

# BUILD A WEBSITE STRUCTURE THAT GETS CITED BY AI

## PLAYBOOK FOR AI STARTUPS

THE FUTURE BELONGS TO PRODUCTS THAT ARE EASY TO UNDERSTAND. YOUR WEBSITE SHOULD BE NO DIFFERENT. THIS GUIDE HELPS YOU CRAFT A STRUCTURE THAT IS CLEAR, THOUGHTFUL, AND READY FOR AN AI-DRIVEN WEB —WHERE BEING UNDERSTOOD MEANS BEING CITED.

BY ELENA DAVID , NOVEMBER 2025



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# About

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Elena David helps startups, brands, and creatives grow their digital presence through strategic SEO and data-driven strategies. With expertise in technical SEO and front-end development, she bridges the gap between technology, content, and user experience to deliver measurable growth.

She's worked with e-commerce, SaaS, and AI startups to boost visibility and brand authority through smart, scalable SEO.

Book a consultation: [contact@askseocoach.com](mailto:contact@askseocoach.com)



## SEO Coaching

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One-on-one SEO coaching to help you optimize your site, create high-ranking content, and build industry authority.



## SEO Audits

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In-depth SEO audit with detailed reports on technical issues, content gaps, and growth opportunities.



# Introduction

# Context

Search engines are no longer the only readers of your website.

AI models — like ChatGPT, Perplexity, and Google Gemini — are now scanning, indexing, and citing online sources.

Your website isn't just competing for **clicks** anymore.  
It's competing for **citations**.

In this new landscape, structure is everything.

A **well-architected site helps AI** understand who you are, what you do, and why your brand should be cited as an authority.

This e-book shows you how to design a site architecture built for AI discoverability, using insights from 100+ AI startup benchmarks and mini-audits.

## Winning the New SEO Game

Your website isn't just competing for clicks anymore. It's competing for citations.

## Structure Is the New Strategy

In this new landscape, structure is everything.

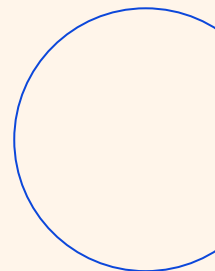
## Structure That Speaks

A strong site structure helps AI recognize your brand and its authority.



# Chapter 1

## Why Structure Matters



Content matters !

## But structure decides if it's understood.

Without structure, even brilliant content can vanish in the noise.

Structure is how you **speak the language of AI.**

### AI models look for clear semantic patterns:

Consistent **URL** hierarchies

**Topic clusters** that mirror intent

**Descriptive paths** like /features/ai-writer or /solutions/for-marketing-teams

Logical **site architecture** with shallow depth



# Chapter 2

## 4 Common Website Architecture Models

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### Product-Oriented

Focused on product features.

Example: **/features/ai-avatar**, **/features/video-generator**.

Simple, but often too shallow for semantic understanding.



### Solution-Oriented

Organized by industry or use case.

Example: **/solutions/marketing-agencies**, **/solutions/healthcare**.

Highly effective for contextual AI citations.



### Knowledge Hub

Built around educational content and comparisons.

Example: **/alternatives/startup-vs-competitor/**, **/blog/ai-tools-guide/**.

Boosts topical authority — the model most likely to be cited by AI.



### Hybrid / Non-Clarified

A mix of everything.

Good for experimentation, bad for clarity.



# Chapter 3

## What Makes an AI-Friendly Site Structure

AI systems love **patterns**.  
Your goal is to make those patterns explicit.

### Use consistent folders:

- **/features/** for functionality
- **/solutions/** for industries
- **/alternatives/** for comparisons
- **/use-cases/** for practical applications

### Create semantic relationships:

Each URL should teach something about your ecosystem.  
Example: **/features/automation** links naturally to **/use-cases/workflow-efficiency**.

### Keep URLs short, logical, and readable:

Avoid unnecessary words or numbers.  
Example: Use **/pricing** instead of **/our-pricing-plans-2025**.

### Add a hub page for each category:

Provide an overview that links to all subpages.  
Example: **/integrations/ listing** all tools, not just **/integrations/hubspot**.

Use **internal linking** to signal relationships between clusters.



# Chapter 4

## Common Structural Mistakes in AI Startups



### No folder logic – everything dumped in root.

When every page lives at the same level, AI can't infer relationships.

