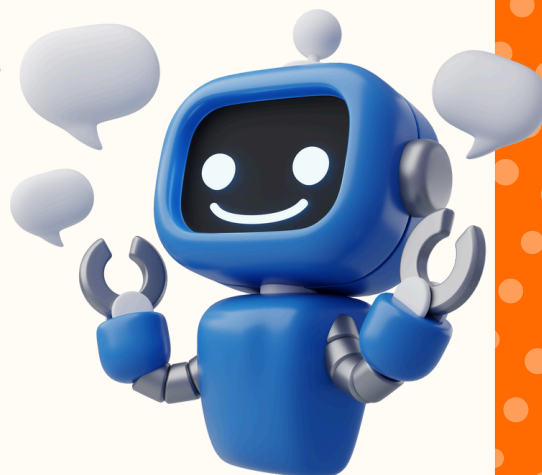


What Does AI Look For In Your Blog Content?



10 Formatting Best Practices: A Review in AI's Own Words...



Blogging is no longer just about writing for people. It needs to be created for Large Language Models that can surface your content in their answers. When evaluating blog posts, AI looks for signals that prove your content is clear, authoritative, and easy to understand. The more structured and direct your post is, the more likely it is to be featured in snippets, AI overviews, and answer engines.

The following 10 best practices explain not only **what** to do, but also **why** it matters—in AI's own words.

1. BLUF (Bottom Line Up Front)



What it is: Start with the answer, not the setup. The first paragraph should clearly state the takeaway.

Why it matters according to AI: "When I'm scanning for an answer, I prioritize content where the *main point is obvious early*. If your post buries the lead three paragraphs down, I may not index it as "extractable" for a user's question."

2. Headers That Double as Questions & Answers



What it is: Use H2 and H3 tags phrased as questions or direct topic statements ("How to choose the right combi oven"). Follow each with a concise answer (less than words).

Why it matters to AI: "I map headings to likely user queries. A clean Q/A under a header makes it easy to pull a snippet directly into an answer. Long, vague headers like "Other Things to Consider" don't give me extractable meaning."

3. Short, Scannable Paragraphs



What it is: 2–4 sentences max, broken by whitespace.

Why it matters to AI: "I segment content by paragraph when looking for atomic answers. If your post is one block of text, I can't isolate the useful piece without risk of misrepresenting it. Short paragraphs = higher extractability."

4. FAQ / Q&A Sections



What it is: A bulleted or accordion-style block of common questions with 1–2 sentence answers.

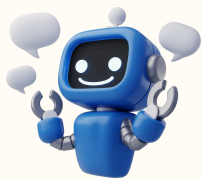
Why it matters to AI: "I'm constantly asked FAQs. If your blog already has them, you're more likely to be cited because I can slot in your exact phrasing with little editing. FAQs also align neatly with schema markup for extra visibility."

5. Direct Answers in Less Than 50 Words



What it is: Every major section should contain a tight, one-paragraph answer.

Why it matters to AI: "That 'short answer' is snippet gold, I need concise responses that stand on their own; too long and it gets truncated, too vague and it gets ignored. Think: one clear definition or summary, then expand."



What Does AI Look For In Your Blog Content?

(Continued...)



6. Visuals With Context



What it is: Featured images, charts, process graphics, or short embedded videos—always with alt-text.

Why it matters to AI: "I can't 'see,' but I index alt-text and captions. If you give me descriptive tags ("line chart showing K-12 food costs rising 15%"), I know what that asset adds. This increases your blog's weight when I decide if it's a strong enough source to cite."

7. Internal & External Linking



What it is: At least one link to a pillar page, plus citations from reputable industry sources.

Why it matters to AI: "I judge authority. When you link up to your own resource hubs (topic clusters) and out to trusted sites, you look like a knowledge hub rather than an isolated opinion. That authority boosts your chances of being surfaced."

8. Title & Metadata Discipline



What it is: Title: ~60 characters, with the keyword near the front; Meta description: 150–160 characters, clear value; URL: short, keyword-rich, no dates or "5-steps" baked in.

Why it matters to AI: "I often use titles, metas, and URLs as quick signals to decide what your post is about. If these are vague, missing, or overly long, your content loses out to someone who gave me a cleaner signal."

9. Bold & Lists — but Balanced



What it is: Highlight one sentence per paragraph max, and use lists sparingly.

Why it matters to AI: "Over-formatting looks manipulative. I downrank content that feels like keyword stuffing or 'attention hacking.' Balanced emphasis tells me you're guiding the reader, not gaming the system. Provide value!"

10. Mobile-First Layout



What it is: Short paragraphs, subheads every 200–300 words, and clear CTAs that aren't buried.

Why it matters: Most human readers are mobile-first. If your blog is unreadable on small screens, bounce rates go up — and I notice. Engagement signals help me decide if a blog is worth surfacing.

✓ AI's Bottom Line"

"When I evaluate blog content, I'm looking for *clarity, extractability, authority, and trust signals*. If your structure gives me clean hooks (BLUF, Q&A headers, concise answers, schema-ready FAQs), you're far more likely to appear in my answers."

