

# Is AI and ChatGPT the end of SEO?

**No...Let's find out  
what you can do to  
optimize your  
website.**

1. Make sure that your business is listed in these citation websites or social media profiles:
  - Google Business / Bing Places for Business / Apple Maps
  - BBB
  - For Contractors: Houzz, Angi, HomeAdvisor
  - Review Websites: Yelp, TrustPilot
  - Social Media: Facebook, LinkedIn, Instagram
  - Chamber of Commerce websites and other local directories that are specific to your town.
  - For doctors and healthcare professionals, websites like HealthGrades.com

## 2. On-Page Optimization

- Don't bank on AI to write your content for you. Write original, thoughtful, factual, but mostly conversational content.
- Include schema on all your important pages. You can utilize [schema.org](https://schema.org) to find the right schema types. Most CMS platforms like WordPress or Shopify have apps and plugins to generate schema. If you have a recipe blog, you should mark up the recipes as recipes.
- Include external links to facts and resources that you pull from on other websites.
- Include your name, address, phone number, and reviews on your website.
- Consider a “near me” page that lists all of your business locations or dynamically creates personalized content when someone lands on the near me page.

### 3. Off-Page Optimization

- Don't buy backlinks any more. Utilize high-quality authoritative services that do backlink outreach.
- Try to get a citation in Wikipedia to your website. Syndicate some high quality posts to websites and platforms like medium.com.
- Find others to curate some of your content.
- Utilize editorial backlinks if you get a guest post written somewhere else that is good.
- Make sure to publish videos, pdfs, and other rich media files on websites that curate content.