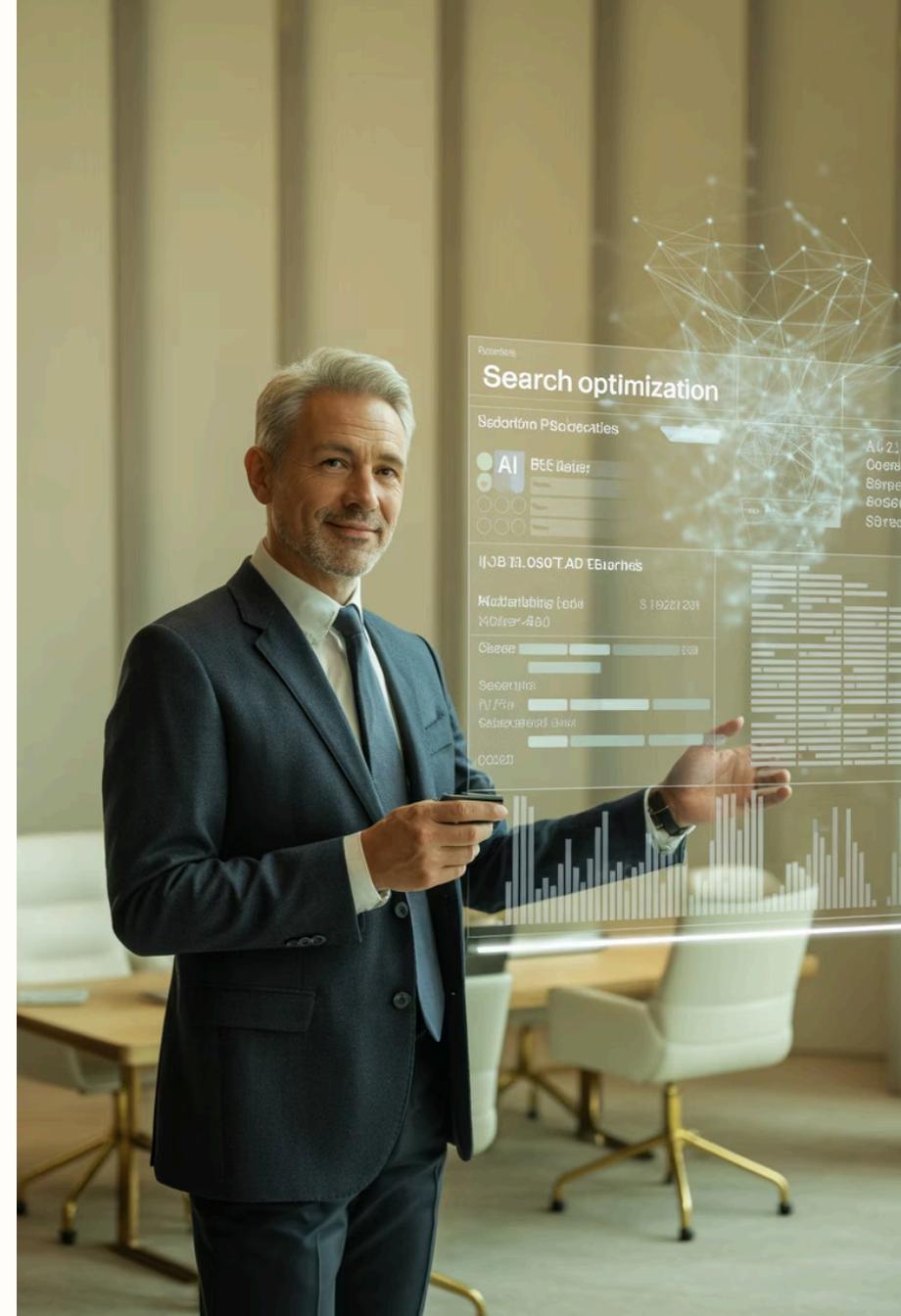# Get Found in AI: Generative Engine Optimization Strategies

A presentation by Esther C. Kane, CAPS, C.D.S.

