AI-Ready

CONTENT CUCUMBER

FUTURE-PROOFING YOUR STORE WITH AI-DRIVEN VISIBILITY

Meet the Presenters

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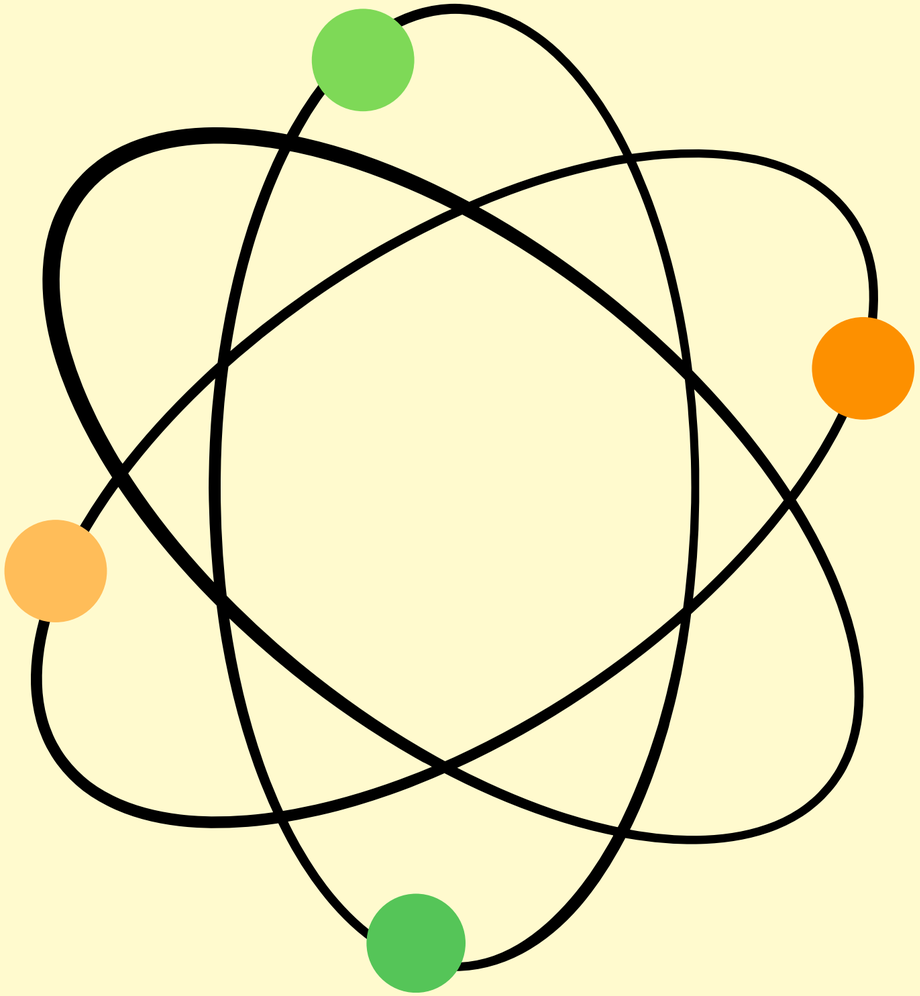
OBJECTIVES

1. Understand how AI visibility works for eCommerce.
2. Learn what makes a Magento store 'AI-ready.'
3. Build a 30-day plan to drive more traffic.



The Traditional Search Engine Model

HOW IT WORKED

- SEO handled long-term organic discovery
- Paid ads filled gaps and accelerated growth
- Rankings and bids determined who showed up
- Traffic flowed from search engines to websites
- Conversion happened on the site

The Traditional Search Engine Model

WHY IT WORKED SO WELL

- Search behavior was predictable
- Keywords mapped cleanly to intent
- Rankings were visible and measurable
- Ads captured high-intent demand
- Users expected to click links and compare options

The Traditional Search Engine Model

What Still Works?

- SEO still matters
- Paid ads still drive demand
- Technical optimization still pays off

What's Changing?

- Discovery platforms are more diverse
- Users prefer direct "zero-click" answers
- Visibility depends on being understood by LLMs.

The New Search Ecosystem for Ecommerce

Search Isn’t Dead. It’s Fragmented.

