannel	Same advice, new layer: AI agents sift through it now, so optimize for that
Ugly	Segment gap, measurement gap, Gmail signal — the invisible bleed

WRAP-UP

What To Do Now

Four areas of action



Omnichannel

Newsletter, LinkedIn, events, docs, social, community — every touchpoint an AI might pull from.



Content

Passage-level, entity-attributed, FAQ-structured. Specific data over generic coverage.



Entity + Schema

@id, sameAs, KG, bidirectional relationships. Infrastructure that powers both worlds.

THE FOURTH PILLAR

User research — the foundation of everything

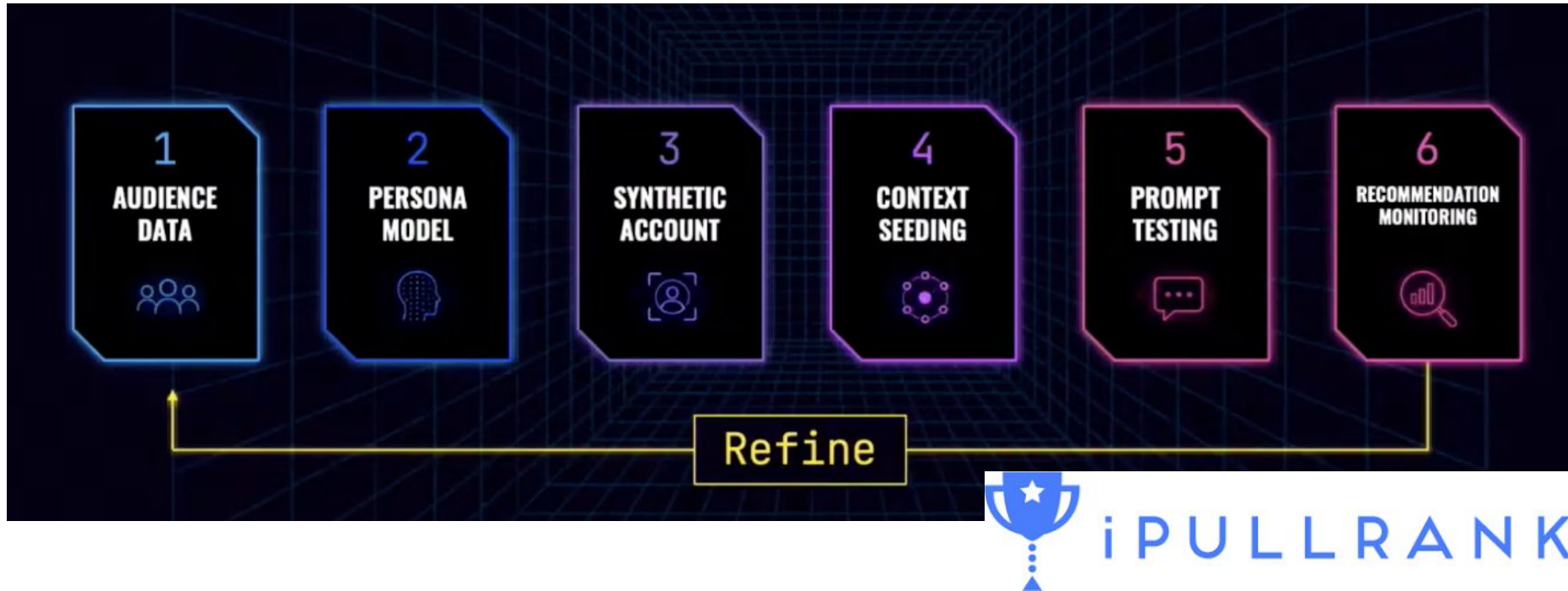
Know your audience with the granularity AI systems require.

- Talk to CRM teams — who converts and why?
- Map conversion pathways to AI search contexts
- Reflect audience segments across content, website, social
- Speak directly to each segment — the system will match specificity
- **Persona research has never been more important**

THE FOURTH PILLAR

User research

Build your core audience' search twins





What won't change:

Quality content wins.

Trust is built through consistency.

The best answer for the user will surface.

Make sure that's you.





Welcome to the era
where **Context** is king.



@LAZARINASTOY

Thank you.

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- [@lazarinastoy](https://t.me/lazarinastoy)

