



# Website Best Practices for LLM Discovery

## The Rise of AI Search



**52%**

of U.S. adults use **AI chatbots** for search



**800M+**

**Weekly Active ChatGPT Users**



**60%**

of Google searches now end with **no clicks**

## Key Steps for LLM Discoverability



**Technical Optimization**

Audit **robots.txt** & use structured data



**Content Structuring**

Use clear headings & concise answers



**Authority Building**

**Earned media & credible mentions**



**Unique Content**

Create **original** research & insights

## Why It Matters



**AI answers shape brand perception**



**Get recommended** during key buying moments



**Stand out** over your competitors