- Search engines are still important
- But discovery no longer happens in one place

- AI-powered answers capture many early queries
- Social platforms function as search tools
- Visibility now spans multiple surfaces

The New Search Ecosystem for Ecommerce

Where Discovery Happens Today

- Traditional search engines
- AI assistants and chat-based tools
- Social media platforms
- Communities and forums
- Each surface plays a different role

The New Search Ecosystem for Ecommerce

Why Discovery Behaviors Changed

- Information overload reduced patience for browsing
- Users want synthesized answers, not lists of links
- Trust shifted toward peers and lived experience
- Mobile-first behavior favors speed and clarity
- AI lowered the cost of asking better questions

The New Search Ecosystem for Ecommerce

The Right Tool for the Right Question

- Breaking news favors traditional search
- Complex comparisons favor AI assistants
- Visual learning favors social video
- Personal experience favors community platforms
- Users choose the lowest-friction option

The New Search Ecosystem for Ecommerce

What This Means for Ecommerce Brands

- Discovery rarely starts on your website
- Evaluation happens before the click
- Trust is built across multiple channels
- Content must travel beyond your site
- Visibility depends on consistency everywhere

The New Search Ecosystem for Ecommerce

Visibility Is a System, Not a Channel

- No single tactic wins on its own
- Search, AI, and social reinforce each other
- Content, structure, and performance must align
- Systems outperform one-off optimizations
- Modern visibility is cumulative

Who Is Your Target Audience?

WHO THEY ARE

WHERE THEY SPEND TIME ONLINE

SOCIAL MEDIA PLATFORMS

WHAT THEY SEARCH FOR

SOLUTIONS THEY NEED

THEIR DESIRED OUTCOMES

HOW YOUR OFFER HELPS

Built to Be Discovered

The Invisible Foundation of Modern Visibility

- Strong content needs a solid foundation
- Machines require clarity and structure
- Technical health enables discovery at scale
- Small issues compound over time
- Foundations determine ceilings

Built to Be Discovered

Why Technical Readiness Matters More in an AI World

- AI systems extract and summarize content
- Speed affects crawlability and trust
- Structure reduces ambiguity
- Stability supports consistent publishing
- Technical gaps limit visibility

Built to Be Discovered

Speed, Structure, and Stability

- Fast pages reduce friction for users and bots
- Clear site structure aids understanding
- Consistent URLs support indexing
- Schema provides explicit context
- Stability supports long-term growth

Built to Be Discovered

Human Experience Is the Signal Machines Care About

- UX metrics reflect real behavior
- Slow or broken pages lose trust
- Clear layouts improve comprehension
- Accessibility benefits humans and machines
- Good UX scales understanding

Built to Be Discovered

Technical Readiness Enables Everything Else

- Content performs better on healthy platforms
- AI summaries rely on accessible data
- Social sharing depends on load speed
- Conversions improve with clarity
- Foundations unlock leverage

How Is Your Site Performance?

SITE HEALTH OR SPEED CONCERNS:

TOP 3 PAGES OR BLOGS YOU SHOULD HAVE BUT DON'T:

USER EXPERIENCE GAPS:
(SEARCH, NAVIGATION, CHECKOUT, TRUST)

DOWNLOAD SLIDES & GET MORE INFO HERE!

Social Media as a Search Engine

LLMs: Not The Only Google Competitor

- Search behavior diversified rapidly
- Social platforms absorb discovery intent
- Communities provide unfiltered perspectives
- AI is one of several shifts
- Search is no longer centralized

Social Media as a Search Engine

How People Actively Search on Social Platforms

- Users search for recommendations
- They look for tutorials and demos
- They validate opinions and experiences
- They scan comments for nuance
- Social search feels human

Social Media as a Search Engine

Reddit, Pinterest, and Experience-Driven Search

- Reddit surfaces real-world experience
- Pinterest supports visual inspiration
- Users seek context, not marketing
- Long-tail questions thrive here
- Experience builds trust

Social Media as a Search Engine

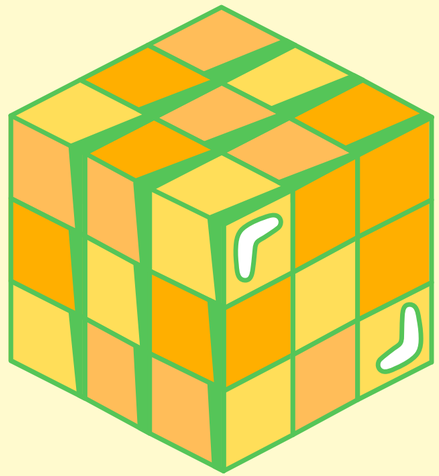
How Social Content Influences AI Systems