Learn how aging in place professionals can optimize their content for AI discovery.

by Aging in Place Directory

Webinar Goal

Get Discovered by AI

Help aging in place professionals appear in AI tools like ChatGPT and Google's Gemini.

Learn GEO Strategies

Master Generative Engine Optimization techniques that work.

No Tech Expertise Needed

Simple, actionable steps for professionals at any tech level.

Understanding the Shift to AI Search

What's Changing

- People ask questions to AI tools instead of typing in Google
- AI gives answers, not website listings
- AI prefers content that's clear, specific, and helpful

Why This Matters

- Without AI-friendly content, you won't get found
- Simple adjustments can dramatically improve visibility
- This is learnable, even for non-tech people

Generative Engine Optimization – 5 Easy Steps

Know What Clients Are Asking

Identify the questions your ideal clients are searching for.

Create Helpful Content

Develop clear, specific answers to those questions.

Use the Right Structure

Organize content in an AI-friendly format.

Include Natural Phrases

Use language your clients would actually say.

Update and Reuse Content

Repurpose your material across multiple platforms.

Step 1: Know What Your Clients Are Asking

Look for questions your clients may be asking (don't focus just on keywords).

💡**Pro Tip:** Go to Reddit.com and type in topics to find questions.

Client Question Examples

- How do I help my aging parent stay at home safely?

- Is it time for grab bars in my bathroom?

Action Step

Make a list of 10 common questions your clients ask you.

💡 Bonus Tip: Use Reddit to Discover What People Are Asking

Reddit.com is a huge forum where real people ask real questions — and it's a goldmine for content ideas.

✅ Why use Reddit?

- It helps you **listen in on the real concerns** of aging adults and caregivers.
- You can **find actual questions** to answer in your blogs, videos, or social media posts.

🔍 How to do it (easy steps):

1. Go to **www.reddit.com**
2. In the search bar, type things like:
   - aging parents safety
   - suction grab bars
   - wheelchair won't fit

By focusing on specific products or problems, you'll find better questions to answer. This works better than just using phrases like "aging in place" or "home modifications for seniors". Not to say you can't use those broader phrases but don't JUST use those phrases.

- Read the questions people are asking.
- Write down the questions that **match what you offer**.

🛠️ Example:

You might find a post like:

> "My dad refuses to use a grab bar—how do I convince him?"

👉 That's a perfect article or social media or video topic!

Step 2: Turn Questions Into Helpful Content

✏️

Write Simply

Use conversational language like you're talking to a neighbor.

