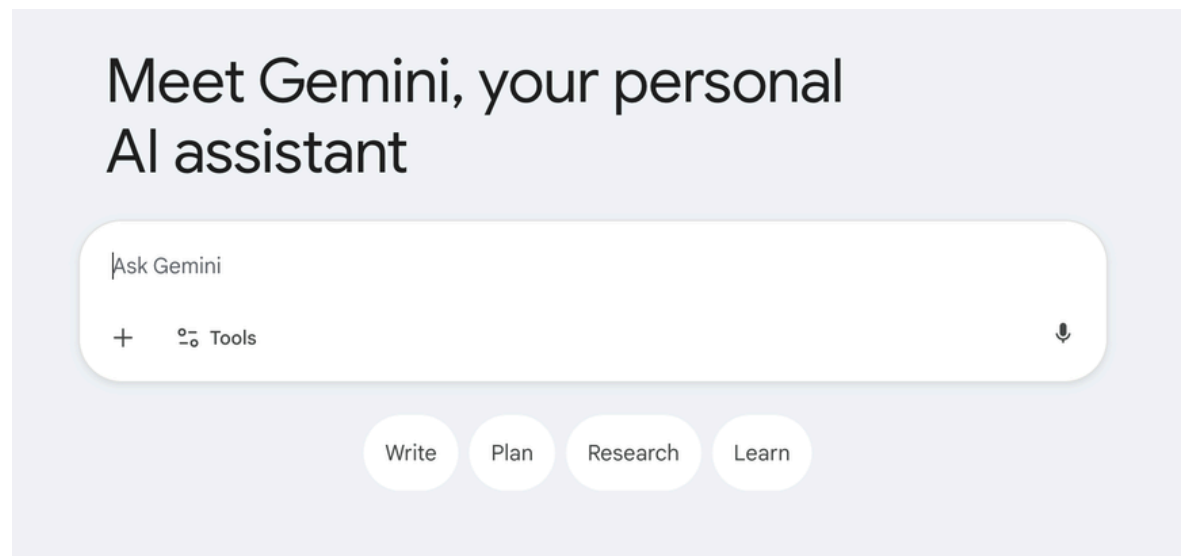
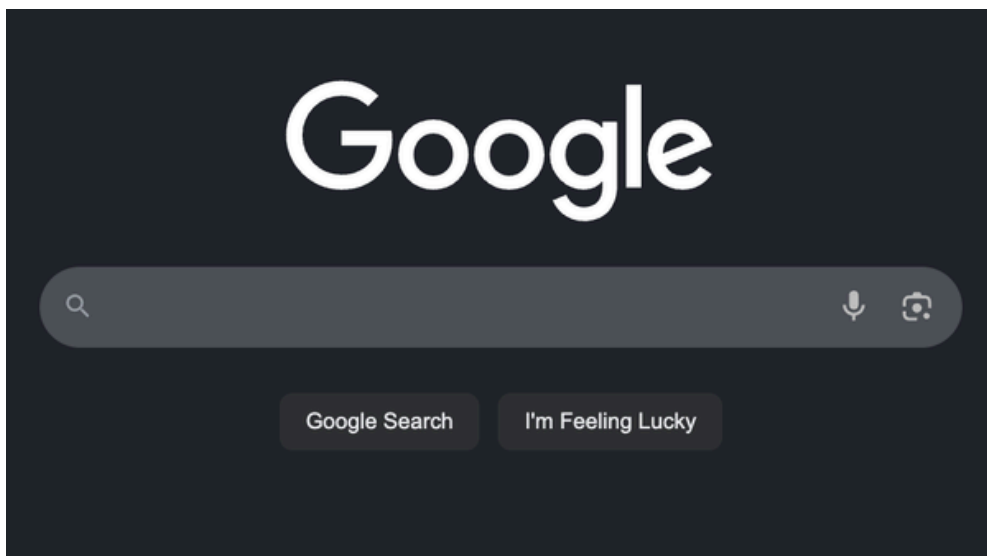
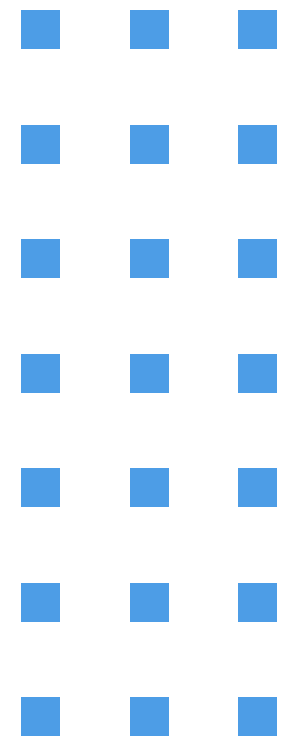
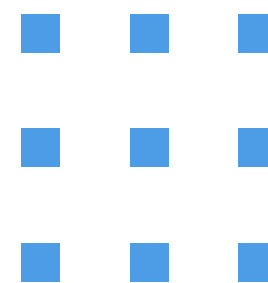


Same jobs. Different doors.



