Surviving Google SGE

How to Get Featured by AI Instead of Erased by It

By [@alexcornici](#) | [What is SEO](#)

What's Happening (and Why You Should Panic Just a Little)

Google's Search Generative Experience (SGE) is here, and it's rewriting the rules. You're no longer competing for the blue link. You're competing to be *the source* behind the AI summary.

That means if your content isn't being pulled into the answer box, you might as well not exist.

This guide tells you how to adapt your content, site structure, and SEO brain to avoid digital extinction.

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1. Understand What SGE Actually Does

SGE uses generative AI to produce answers directly in the search results—often without showing a traditional 10-link list at all.

Translation:
Google is hoarding the clicks.
If you're not being cited or quoted in the AI response, your traffic dies.

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2. What Kind of Content Gets Pulled Into SGE?

SGE loves:

- Clear answers to common questions

- Structured content with logical formatting

- Authoritative sources with high EEAT signals

- Content that reflects real-world experience (not regurgitated fluff)

- Pages with proper schema and context clues for the AI to understand meaning

SGE ignores:

- Rambling content without structure

- Keyword-stuffed noise

- Pages that try to "game" search rather than help the user

- Anonymous, unverified authorship

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3. How to Structure Your Content for AI Inclusion

You're not writing for humans *or* bots. You're writing for both—and now for robots that summarize things.

Do this:

- Use clear subheadings that match specific queries

- Include FAQ sections at the end of key pages

- Start articles with a direct, one-sentence answer before expanding

- Use bullet lists, tables, and short paragraphs for scannability

- Write like you're answering a question on Stack Overflow, not pitching a webinar

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4. Boost Your EEAT or Get Filtered Out

SGE leans hard into Google's EEAT model (Experience, Expertise, Authoritativeness, Trustworthiness). If you don't have those, you're not getting quoted.

Pro Tips:

- Add real author bios with credentials

- Link to reputable external sources

- Use first-person insights, case studies, or examples

- Display reviews, testimonials, and press mentions

- Keep your About page and contact info easy to find

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5. Optimize for "AI Readability"

This isn't just "good writing." It's "structured-to-be-stolen" writing.

- One idea per paragraph

- Answer first, explain second

- Don't bury useful info under clickbait intros

- Use schema markup wherever possible (Article, FAQ, How-To, Product)

Think of your content like ingredients laid out on a cutting board. The AI chef will grab what's clean, organized, and obvious.

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6. Real-Life Examples of AI-Ready Content

These types of pages are thriving in SGE results:

- Product comparisons with pros and cons

- How-to guides with step-by-step formatting

- Niche Q&A content targeting specific scenarios

- Explainer pages with structured definitions + examples

- Topic clusters with deep internal linking

If your blog post takes 600 words to get to the point, you're done.

Final Advice

SGE isn't a glitch. It's the future.
And if you keep optimizing like it's still 2019, your site is going to be a ghost town.

This isn't about pleasing an algorithm. It's about making your content **unmissable**, **clear**, and **the most trustworthy voice in the room**—so when the AI goes looking for answers, *it comes to you first*.