- User-generated content reflects natural language
- Social content captures emerging topics
- LLMs learn from public discourse
- Patterns signal relevance and trust
- Social shapes AI understanding

Social Media as a Search Engine

Search, Social, and AI Reinforce Each Other

- Discovery starts in different places
- Validation happens across channels
- AI summarizes what it trusts
- Strong brands appear everywhere
- Visibility compounds across systems



Answer-Ready Web Pages

Building a Magento Site That Leads the Pack

- Clarity differentiates strong stores
- Structure supports discovery

- Depth builds confidence
- Consistency builds authority
- Leaders remove friction

Answer-Ready Web Pages

Product Pages as Knowledge Assets

- Product pages answer real questions
- Details support informed decisions

- Clear differentiation reduces confusion
- Depth supports AI summaries
- PDPs anchor trust

Answer-Ready Web Pages

Why FAQs Matter More Than Ever

- FAQs surface customer intent
- They provide direct answers

- They reduce ambiguity for machines
- They support featured snippets
- They improve UX

Answer-Ready Web Pages

E-E-A-T for Humans and Machines

- Experience reflects real usage
- Expertise shows depth and accuracy

- Authority signals reliability
- Trust builds confidence
- AI evaluates these signals

Answer-Ready Web Pages

If Humans Trust It, AI Can Cite It

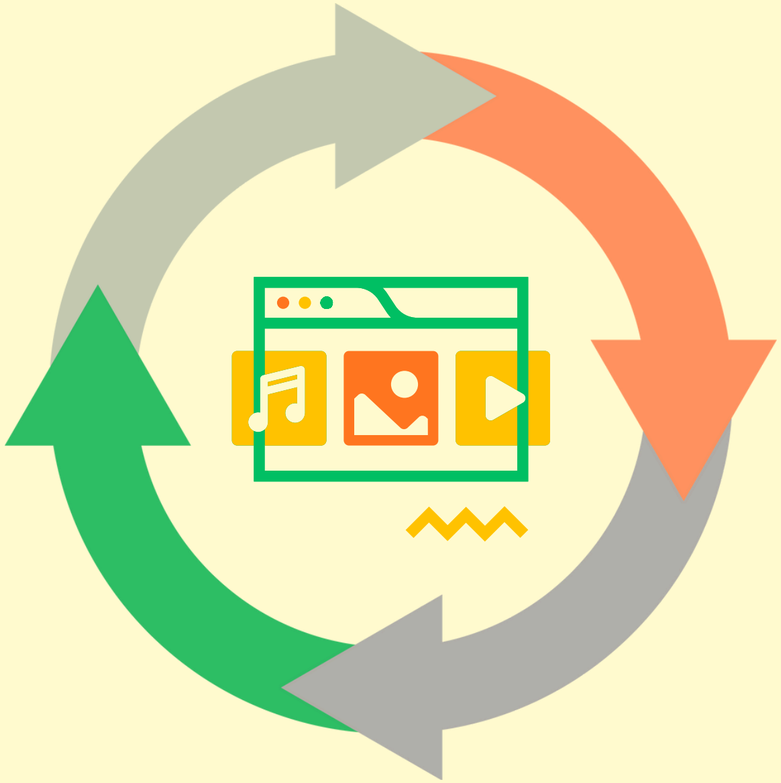
- Clear answers build confidence
- Consistency reinforces understanding

- Transparency reduces doubt
- Strong signals attract citations
- Trust scales visibility

Creating a Content Flywheel

Scale Your Content Supply Chain (Without Sacrificing Quality)