☰

Format Clearly

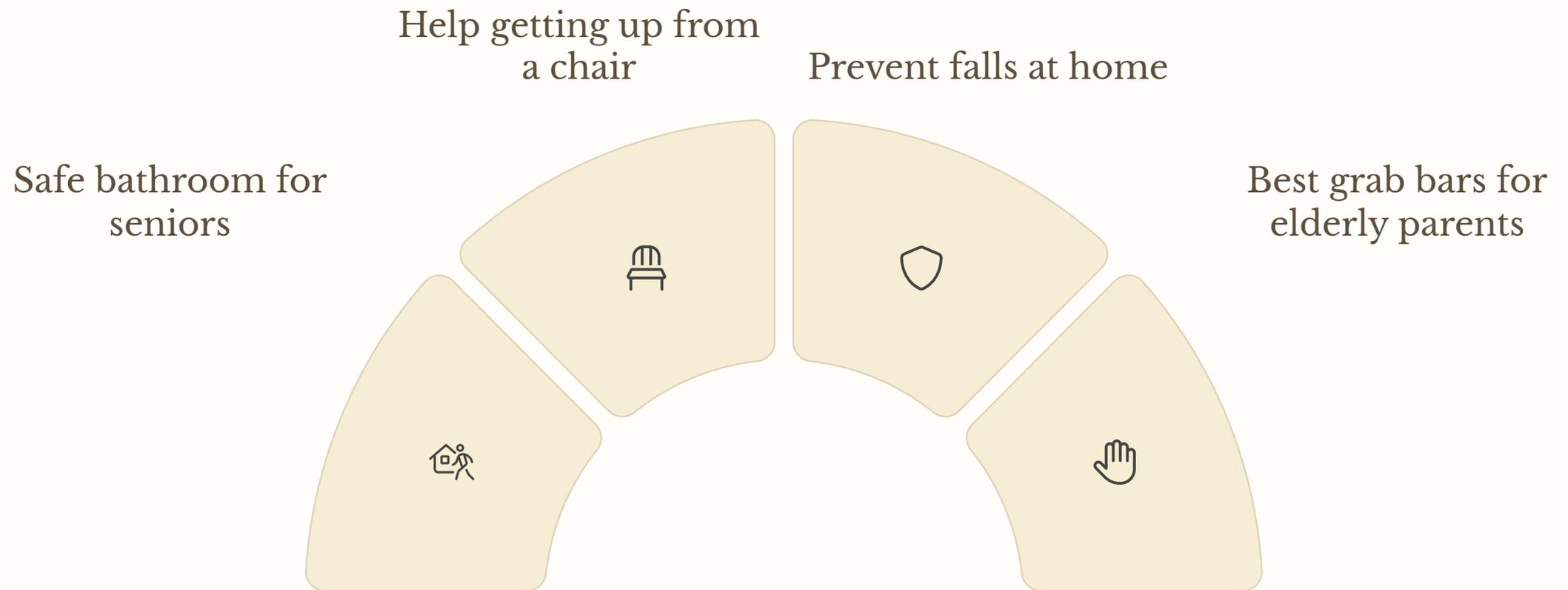Use headings, bullet points, and short paragraphs.

✓

Be Specific

Provide direct, actionable answers to questions.

Action: Use the AI prompts that I gave you in Webinar 6 to write any form of content. Articles, videos, social media posts or reels, etc.

https://aginginplacedirectory.com/mastermind-webinars/mastermind-webinar-6/

Step 3: Include the Right Phrases

Help getting up from
a chair

Prevent falls at home

Safe bathroom for
seniors

Best grab bars for
elderly parents

Action: Use the prompts from Webinar #6 to add these NLP (Neuro Linguistic Programming) and Semantic Phrases.

Adding NLP (Natural Language Processing) and semantic phrases to your online articles is a smart move because it helps search engines better understand the *meaning* behind your content, making it more likely to appear in search results for a wider range of related queries.

Who does it benefit?

- **Search engines**: They can accurately match your article with what people are *really* looking for, even if the exact words don't match.

- **Your readers**: They get content that feels natural, answers their questions clearly, and reflects how they actually think and speak.

- **You**: Your content ranks higher, reaches more people, and builds topical authority—especially helpful for niche sites like aging in place or caregiving topics.

Step 4: Update and Reuse Your Content

Write Blog

Turn the video content into a detailed blog post

Record Video or Podcast

Create a short video or podcast answering a client question

Share Socially

Post a condensed version to Facebook or LinkedIn

Action: Choose one existing content piece. Repurpose it in 2 new ways.

Tools You Can Use (Even If You're Not Techie)

| Tool	What It Does	How to Use It
ChatGPT	Helps write content from questions	Use the prompts in Webinar #6!!
Youtube	Repurpose videos into article content.	Repurpose your Youtube videos into content.
Canva or Ideogram	Makes graphics easily	Create an image with a safety tip
Headliner.app	Makes beautiful short video clips	Share on social media with subtitles
Opus.pro	A more minimalistic program turning videos into short clips.	Share these on any social media program or emails, etc.

How To Repurpose Your Youtube Videos

A very simple way to get your information out to more channels is to record it on Youtube and do the following steps to convert it into content. Which you can then turn an entire article into shorter pieces of content for social media posts.

