


SEO Research with NotebookLM: **14 Questions...Answered!**

Real Questions from the *AI At Work* Community

 **Follow-up Resource** | *August 22, 2025 Q&A* | Emma Farquharson, Ph.D.

 **Community-Driven Learning:** These 14 questions came directly from AI At Work members following our NotebookLM SEO research session. Each answer is tailored for U.S.-based SMB professionals who need practical, actionable guidance—not theoretical concepts.

Question 1

How should we structure a Discover Sources query to pull U.S.-relevant, high-authority results—and avoid duplicates?

Great question. The key is to structure your Discover Sources prompts with **precision** and **filters**. Here's the formula I use:

1. Entity + context: Say you're looking for stats on small business payroll compliance. Don't just write "payroll compliance"—try:

Avoiding Duplicates

- Add a note in your prompt like: "Avoid duplicate or near-identical sources. Prioritize unique primary sources."
- **Skim the blurbs:** Before importing, review the 1–2 sentence summaries in Discover Sources
- If you see the same article phrased 3 ways, just pick the clearest one

This will give you solid U.S.-relevant material without wading through fluff or international duplicates.

Question 2

How do we know if our content is showing up in AI answers (Google AI Overviews, Perplexity, ChatGPT w/ browsing)? Any tools?

There's no single dashboard across platforms—but here's the current play:

Google AI Overviews:

- Use **Search Console** and watch for a lift in impressions/clicks from low-volume but high-relevance queries
- Tools like **Local Falcon** can also simulate results and show when Overviews trigger

Perplexity and ChatGPT:

- Head to GA4, go to Reports > Traffic Acquisition
- Filter for `perplexity.ai` , `chat.openai.com` , or `bing.com`

Keep an eye on citations—if your brand or URL appears in the sources pulled into summaries, that's your signal you're "inside the answer."

Question 3

Which authority signals matter most—and what can an SMB actually implement this quarter?

This quarter, aim for these easy wins:

Quick Authority Signal Wins:

- Add author bios to blog posts and service pages
- Use **source citations** for every stat or claim (government, trade associations, primary research)
- Label pricing tables, comparison charts, and methodology sections clearly
- Use year stamps or phrases like "as of August 2025"

E-E-A-T Alignment

All of these build **trustworthiness** and align with Google's E-E-A-T principles:

- **Experience:** Do you speak from lived knowledge?

- **Expertise:** Do you show mastery of the subject?
- **Authoritativeness:** Are you seen as a reliable source?
- **Trustworthiness:** Is your content up-to-date, clear, and verifiable?

Question 4

Where should FAQs live, and which schema should we use in 2025?

Put your FAQs right on the **page they support**, especially if it's a product, service, or educational post. Don't bury them on a separate /faq page.

Schema Recommendation

And yes, still use **FAQPage schema**, even though Google has dialed down visual snippets. Why? Because AI crawlers still read that structure—and structured Q&A is often what gets quoted in Gemini or ChatGPT.

Keep FAQs contextual and use proper schema markup—AI systems reward clear structure.

Question 5

How many pillar pages should a semantic cluster have, and how should we link them?

Simple rule of thumb: One core pillar per major customer problem, with 6–12 supporting pages (aka spokes) that go deeper.

Examples of spokes:

- Use cases
- Industry variations
- Pricing comparisons
- How-tos
- Compliance notes
- Buyer's guides

Internal Linking Strategy:

Internally link **spokes** → **pillar** using descriptive anchor text like "see full comparison here." That reinforces semantic structure for both humans and search engines.

Question 6

How do we balance long-tail vs. head terms now that AI search is summarizing?

Start with **long-tail** questions that signal clear intent (e.g., "best AI CRM for real estate agents in Florida"), then let those build authority toward more competitive short terms like "AI CRM."

You're not just trying to rank anymore—you're trying to be included in an AI answer. And that means clarity and helpfulness beat keyword density every time.

Strategic Approach

Focus on answering specific questions well, rather than trying to rank for broad, competitive terms. AI systems reward comprehensive, helpful answers over keyword-stuffed content.

Question 7

What's a lightweight workflow to keep stats and citations fresh without a full-time editor?