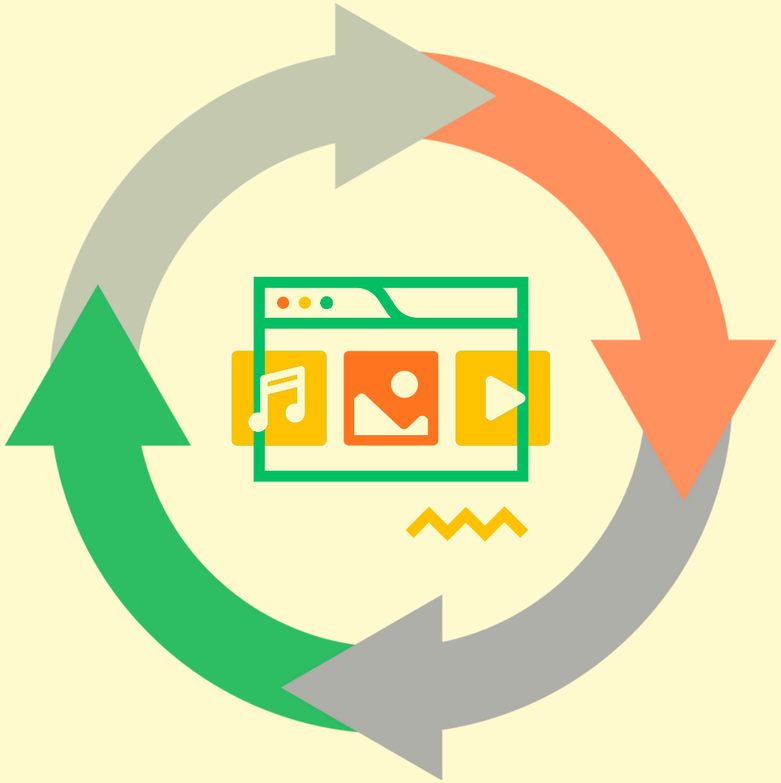
- Output increases through focus
- Reuse creates efficiency
- Quality improves with repetition
- Systems reduce burnout
- Momentum replaces guesswork



Creating a Content Flywheel

Create Leverage with Pillar Topics

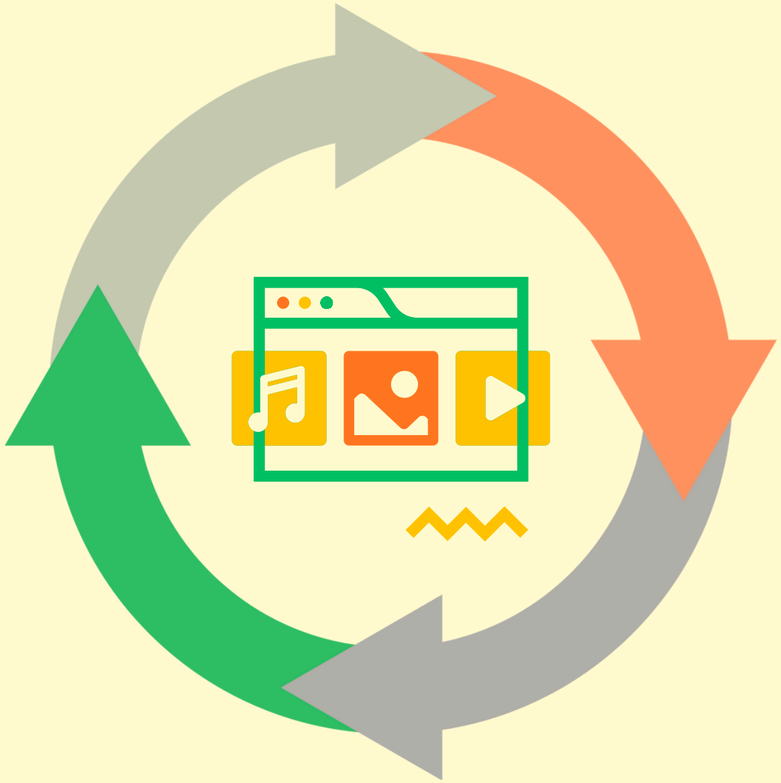
- One topic anchors each cycle
- Research happens once
- Insights extend across formats
- Pillars support multiple surfaces
- Focus drives scale