Step 1: Go to your Youtube account and choose the video you want to work on.

https://studio.youtube.com/channel/

Step 2: Scroll down until you see the Subtitles box on the right hand side of the screen.
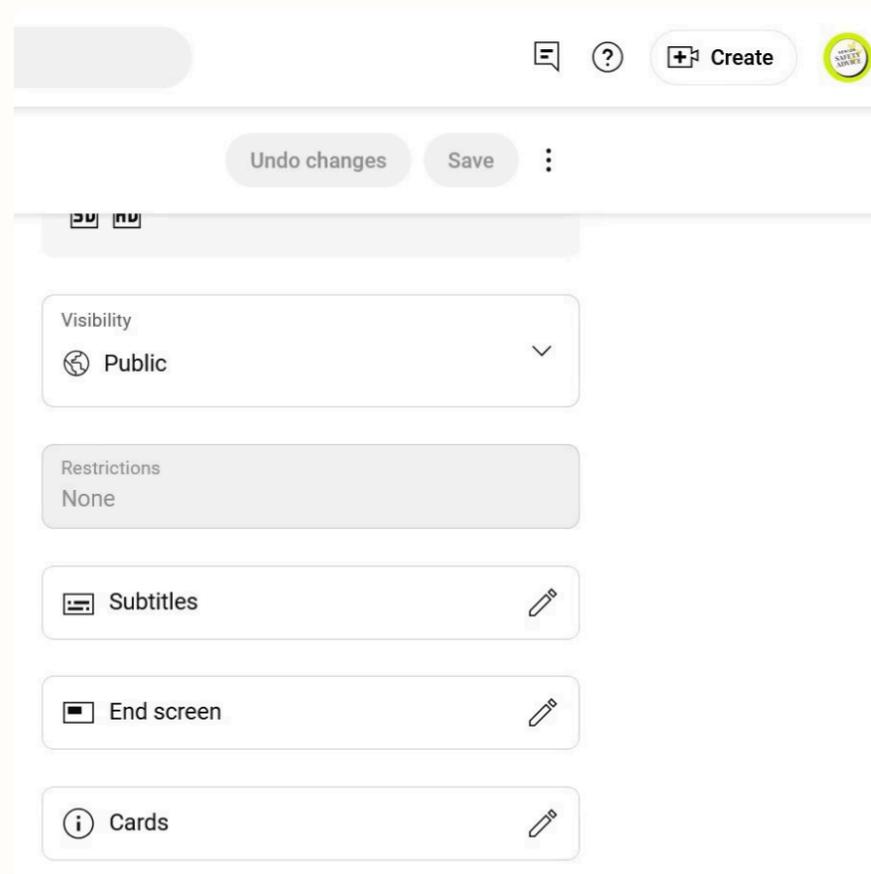
Step 3: Click on Subtitles and copy the text that is presented to you. Paste this into a .doc or .txt file and save it on your computer.

Step 4: Go to your AI program (ChatGPT or Perplexity or other) and type in the prompt:

"Please create a GEO friendly article based on this information."

Then either paste in what you copied or attach the .doc or .txt that you just saved.

Step 5: Use the Right Structure

Once your content is written, read it through and make sure that it provides the Question, Identifies the problem, Provides an answer to the problem and includes actionable steps that the client can follow.

Question

"When should I install a stair lift?"

