

• THE 2027 SEO & AI GUIDE

Get ready to **dominate** search and AI.

A practical checklist and 90-day plan to get your business found, trusted and chosen wherever your customers search in 2027.



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Seen. Trusted. Chosen.

2027.

• SEO & AI SEARCH

The 2027 SEO & AI Guide: get ready to dominate

A practical guide for Australian businesses that want to rank in Google and be recommended by ChatGPT, Gemini, Perplexity and Google AI Overviews.



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1. What changes in 2027

For twenty years, search worked the same way. Someone typed a query, Google showed ten links, and the business with the best-ranked page won the click. That model still exists, but it now sits beside a second one: the customer asks a question and an AI system writes the answer.

Google shows AI Overviews above the organic results for many informational searches. ChatGPT, Gemini, Perplexity and Microsoft Copilot answer product and service questions directly, often naming two or three businesses. Many people now start their research in these

tools before they ever visit a website.

The practical effect for a business is simple. If your brand is not one of the sources the AI trusts, you are not in the answer, and the customer may never see your listing further down the page. Traditional SEO still matters, because these systems lean heavily on the same signals Google has always used. What has changed is that being ranked is no longer enough. You also need to be quotable.

The short version: AI search rewards businesses that are easy to crawl, easy to understand, clearly expert and consistently described across the web. The same work improves your Google rankings.

2. How AI assistants choose which brands to cite

Each platform works differently, but most AI answers are built in two steps. First the system retrieves relevant pages, usually from a search index such as Google or Bing. Then a language model reads those pages and writes a summary, citing some of them. Your brand needs to succeed at both steps.

To be retrieved, your pages must be indexed, fast, technically sound and relevant to the question. This is classic SEO. If a page does not rank reasonably well in normal search, it is rarely picked up for an AI answer.

To be cited, your page must contain a clear, self-contained answer the model can lift. Pages that state the answer in the first two sentences, use descriptive headings and include specific facts are easier to quote than pages that bury the point under introductions.

To be recommended, the model needs to be confident your business is credible. It forms that view from what other sites say about you: reviews, directory listings, media coverage, industry associations and consistent business details. A brand that is mentioned often, in the right context, is more likely to be named.

3. The five foundations of AI readiness

01 Technical access

Search engines and AI crawlers must be able to reach and render your content. Check that robots.txt does not block the crawlers you want (such as Googlebot, Bingbot, GPTBot and PerplexityBot), that key content is in the HTML rather than loaded only by JavaScript, and that pages load quickly on mobile.

02 Answer-first content

Write each page around the questions customers actually ask. Put the direct answer at the top, then the detail. Use headings phrased as questions, short paragraphs, lists and tables where they help. Every service page should explain what you do, who it is for, where you operate and what it costs to engage.

03 Structured data

Schema markup tells machines exactly what a page contains. At a minimum, add Organization or LocalBusiness, Service, FAQPage, Article with author details, and Review where you have genuine reviews. Keep the details identical to what is visible on the page.

04 Expertise and trust

Show who is behind the content. Named authors with real credentials, dated updates, case studies with specific results and client testimonials with full names all signal that a page is reliable. Avoid unsourced statistics and invented reviews; they undermine trust with people and machines alike.

05 Brand presence off your site

Make sure your business name, address, phone, services and description match everywhere: Google Business Profile, Bing Places, LinkedIn, industry directories and review sites. Earn mentions in reputable publications, podcasts and partner websites. These are the sources AI systems use to decide whether to recommend you.

4. The 25-point AI-readiness checklist

Work through this list for your website. Anything you cannot tick is an opportunity.

#	Check	Area
1	All important pages are indexed in Google Search Console and Bing Webmaster Tools	Technical
2	robots.txt allows the search and AI crawlers you want to reach your content	Technical
3	Key content appears in the page HTML without relying on JavaScript	Technical
4	Pages pass Core Web Vitals on mobile	Technical
5	An up-to-date XML sitemap is submitted	Technical
6	No broken links, redirect chains or duplicate pages	Technical
7	Each service has its own page, with one clear topic per page	Content
8	The first two sentences of each page answer its main question directly	Content
9	Headings describe the content beneath them, many phrased as questions	Content
10	Every service page has an FAQ built from real customer questions	Content
11	Pages state who the service is for, where you operate and how to engage	Content
12	Comparison and "how to choose" content exists for your category	Content
13	Content is reviewed and dated at least once a year	Content
14	Organization or LocalBusiness schema is on the homepage	Schema
15	Service and FAQPage schema are on each service page	Schema
16	Articles carry Article schema with a named author	Schema
17	Schema validates without errors in Google's Rich Results Test	Schema
18	Named authors with a short bio and credentials	Trust
19	Case studies with specific, verifiable results	Trust
20	Testimonials with full names and companies	Trust
21	A clear About page with your team, history and location	Trust
22	Google Business Profile complete, with recent reviews and replies	Brand
23	Business details match across all directories and social profiles	Brand
24	Your brand is mentioned on reputable industry and media sites	Brand

#	Check	Area
25	You regularly test how AI assistants describe your business	Measurement

5. A 90-day plan to be ready before 2027

You do not need to do everything at once. This sequence puts the highest-impact work first.

DAYS 1–30 · FIX THE FOUNDATIONS

Run a technical audit and fix crawl, indexing and speed issues. Check robots.txt for AI crawlers. Claim and complete Google Business Profile and Bing Places. List every place your business is mentioned online and correct inconsistent details.

DAYS 31–60 · REWRITE FOR ANSWERS

Collect the questions your sales and service teams hear most. Rewrite your main service pages with the answer first, clear headings and an FAQ section. Add Service, FAQPage and Organization schema. Add named authors and dates to your articles.

DAYS 61–90 · BUILD AUTHORITY AND MEASURE

Publish case studies with real results. Ask happy clients for reviews. Pitch expert commentary to industry publications and podcasts. Set up a monthly AI visibility check (see section 6) so you can see what is improving.

6. How to measure AI visibility

AI search does not yet have a single dashboard like Google Search Console, so measurement combines a few sources.

- **Prompt testing.** Write 20 to 30 questions a customer might ask, such as “best SEO agency in Brisbane”. Ask them in ChatGPT, Gemini, Perplexity and Copilot each month, and record whether your brand appears and how it is described.
- **Referral traffic.** In GA4, track sessions from chatgpt.com, perplexity.ai, gemini.google.com and copilot.microsoft.com. Numbers are often small but tend to convert well.
- **Branded search.** Growth in searches for your brand name is a sign that AI answers and other exposure are working.

- **Search Console.** Rising impressions with steady clicks on informational queries can mean your content is being used in AI Overviews.

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Want to know where you stand?

Base Digital is an independent Brisbane digital marketing agency, owner-led since 2012. We'll review your site against this checklist and show you the biggest opportunities for 2027, with no lock-in contracts and no hard sell.

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