

# How to Create Effective Content To Get Found in 2026

Master the content structures that AI systems use,  
and clients actually search for – without the marketing overwhelm

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*James Burgin*



Every Week...

# 220 Million People\*

## Ask AI Their Health Questions

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ChatGPT, Perplexity, and Google AI are now the go-to sources for health answers. Right now, they're giving conventional medical answers – because natural health practitioners are rarely showing up.

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# Who's Answering Your Clients' Questions?

## RIGHT NOW

**WebMD**

**Mayo Clinic**

**Healthline**

**Medical journals**

*Conventional medical answers only*

## THE OPPORTUNITY

**YOUR practice**

**YOUR clinical expertise**

**YOUR patient results**

**YOUR evidence-based approach**

*AI prefers experts who answer clearly*

*The practitioners who master simple Q&A content formats in the next 24 months will dominate their niche.*



# THE AI VISIBILITY SPRINT

*Join the Research. Share the Results.*

# The Difference Content Structure Makes

*Real practitioners. Real results*

BEFORE

## 4. AI Citation Readiness Score

Component	Score	Evidence from API
Expert Attribution Presence	4 / 20	Practitioner not named or surfaced
Question-Based Content Coverage	5 / 20	Keyword themes present, question signals not returned
Topical & Geographic Relevance	8 / 20	Local keyword modifiers detected
Trust & Authority Signals	3 / 20	Authority indicators not returned
Structural AI Readability	4 / 20	Structural signals not returned

**Overall Score: 24 / 100**

**Baseline interpretation:** This score represents low observable AI citation readiness based solely on API-returned evidence. Multiple diagnostic signals were not available at baseline.

# The Difference Content Structure Makes

*Real practitioners. Real results*

AFTER

## 4. AI Citation Readiness Score

Component	Score	Evidence from API
Expert Attribution Presence	12 / 20	Clear practitioner-brand association observed; no evidence of strong external authority signals surfaced
Question-Based Coverage	10 / 20	Educational positioning present; structured FAQ-style dominance not confirmed
Topical & Geographic Relevance	14 / 20	Strong alignment with thyroid/metabolic/menopause topics; competitive local landscape
Trust & Authority Signals	9 / 20	No strong third-party authority dominance detected; competitors with longer tenure visible
Structural AI Readability	11 / 20	Service positioning evident; structured schema dominance not confirmed by API

Overall Score: 56 / 100

**Baseline Interpretation:** Current AI visibility is moderate within niche condition queries but limited for broad local category terms. Citation likelihood is conditional rather than strong. Competitive landscape presence reduces the probability of dominant surfacing.

A person is sitting at a desk, typing on a laptop. The laptop screen displays the text "Q&A CONTENT" in a large, bold, black font. To the right of the laptop is a metal mesh pen holder containing several pens and pencils. In the background, there is a small potted plant and a window with white curtains. The overall scene is dimly lit, with a soft blue-green tint.

# Q&A CONTENT

The practitioners who master simple Q&A content formats in the next 24 months will dominate their niche. ✨

LIVE DEMO

# Let's Ask AI Right Now

What does AI actually say about natural health?



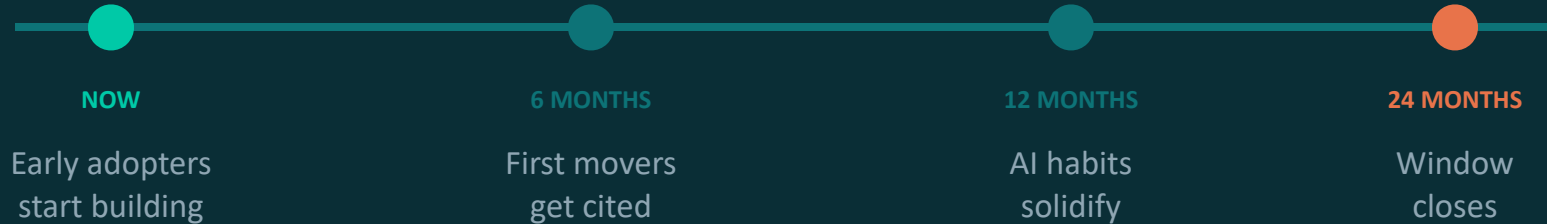
TRY CHATGPT / PERPLEXITY

*“What are the best natural approaches for [condition]?”*

Watch which sources get recommended – and which don't.

