



# THE SIGNAL

From Your AI Wizards

## CLICKING WITH AI

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### THIS WEEK ON LIVE AND FOUND

AI 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

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

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

Structure your content to keep people engaged and clicking.

## TOPIC 2

### SUMMARIES ARE MICRO-WINS

Give readers (and AI) quick takeaways.

- ✓ Summary at the top
- ✓ TL;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 AI pays attention.

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