



Optimize for Everything: AI Search Essentials

Three Essential Lessons from Nicole Heymer

The rules of online search have completely changed. These key insights from website and SEO expert Nicole Heymer show how to adapt your digital presence for the new world of AI-powered search without starting from scratch.

1. Feed the AI What It Needs

Your website information is now being summarized and served directly to searchers. Make sure your content clearly states your business name, location, services, and aesthetic specialties. Don't make AI guess what you do or where you do it—spell it out in your copy, project descriptions, and FAQs.

2. Test and Adjust Your Digital Footprint

For the first time in history, you can ask search engines why they didn't recommend you. Test how you're being described when people search for designers in your area. Look at where that information is coming from and adjust accordingly. Also, prioritize Google reviews, AI is now quoting directly from them.

3. Stay Agile But Authentic

What works today might not work in six months as AI search continues evolving. Avoid keyword stuffing and don't copy content straight from AI tools, it needs to be your authentic voice and experience. Clean up any old content that sends mixed messages about your services, and be prepared to adapt as the technology develops.