Creating a Content Flywheel

Keep Humans in the Loop

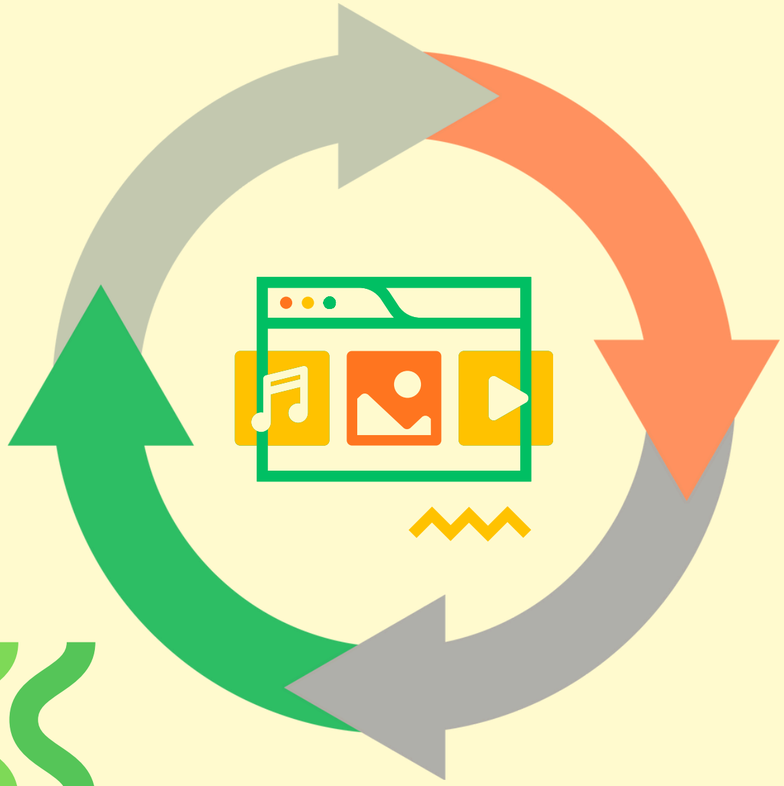
- Judgment guides quality
- Context shapes relevance
- Creativity drives differentiation
- AI supports, not replaces
- Humans set direction



Creating a Content Flywheel

Use AI to Reduce Friction (Not to Create Slop)

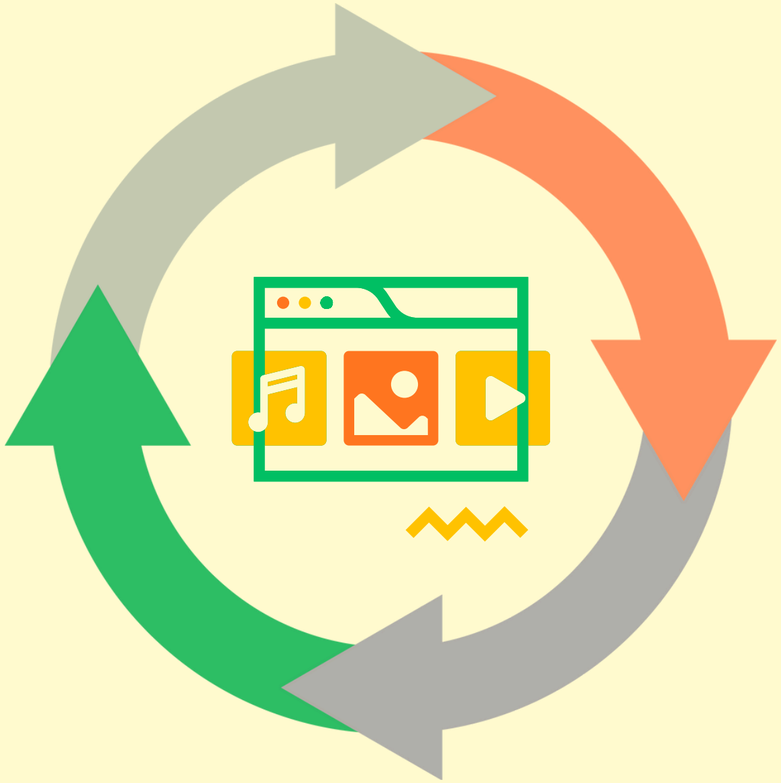
- AI accelerates ideation
- It expands angles efficiently
- It maintains consistency
- Quality requires oversight
- Tools amplify effort