# The 24-Month Window

AI systems are still deciding which experts to trust.



The practitioners who establish authority now will compound that advantage for years to come. This isn't about catching up – it's about getting ahead.

# What You'll Walk Away With Today



## Your Question Goldmine

How to find the exact questions your ideal clients ask AI right now



## Authority Answer Structure

The 3-step format for getting featured by AI systems



## Your First Authority Answer

We'll build one together during the session



## Author Bio Formula

Identify exactly where you're invisible and how to fix it



## Comparison Content Advantage

A realistic plan that works around your practice



## Content Funnel Formula

Templates, checklists, and AI prompts to accelerate everything

# The Game Has Changed

## SEO

### Search Engine Optimisation

- Ranking on Google pages
- Competing for 10 blue links
- Keywords and backlinks
- Technical complexity
- Declining click-through rates

**NEW RULES →**

## AEO

### Answer Engine Optimisation

- Being the answer AI cites
- Trusted source, not just a link
- Clear Q&A structure
- Simple content formats
- Growing exponentially

# PRINCIPLE: 'INFORMATION GAIN'

**HOW DO YOU ADD  
VALUE TO THE  
INTERNET?**

*Your  
consultation  
genius*

# The 5 Core AEO Content Structures

*The formats AI systems actively recommend*

<b>01</b>	<b>Question-Answer Pages</b>	Direct answers to specific health questions your clients ask
<b>02</b>	<b>Comparison Content</b>	"X vs Y" formats that position your approach against alternatives
<b>03</b>	<b>Authority Bio Page</b>	Structured credentials that AI systems trust and cite
<b>04</b>	<b>How-To Guides</b>	Step-by-step protocols that demonstrate clinical expertise
<b>05</b>	<b>Refresh &amp; Repurpose</b>	Multiply visibility from existing content without writing from scratch

# GETTING KNOWN

## YMYL

Your Money  
Your Life

## EEAT

Experience  
Expertise  
Authoritativeness  
Trust

PROBLEM #1

# You're Not Speaking AI's Language

Most practitioners write about what they do.

AI systems want clear answers to specific questions.

## THE FIX

Learn the Question-Answer Format that takes 10 minutes to write.

This is the single most important content structure for AEO –  
and it's the simplest one to create.

*BFO: You have already mastered this in your consultations!*

# The Authority Answer Framework

*3 steps. 10 minutes. AI-ready content.*

**1**

## **Question Headline**

Use the exact question your clients ask.

"What is the best natural approach for perimenopause?"

**2**

## **Direct Answer**

2–3 sentences that directly answer the question. No preamble, no fluff – AI systems need this upfront.

**3**

## **Supporting Detail**

Your clinical expertise, evidence, and credentials. This is where your authority shines.

# Find Your Question Goldmine

Identify the exact questions your ideal clients ask AI right now

## Method 1

### Ask AI Directly

"What are the top 10 questions people ask about [your niche]?"

## Method 2

### Google's People Also Ask

Search your topic and expand the PAA boxes

## Method 3

### Your Client Intake & Consultation

What do clients ask you most in the first consultation?



