



THE SIGNAL

From Your AI Wizards

PLACING THE PIECES

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WHAT YOU NEED TO KNOW

TOPIC 1

IT'S ALL CONNECTED

AI doesn't rank you based on one impressive piece of content or a single perfect web page. It's constantly evaluating how your footprint, expertise, technical structure, and engagement all fit together. The stronger the connection between these elements, the more confident AI is in seeing the complete picture.

TOPIC 2

THINK BEYOND SEO

Traditional SEO still matters, but Generative Engine Optimization (GEO) takes it further. It's about creating clarity, building trust, and structuring your content so AI fully understands. That means moving past keyword stuffing and backlinks, and instead aligning every part of your digital presence so AI can see the complete picture.

TOPIC 3

BUILD IT, THEN BOOST IT

AI visibility isn't won overnight. Consistency across all signals builds trust over time and keeps you showing up where it matters most.

When your signals stay aligned and active, you create a visibility flywheel — continually strengthening your position and outpacing competitors who treat visibility as a one-off effort.

THIS WEEK ON LIVE AND FOUND

AI doesn't just see one piece of your online presence — it assembles the whole puzzle.

This week, we explored how the eight **FoundFirst Signals** work together to build trust, clarity, and visibility. One strong website or perfect SEO isn't enough; every signal supports the others.

When your footprint, expertise, structure, and engagement align, AI sees the complete picture — and knows you're the answer.

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