

Act on AI search suggestions

Read the suggestions the AI answers report gives for your site and for places outside it, and choose the ones that are true for your business.

Add-on AI search reports

If you have the AI answers report, it also suggests what to add to your site, and what to tidy up elsewhere, so AI tools have more to find about you. This article shows where those suggestions are and how to choose among them.

The AI answers report is an add-on. If your site doesn't have it yet, ask us about adding it; we quote it in writing first.

We can't promise that acting on a suggestion will get your business mentioned, or bring visits, calls or sales. Treat them as ideas, and keep only the ones that are true for you.

Before you start

Your site has to be published to get suggestions. If it isn't, click **Show sample data** to see an example.

Steps

1. Log in and open your site's dashboard.
2. Click **Performance**, then expand **Optimization Center**.
3. Click **Content Suggestions**. Each one shows the idea, the format it suits (a blog post, a site page or your homepage) and its impact, from low to high.
4. Pick the ones that fit your business. Skip any that describe a service you don't offer.
5. For a blog post, send us the idea and the facts you want in it, and we'll tell you in writing what it would take before we start. If you'd rather start it yourself, click the pencil icon next to the suggestion. It only works for blog post suggestions. Read what it writes and fix anything that isn't true before you publish. If the pencil doesn't open anything for you, send us the idea instead.
6. For a new page or a change to your homepage, email us. We'll tell you in writing what it would take before we start.
7. Click **Off page Suggestions** to see ideas outside your site, such as directory listings or social accounts. These are yours to do on your own accounts.

What the formats mean

- **Blog**: how-to guides, questions and answers, comparisons and lists.
- **Site page**: a page for one service, or a page that gathers several.
- **Home page**: often more detail about where you work, so your business is tied to your city.

Tips

- Start with the highest impact that you can honestly back up.
- Never accept wording that claims a service, price, award or result you can't prove. Leave out health claims too.
- We focus on your website. We don't post to your social accounts or your Google profile, so those suggestions are for you to handle.
- The **Highlights** page, under **Performance**, also lists issues to fix. See [Run a site check and fix what it finds](#).

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Related guides: [See how AI answers mention your business](#) · [Run a site check and fix what it finds](#) · [How your site posts work](#) · [Write and publish a blog post](#) · [Request a change](#)

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