# The Funnel at a Glance



TOFU (Awareness – Teach)  
Answer big questions

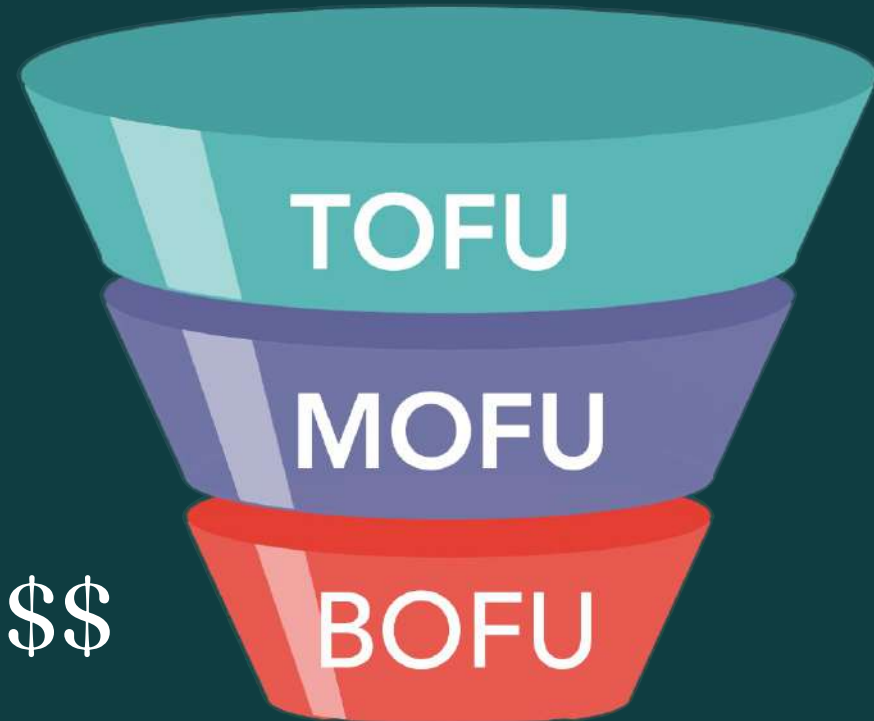


MOFU (Trust)  
Show how your approach helps



BOFU (Decision – Invite)  
Help them take the next step  
(Money questions)

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# Build Your First Authority Answers

- 1 Pick your strongest question from your Goldmine list
- 2 Write a 2–3 sentence direct answer (no preamble!)
- 3 Add your supporting evidence and clinical experience
- 4 Drop in your updated Author Bio

## PROBLEM #2

# Your Expertise Lacks Comparison Context

When someone asks AI:

*“Naturopathy vs conventional medicine for gut health”*

## Do you show up?

Comparison content is how you get discovered. AI systems love “X vs Y” formats because they directly match how people search.

## PROBLEM #3

# Create Your Authority Signals

AI systems look for credentials and expertise markers.

Most practitioners bury these or leave them out entirely.

