

HOW TO SHOW UP IN GOOGLE'S AI OVERVIEWS



Build Topical Authority in Healthcare Marketing

AI pulls from content that shows **depth, clarity, and relevance**. Here are a few ways to align with this:

- **Create content hubs on key topics:** e.g. patient acquisition, rural hospital brand strategy, content marketing in healthcare
- **Link internally using clear anchor text:** Connect blog posts, case studies, and service pages.
- **Keep cornerstone pages fresh:** Regularly update service pages with stats, examples, and FAQs.

Write in the Way AI Answers

Structure your content the way AI summarizes it: **clearly and concisely**.

- **Use headers and Q&A formats**
ex: *What is healthcare brand strategy?*
- **Front load answers:** Lead with 1–2 line direct responses, then expand into more detail.
- **Add schema markup:** Use FAQ, How-To, and Article schema for better visibility.

Show Your Credibility

AI prefers content that appears **trustworthy and sourced**.

- Quote and link to **reputable sources**
- Get **backlinks** from industry sites or partners
- Show **authorship and credentials**, especially from your team

Nail the Technical SEO Basics

Ensure your site is **search-ready**:

- Mobile-first, fast load times
- Logical heading structure
- Clear, crawlable architecture
- XML sitemap and robots.txt configured
- All key pages indexed



Start with These Pages

Focus on high-impact areas first:

Content Area	Action	Reason
Trends Study Page	Add answers and highlight insights	AI loves summarized data
Case Studies	Add intro copy that shows ROI	Boosts quotability
Service Pages	Add FAQs and schema markup	Increases visibility
New Pillar Page	Create a “Healthcare Marketing Explained” hub	Builds topical authority

Will There be AI Ads?

Google is preparing to monetize AI search even further with the rollout of AI Max Ads, which will appear in AI Overviews and likely expand into AI Mode results. This means that in addition to competing for visibility in AI results, businesses will soon face paid ad placements directly within AI summaries—further squeezing the organic reach of brands that haven’t optimized for this new paradigm.