Creating a Content Flywheel

Repurpose & Distribute

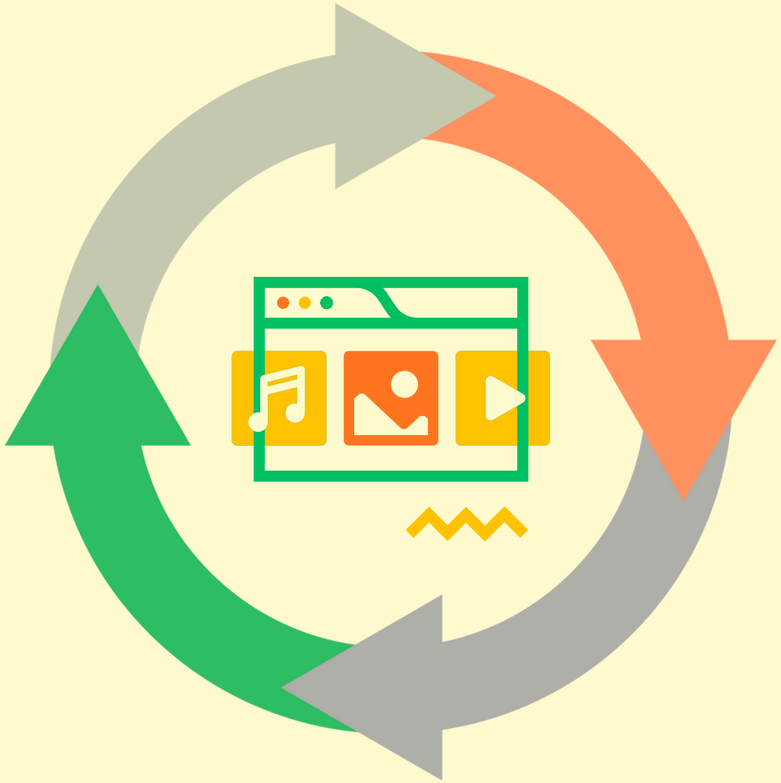
- One core asset fuels many pieces
- Social posts extend reach
- Distribution ensures visibility
- Consistency builds familiarity
- Publishing completes creation



Creating a Content Flywheel

Consider Lite Video

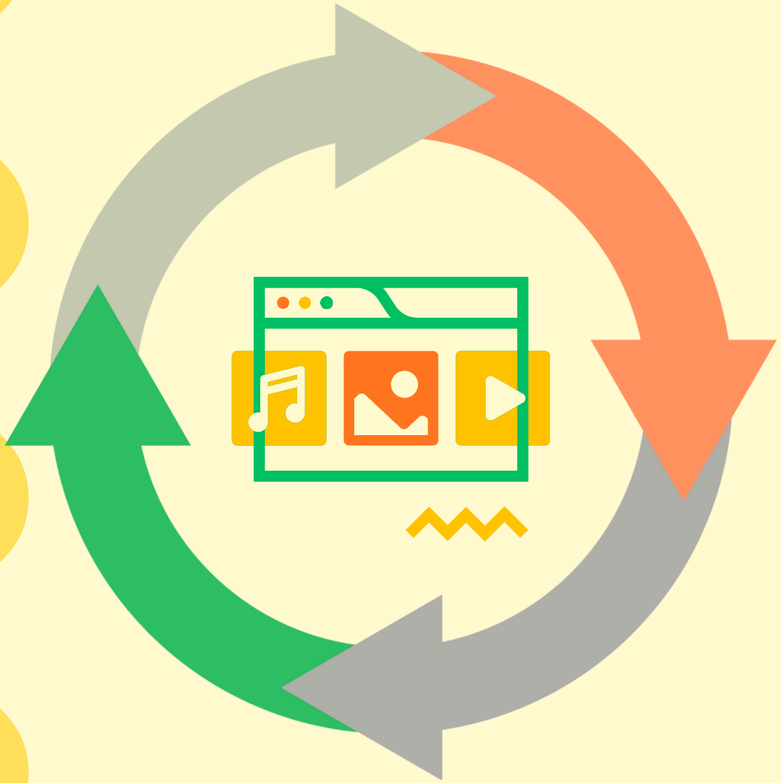
- Video increases engagement
- Production can stay simple
- Talking-head formats work
- Clips extend written content
- Accessibility matters more than polish