### YOUR AUTHOR BIO FORMULA

**Name + Qualification**

**+ Years of Experience + Specialty Focus**

**+ Client Results/Numbers + Professional Memberships**

**+ Geographic Location + Practice Name**

Write from the  
Point of *YOU*

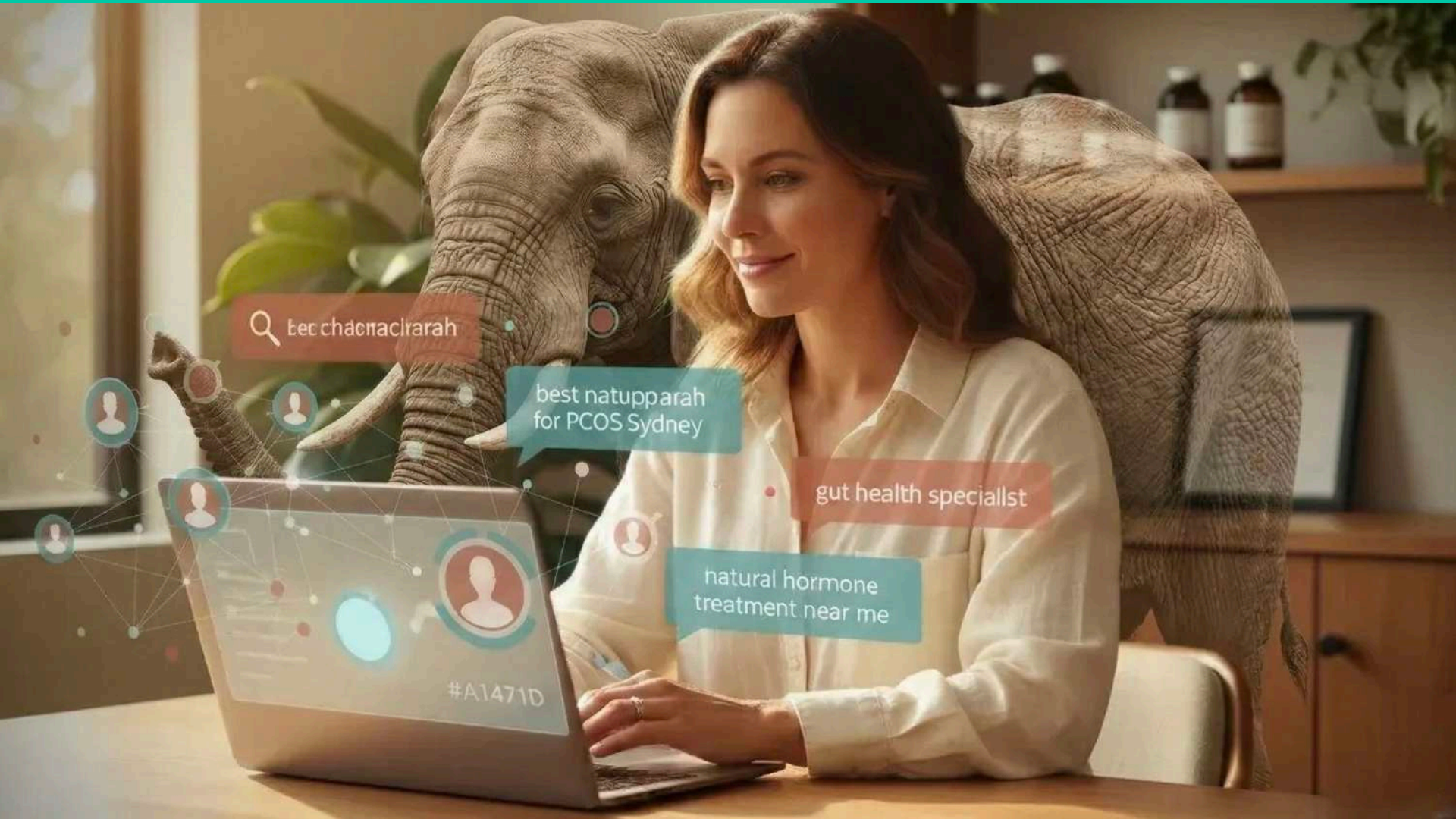
🔍 best natupparah

best natupparah  
for PCOS Sydney

gut health specialist

natural hormone  
treatment near me

#A1471D



# Know Your Client Journey

Check  
Friction  
Points

Your booking pages can be friction points - too many confusing options after your service page has created clarity and emotional commitment

# Your Visibility Audit

*Where are you invisible?*



## Website Structure

Question pages, service pages, blog posts



## Missing Q&A Content

Questions you should answer but haven't yet



## Authority Markers

Bio, credentials, trust signals



## Existing Content Refreshed

Content that can be refreshed for AEO



## Comparison Content

"X vs Y" content for your specialty



## Google Business Profile

Alignment with your AEO strategy

# You Can Absolutely Do This On Your Own

Everything I've shared today is yours to keep and implement.

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## But what if you could accelerate?

What if you had advanced templates, weekly guidance, and a team that builds your SEO roadmap for you?

**That's exactly what I've built for practitioners who are ready to move with more clarity and confidence.**

# Pathway to Practice Visibility



## A 4-Week Practical Collaboration

Built from the best of Pathway to Practice Growth and The AI Visibility Sprint –  
Completely fresh content designed for practitioners who want results, not theory.



### Complete AEO Template Library

All 5 content structures with fill-in-the-blank templates



### Weekly Group Sessions

4 weeks of live, hands-on guidance with James  
Active support within the prac WhatsApp group



### SEO + AEO Roadmap by James

Personalised roadmap prepared for your website and practice, created with your own real data



### AI-Powered Content Tools

Prompts, workflows, and systems to create content fast

# Your 4-Week Journey to Transform Your Practice

## WEEK 1

### Foundations & Quick Wins

Question Goldmine deep-dive  
First 3 Authority Answers  
Author Bio optimised  
Visibility Audit completed

## WEEK 2

### Content Engine

Comparison content mastery  
Content refresh strategies  
AI prompt workflows  
Google Business alignment

## WEEK 3

### Scale & Systems

How-To Guide templates  
Content batching system  
30-60 min weekly routine  
Progress review with James

## WEEK 4

### Roadmap & Launch

SEO + AEO Roadmap delivery  
90-day content calendar  
Ongoing measurement plan  
Next steps for growth

# Your Investment

PATHWAY TO PRACTICE VISIBILITY

4-Week Practical Collaboration

**\$399**

**BONUS INCLUDED:** Personalised SEO + AEO Roadmap

Prepared by James – valued at \$500

Total value: \$1497+ → Yours for \$399

(or 3 payments of \$137)

# Q&A

Let's answer your questions

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**James Burgin**

ThrivingPractitioners.com | Brandwithin.com

**Pathway to Practice Visibility – \$399**

# Thank You

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