~~✗ /feature1, /feature2, /usecase3~~

✓ /features/ai-editor, /use-cases/content-automation



### Shallow architecture – single-page sites.

If key information lives behind scripts or tabs, AI crawlers can't "see" it.

~~✗ One-page app with dynamic sections for "Features," "Pricing," and "Use Cases."~~

✓ Separate crawlable URLs: /features/, /pricing/, /use-cases/.



### Missing hub pages

Without hubs, AI can't recognize topic clusters.

~~✗ Only /integrations/hubspot and /integrations/zapier.~~

✓ A clear /integrations/ hub listing all tools.



### Weak internal linking

Pages should connect to related topics to show hierarchy and context.

~~✗ Every page links only to the homepage.~~

✓ /solutions/ecommerce links to /use-cases/cart-recovery and /integrations/shopify.



# Chapter 5

## The “AI Citation Blueprint”

```
/
├─ /features/
│   ├── ai-writer/
│   ├── ai-avatar/
│   └─ video-generator/
├─ /solutions/
│   ├── for-marketing/
│   ├── for-agencies/
│   └─ for-developers/
├─ /use-cases/
│   ├── content-creation/
│   ├── ad-automation/
│   └─ ecommerce-optimization/
├─ /integrations/
│   ├── hubspot/
│   ├── google-ads/
│   └─ notion/
├─ /alternatives/
│   ├── yourbrand-vs-competitor/
│   └─ competitor-vs-yourbrand/
├─ /resources/
│   ├── blog/
│   ├── case-studies/
│   └─ whitepapers/
```

