GOOGLE'S AI MODE

The *Point* of AI Mode

Google's AI Mode reads and summarizes web content (blogs, service pages, and more) to answer questions.

Your new goal is to write paragraphs that get quoted, rather than posts that rank.

It Looks For...

- **Clarity** over cleverness
- **Direct** answers to a question in each section
- **Specific**, sourced value (like examples, stats, or details that AI can pull)
- **Context-rich formatting** (logical headers, bullet points, and short sections

Writing for Citability

▷ **Start** every major section with a strong answer sentence

▷ **Write** like your content might appear alone

▷ **Answer** ultra-specific, not just general

▷ **Use** stat-backed or original insights whenever possible

▷ **Create** content with follow-up questions in mind