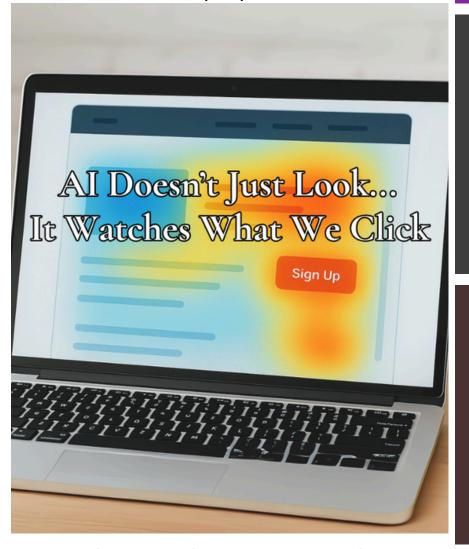


### **CLICKING WITH AI**

ISSUE 2- 08/08/2025



### THIS WEEK ON LIVE AND FOUND

Al doesn't just read your content—it watches how people respond to it.

This week, we explored **Signal 8: Behavioral** Performance, where every scroll, click, and bounce tells AI how valuable your content really is. If people don't stay, engage, or explore... AI takes note.

Want better visibility? Structure your site to keep attention and reward curiosity.

SUBSCRIBE TO THE SIGNAL: YOUR WEEKLY GUIDE TO GETTING FOUND BY AI

### WHAT YOU NEED **TO KNOW**

## TOPIC 1

#### WHAT AI SAYS ABOUT **CUSTOMER CLICKS**

Al measures what people do—not just what you publish.

Low time on page? High bounce rate? That's a red flag for Al.

Structure your content to keep people engaged and clicking.

## TOPIC 2

**SUMMARIES ARE MICRO-WINS** 

Give readers (and AI) quick takeaways.

- Summary at the topTL;DR at the bottom
- Clear headers in between

Make it scannable, clickable, and easy to digest.

# TOPIC 3

#### **EVERY INTERACTION COUNTS**

A blog click. A form fill. A video play.

These are votes for your visibility.

The more people interact, the more Al pays attention.

Start with one upgrade: Add a "Most Read" or FAQ section to drive engagement.