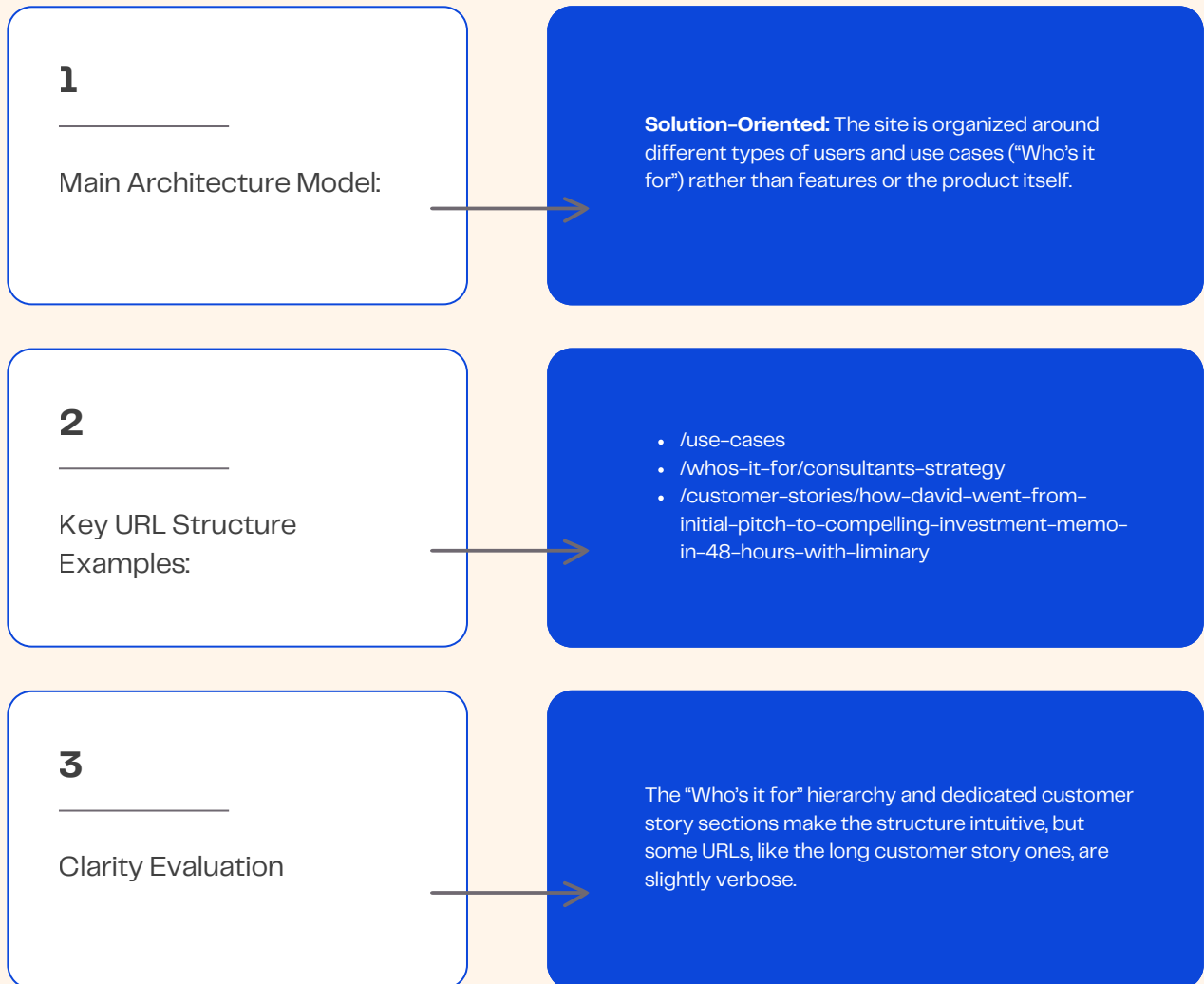




# liminary.io

## Score: 4/5

Liminary is an AI-powered knowledge management platform that helps professionals instantly capture, organize, and recall insights from various content sources to enhance research, strategy, and creative workflows.





# Suggestions liminary.io



## Shorten Long URLs:

Consider abbreviating customer story URLs to make them cleaner and easier to read/share (e.g., /customer-stories/david-investment-memo).



## Add Feature-Oriented Sections:

Even though the solution-oriented structure is clear, a small section summarizing key product features could help new visitors quickly understand what Limary does.



## Consistent Hierarchy:

Ensure all sections follow a consistent depth (e.g., /whos-it-for/... and /use-cases/...) to maintain clarity as the site scales.



## SEO-Friendly Keywords in URLs:

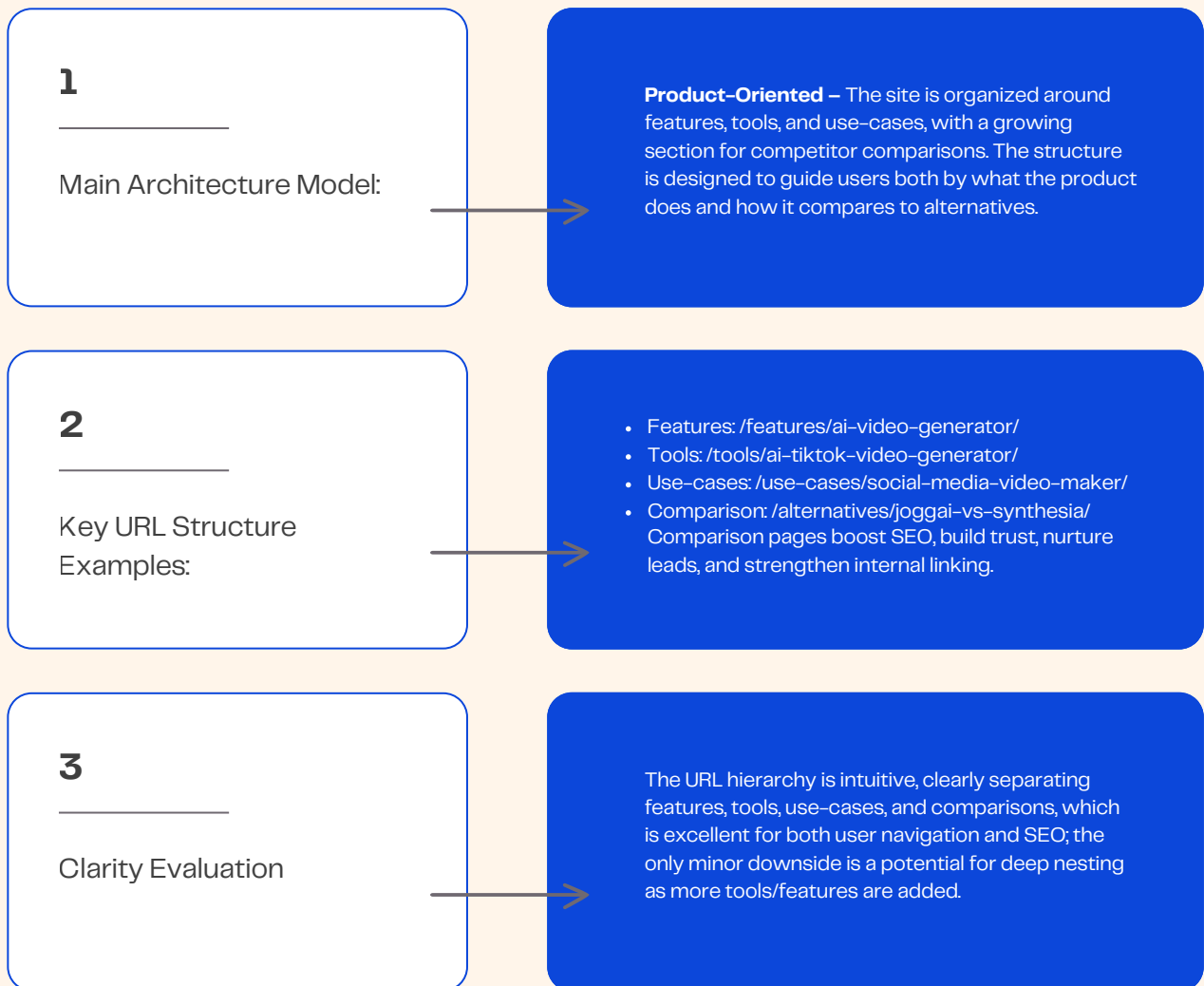
For use cases and customer stories, include concise, descriptive keywords to improve discoverability while keeping readability.



