TAKEAWAYS: *CONTENT IS KING*

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When you searched for something on your phone, the top links used to be the most-trusted, with the right keywords, and the budget to outspend competitors. Now? An AI summary skips past sponsored pages and SEO-optimized sites. Chris Jarratt draws on years of marketing and advertising experience to increase your business' visibility online. Make sure your site is newly updated and ready for old tools to die off.

1. To be cited in AI results, content has to be worth citing, clear enough to extract, and backed by a reputation that you don't fully control.

2. Build two layers of content: crawlable facts (name, what you do, where, proof, author, date) plus the differentiator (experience, story, failures, opinions, personality).

3. Search used to return a list of links. Generative engines now return a synthesized answer, and because the device in your hand hasn't changed, the shift is easy to miss.

4. Clarity creates citations. Personality creates preference. Specifics, proof, and breadth of experience decide which brand AI recommends.

"Two brands can have the exact same information, but the one that has more specifics, more proof, and more experience will be trusted more and will be more recommended by AI."