



How AI Search Engines Choose Their Sources



swipe left



How do AI search engines decide which sources to prioritise when generating responses—and how can your business ensure it gets selected?





Perplexity

1. **Trustworthiness:** Prefers curated, reputable sources across industries.
2. **Recency:** Prioritises the latest information for fresh, timely results.
3. **Relevance:** Uses NLP to understand user intent and context.
4. **Authority:** Favours sources with strong domain expertise.
5. **Multi-Format Content:** Prefers websites that offer both text and video content.





Chat GPT

1. **Relevance:** Matches search intent and keyword context.
2. **Credibility:** Prioritises well-established, authoritative websites.
3. **Freshness:** Favours recent and updated content.
4. **User Engagement:** Sites with high citations and visits rank higher.
5. **Content Quality:** Prefers fact-checked, detailed, and well-written content.
6. **Diversity of Sources:** Provides a balanced view by drawing from multiple perspectives.





Gemini

Traditional search with AI factors:

1. **Data Quality:** Favours pages aligned with high-quality training data.
2. **Context Awareness:** Prefers genuinely relevant content.
3. **Insightful Content:** Prioritises valuable insights over rankings.
4. **Verification:** Selects factually accurate, multi-source verified pages.
5. **Query Relevance:** Adapts to the specific phrasing of your query.





How to Get Your Business Featured in AI-Driven Search Results





01

Establish Authority

Publish expert content, cite reliable sources, and build ethical backlinks.





02

Optimise for AI-Friendly Content

Answer queries directly, use structured formatting, and embed videos.





03

Enhance Technical SEO

Implement schema markup, optimise for mobile, and ensure fast loading speed.





04

Leverage AI- Optimised PR

Get featured in high-authority sources and distribute AI-friendly press releases.





05

Improve User Experience

Ensure easy navigation, boost engagement, and avoid misleading content.





AGILE

Follow Agile
for more great tips

agiledigitalagency