# Jogg.ai

## Score: 4.5/5

JoggAI is an AI-driven video creation platform that enables users to instantly generate professional, avatar-based videos from text or images—eliminating the need for filming or manual editing.





# Suggestions Jogg.ai



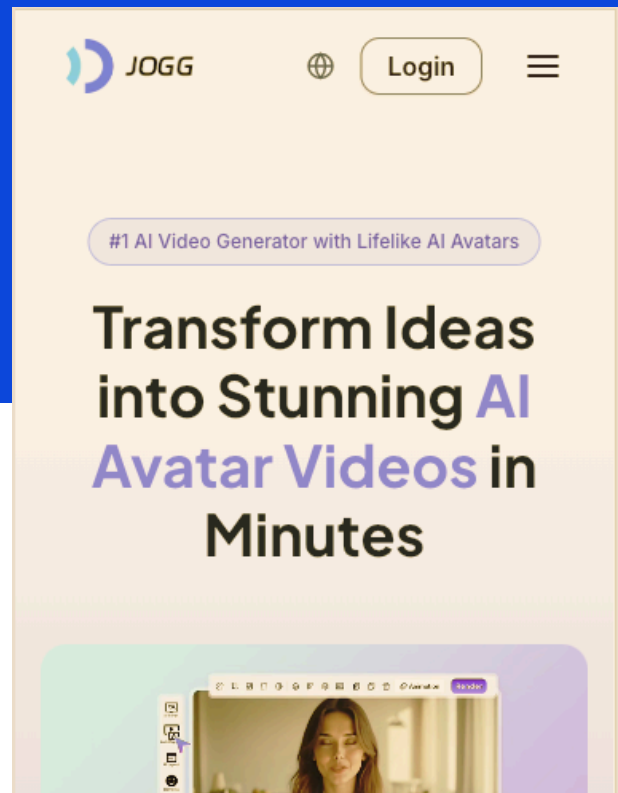
## Consolidate Similar Tools:

Combine closely related tools like TikTok, Instagram, and YouTube video makers into one unified page (e.g., /tools/short-form-video-creator) to reduce nesting and improve navigation.



## Highlight Value Paths:

Guide users by intent (e.g., “Create,” “Compare,” “Automate”) to make navigation more action-oriented rather than just categorical.