Use a **quarterly refresh cycle**:

Quarterly Content Refresh:

1. Flag every stat with the year in your text ("In 2024, 72% of SMBs...")
2. Every 90 days, skim for stale stats or dead links
3. Replace outdated numbers and update the footnote or parenthetical with "(Updated Q3 2025)"

Why This Matters

This keeps your content trustworthy and shows AI systems that your content isn't stale. Current, verifiable information is a key factor in AI citation decisions.

Question 8

What happens to local SEO in an AI world—does Google Business Profile still matter?

Yes. A lot. Google Business Profile (GBP) is still one of the top sources of structured data for AI search results that reference **local businesses**.

Your GBP feeds into:

- Search and Maps
- AI Overviews with local angles
- "People also ask" answers that pull from location data

So keep it updated—services, hours, reviews, service areas—it's foundational.

Question 9

Smart way to mine YouTube/Reddit for "how customers actually phrase questions"—without compliance headaches?

Two tricks:

1. YouTube transcripts: Grab phrasing from customer explainer videos or industry Q&As. NotebookLM now supports YouTube link import—super useful.

2. Reddit threads or forums: Summarize themes, don't quote individual users unless it's truly public and anonymized. Always sanitize PII, and aggregate ideas like:

"Many commenters are unsure whether Xero handles sales tax for freelancers."

Safe Approach

That gives you rich, real-world input without legal headaches. Focus on patterns and themes rather than specific user quotes.

Question 10

We're a small team—what structured data types are the highest-ROI to implement first?

Start with the essentials:

High-ROI Schema Types:

- **Organization schema** (your logo, social links)
- **LocalBusiness schema** (if you serve a physical area)
- **Article schema** (for blogs, guides)
- **Product schema** (if you sell items or services with pricing)
- **BreadcrumbList schema** (helps AI understand site structure)

You don't need to mark up everything—just start where Google gets the most context about who you are and what your content means.

Question 11

Privacy/PII limits with NotebookLM—safe for client docs? What if we're compliance-bound?

Google says your data stays private unless explicitly shared, and it's not used to train their models. But for U.S. companies in regulated industries (finance, healthcare, legal), here's the safe play:

Safe Practices:

- Avoid uploading **PII** or **sensitive client info**
- Use **summarized or anonymized inputs**
- For strict compliance, wait for **NotebookLM Enterprise** with IAM controls, or stick to **on-prem or private-cloud tools**

As always—treat NotebookLM like any cloud service: useful, but not for confidential records unless your policies allow it.

Question 12

What weekly cadence works for a small U.S. team to keep content aligned with AI search?

Here's what we recommend to AI At Work members:

Sustainable Content Cadence:

- **1 new blog or updated page per week** (pillar or spoke)
- **Update FAQs every 2 weeks** (especially top-performing pages)
- **Monthly trust check:** bios, citations, source freshness
- **Quarterly roadmap review:** add new keywords or semantic clusters based on recent search trends

Why This Pacing Works

This pacing fits most small teams and avoids overwhelm. It's about consistency and quality, not quantity.

Question 13

How do we localize content for U.S./Canada/EU without breaking the structure we just built?

Three steps:

1. Use separate URLs for each country or language (`/us/` , `/ca/` , `/uk/`).
2. Annotate with **hreflang tags**—this helps Google route traffic correctly.
3. Keep your **semantic structure consistent**—same pillars, localized content examples, adjusted regulatory references (e.g., GDPR in EU, HIPAA in US).

Maintaining Structure

That keeps your content aligned without starting from scratch. The semantic relationships remain the same—just the specific examples and regulations change.

Question 14

Most common mistakes when shifting from SEO to GEO—and quick fixes?

Three common traps:

1. Writing for bots, not readers: Keyword stuffing, robotic tone, no clear takeaway.

2. No citations: AI wants to quote pages that feel credible—missing sources = missed visibility.

3. Outdated data: AI search favors current, verifiable info. Stale stats get skipped.

Quick fixes:

- Add quote-ready summaries up top
- Use dated citations and real examples
- Treat each page like it could be *the* answer AI quotes—because it might be



Community-Driven Learning Works

These questions show the depth of thinking in the AI At Work community. Keep the questions coming—they make our sessions more valuable for everyone.

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Got More Questions? contact@sharedintelai.com | **Join AI At Work:** sharedintelai.com/ai-at-work



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