BrightEdge Data Cube X and AI Hyper Cube mapped millions of organic keywords and AI prompts across 7 industries to a unified job-to-be-done taxonomy.

BRIGHTEDGE



Optimizing for AI is still SEO According to Google

Home > Search Central > Documentation

Was this helpful?  

Optimizing your website for generative AI features on Google Search

[Send feedback](#)

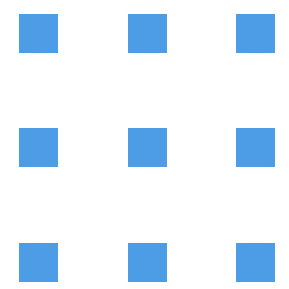
User preferences are rapidly evolving and people are increasingly gravitating to generative AI experiences to help them find information. As we upgrade Search to meet these changing expectations, this transformation offers new opportunities to reach people who may be more inclined to engage with your site, spend more time with your content, or even convert by becoming a subscriber or making a purchase. This guide is for website owners looking for official best practices from Google Search on how to succeed in generative AI features in Google Search (such as AI Overviews and AI Mode).

Is SEO still relevant for generative AI search?




In short, yes! The [best practices for SEO](#) continue to be relevant because our generative AI features on Google Search are rooted in our core

“Focus on what your visitors would enjoy, find helpful, and feel satisfied with after visiting your website.”- Google AI Optimization Guidelines May 2026

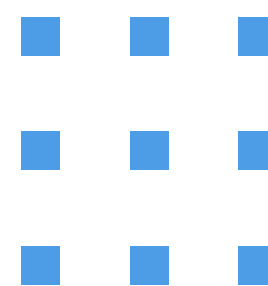
With the right strategy, you can optimize once and win everywhere- across traditional and AI surfaces



Same users. Same jobs. Different doors.

| Job | Organic | AI |
|--|---------|------|
|  Learn | ~90% | ~75% |
|  Decide | ~3% | ~15% |
|  Act | ~7% | ~11% |

85% of queries fall into the same job-to-be-done bucket across both surfaces.



The job universe is the same across both surfaces.

Learn

The biggest bucket on both surfaces

- Define / Explain
- How-To
- Diagnose/
Troubleshoot
- Find Nearby / Local
- Get Hours/ Specs /
Status

Decide

The evaluation moment

- Compare Options
- Validate Choice
- Get Recommendation

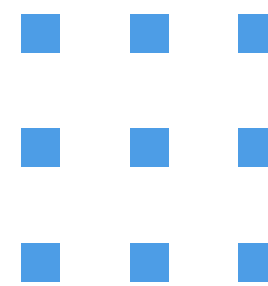
Act

Conversion Moment

- Transact
- Manage / Service
- Plan a Trip / Activity

These 11 jobs travel across categories. Healthcare's "find a clinic near me" and Finance's "atm near me" are the same job, even if the results look different.

The brands that win cover all of them, on both surfaces.



What Marketers need to know



Your strategy doesn't bifurcate. There is one user, one job universe, and multiple surfaces. Foundational SEO is the cost of entry to AI visibility. If you can't be retrieved by Search, you can't be retrieved by an AI surface that draws from the same index.



Cover the full job taxonomy. The 11 jobs are durable across categories. The brands that win in AI search are the ones whose content actually serves all of them, not just the head terms or the brand keywords. Audit your coverage against Learn, Decide, and Act.



Build for users, not for surfaces. Google's own guidance is clear: focus on what visitors find helpful and satisfying. The same content that satisfies the job on organic search is what gets retrieved by AI surfaces. There is no separate AI playbook to build.