Problem

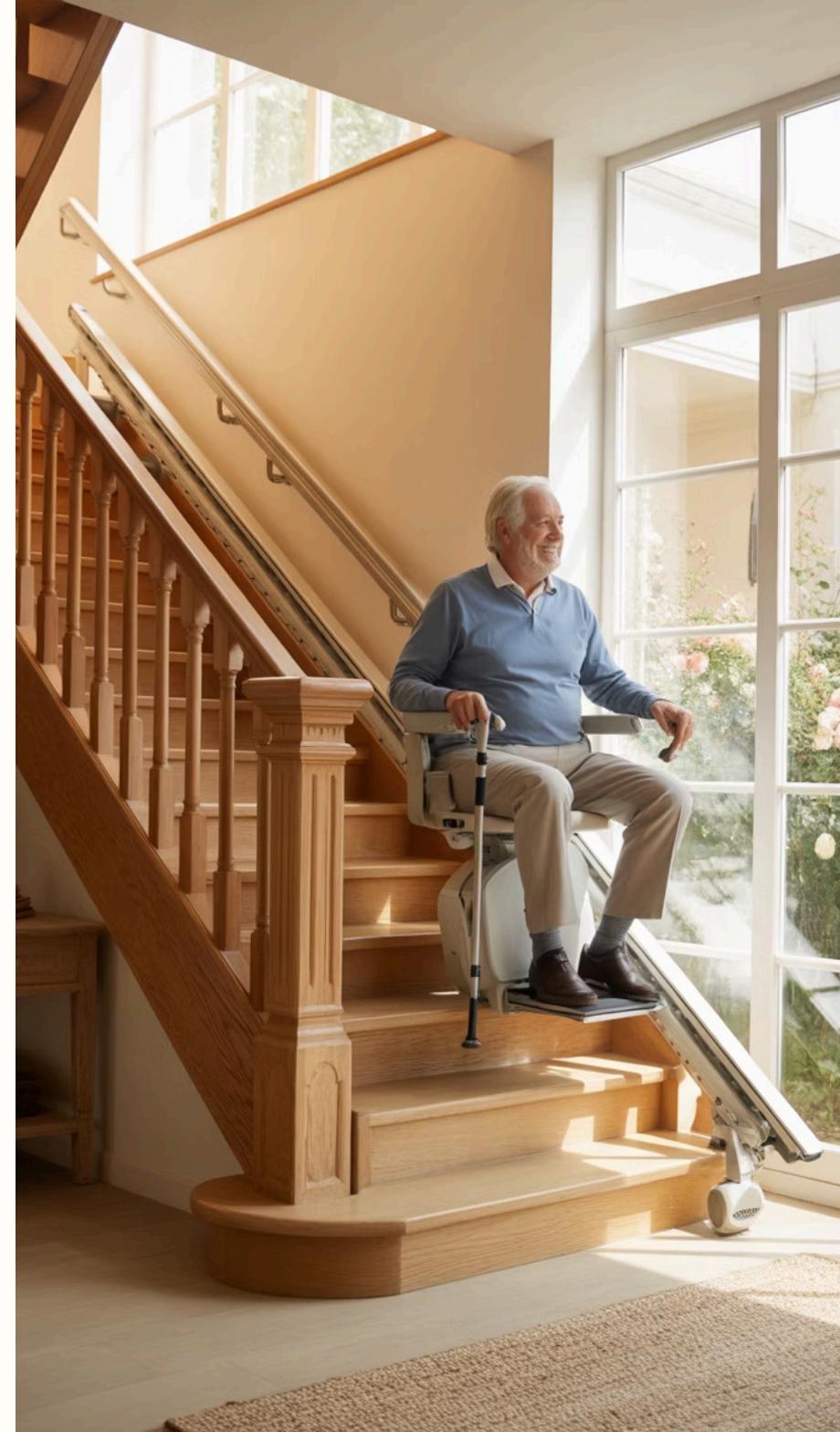"Many older adults avoid stairs and feel unsafe."

Answer

"Consider it when stairs feel hard or risky."

Next Step

"Call a certified specialist for an in-home evaluation."

Final Tips to Get Found

Show Your Face

Add a photo of yourself. People trust people they can see.

Include Your Location

Mention the cities you serve, even in blog posts.

Be Consistent

One helpful post weekly beats ten posts then silence.

Be Authentic

Share real stories and client wins to build trust.

Easy Weekly Action Plan

Week 1

Make a list of 10 client questions

Week 2

Write one answer and post it to your website

Week 3

Repurpose the answer into a short video or graphic

Week 4

Add your city or service area to your homepage

Week 5

Ask ChatGPT to help create 3 more blog drafts

Week 6

Share 1 post per week on LinkedIn or Facebook