Creating a Content Flywheel

How a Content Flywheel Drives Discovery

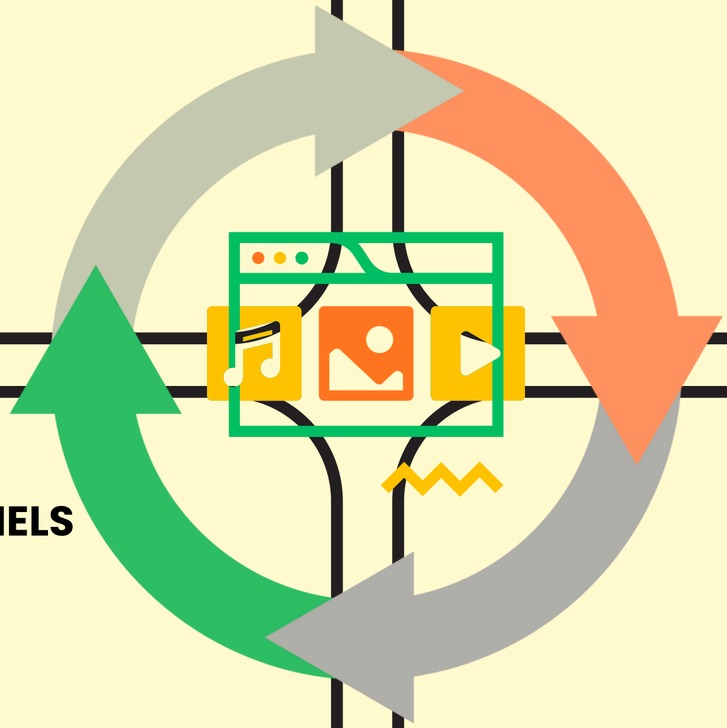
- Content reinforces itself
- Visibility compounds over time
- Systems outperform campaigns
- Effort creates momentum
- Discovery becomes predictable



Create Your Content Flywheel

LIST YOUR PILLAR TOPICS

BRAINSTORM 4 TO 10 CORE TOPICS



LIST DISTRIBUTION CHANNELS

LIST MEDIA FORMATS

Workshop:
Your 30 Day Gameplan

WHAT WE'RE BUILDING TOGETHER

- A realistic first-month plan
- Focused content priorities
- Clear execution steps
- Reduced overwhelm
- A repeatable process

Workshop:
Your 30 Day Gameplan

START WITH TOPIC PILLARS, NOT KEYWORDS

- Pillars reflect customer questions
- They support multiple assets
- They reduce content sprawl
- Depth beats breadth
- Focus creates clarity

Workshop:
Your 30 Day Gameplan

PROMPT ENGINEERING FOR PILLAR TOPICS

- Writing provides context
- Context improves AI output
- Specificity beats vague prompts
- Clarity produces relevance
- Inputs shape results

Workshop:
Your 30 Day Gameplan

CURATE YOUR FIRST FOUR PILLARS

- Generate a broad set of ideas
- Evaluate relevance and intent
- Select four strong topics
- Plan one per week
- Consistency beats volume

Workshop:
Your 30 Day Gameplan

DESIGN YOUR WEEKLY CONTENT MIX

- Each week starts with one blog
- Outline with four key points
- Repurpose into social posts
- Two platforms, two posts each
- One piece per day

Workshop:
Your 30 Day Gameplan

A QUICK AND EASY TECHNICAL AUDIT

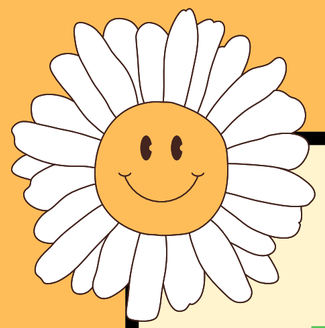
- Run a Core Web Vitals check
- Identify speed issues
- Note layout or stability problems
- Flag barriers to visibility
- Prioritize obvious fixes

Q & A

Break!

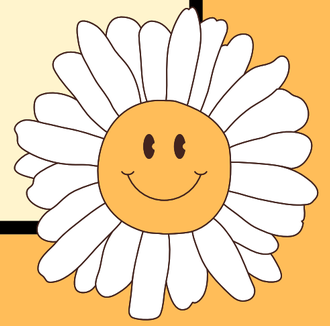
Thank You!

View Slides &
More Here!



Thank You!

Now, please welcome ...

David 'Psy' Deppner

CEO, Psyberware, Inc.