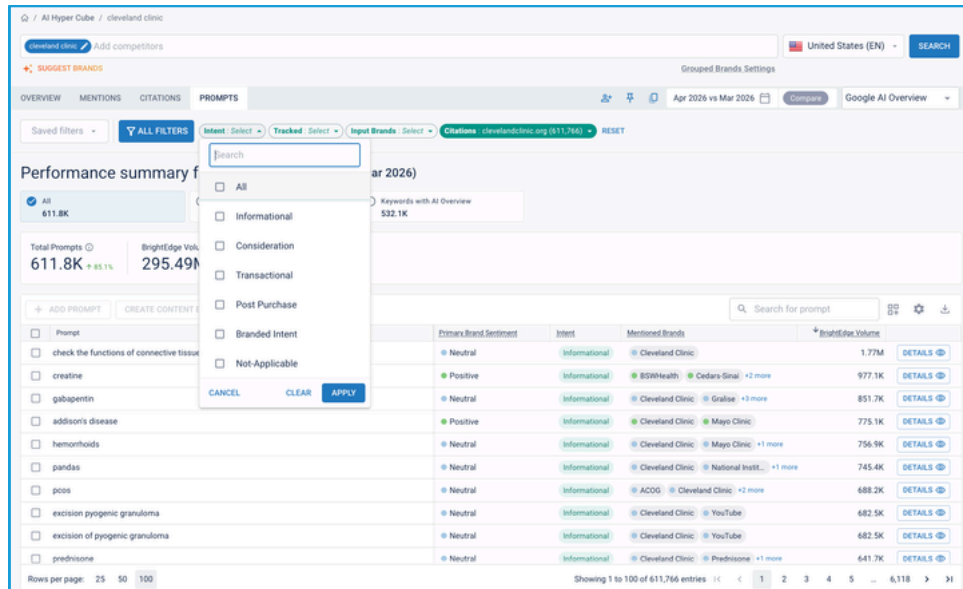


Measure across surfaces, not against them. Yes, there are things you can do to make content more visible in AI experiences. But the fundamental content strategy doesn't change. What changes is your ability to see how it performs everywhere it lives. That requires one platform connecting organic search, AI Overviews, AI Mode, ChatGPT, Perplexity, and Gemini into a single view.

BRIGHTEDGE

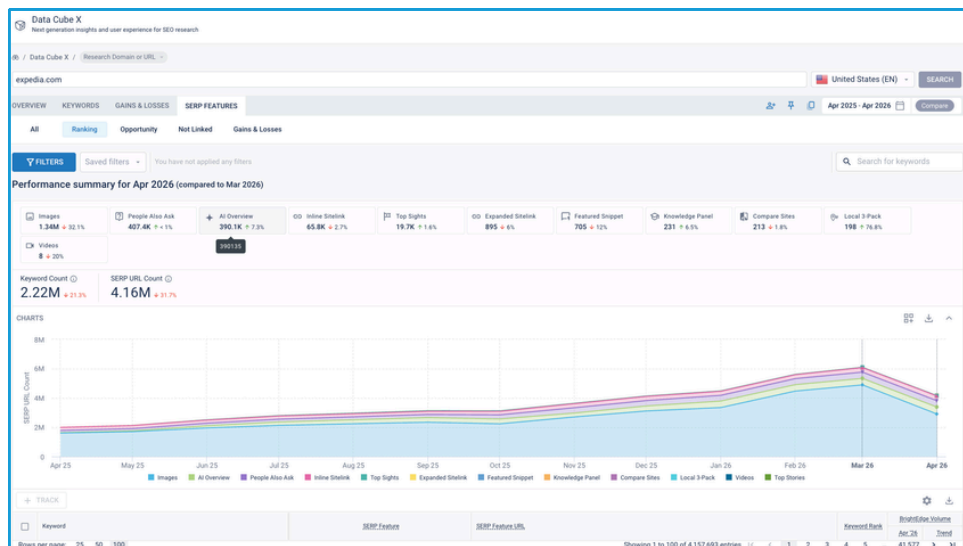
BrightEdge is how you optimize once, win everywhere!

Classify all the prompts by intent with a single click



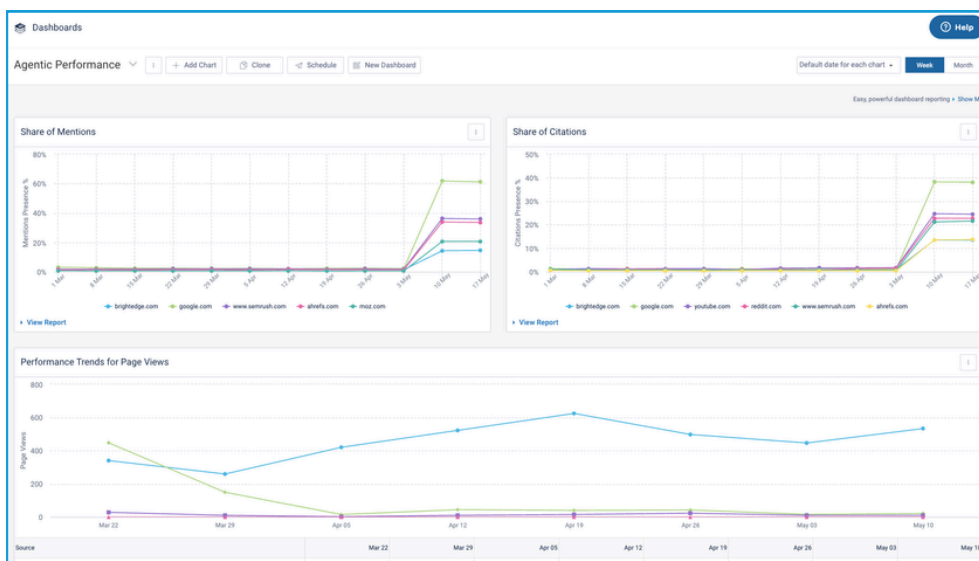
AI Hyper Cube can help you understand your prompt funnel and connect how users are progressing through the journey to prompt volume.

See exactly how Google applies AI to any keyword space



Data Cube X clarifies how AI impacts traditional search methods and demonstrates AI's role in task completion, eliminating uncertainty in their collaboration.

Dashboards connect all your surfaces



Set up dashboards to visualize your brand's performance on the BrightEdge platform, integrating both traditional and AI-driven elements for clarity.