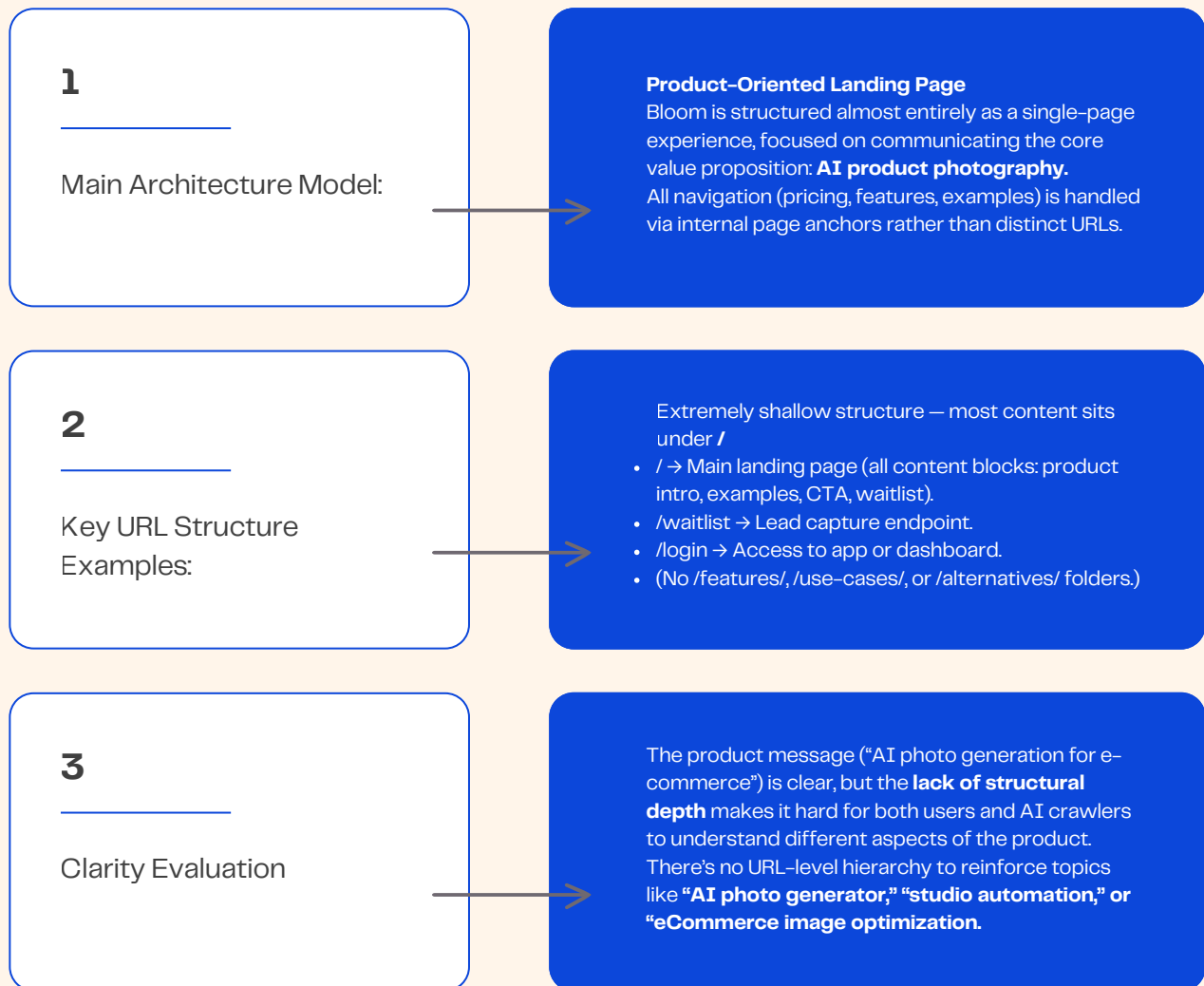
Overall, Jogg.ai is a **strong example of a well-optimized, product-oriented site** – its clear hierarchy, SEO-friendly structure, and thoughtful use of comparison and feature pages make it both user-friendly and scalable.



# mybloom.studio

## Score: 3/5

Bloom is an AI-powered photography platform that enables e-commerce brands to instantly generate high-quality, realistic product photos and videos with AI models and curated sets—eliminating the need for traditional photoshoots.





# Suggestions mybloom.studio



## Adopt a semantic hierarchy optimized for AI citation and topical clarity:

*/features/ai-photo-generator/  
/features/background-removal/  
/use-cases/ecommerce/  
/use-cases/photography-agencies/  
/alternatives/bloom-vs-pixelcut/  
/alternatives/bloom-vs-synthesis/  
/integrations/canva/  
/integrations/shopify/*



## Advantages of this evolution:

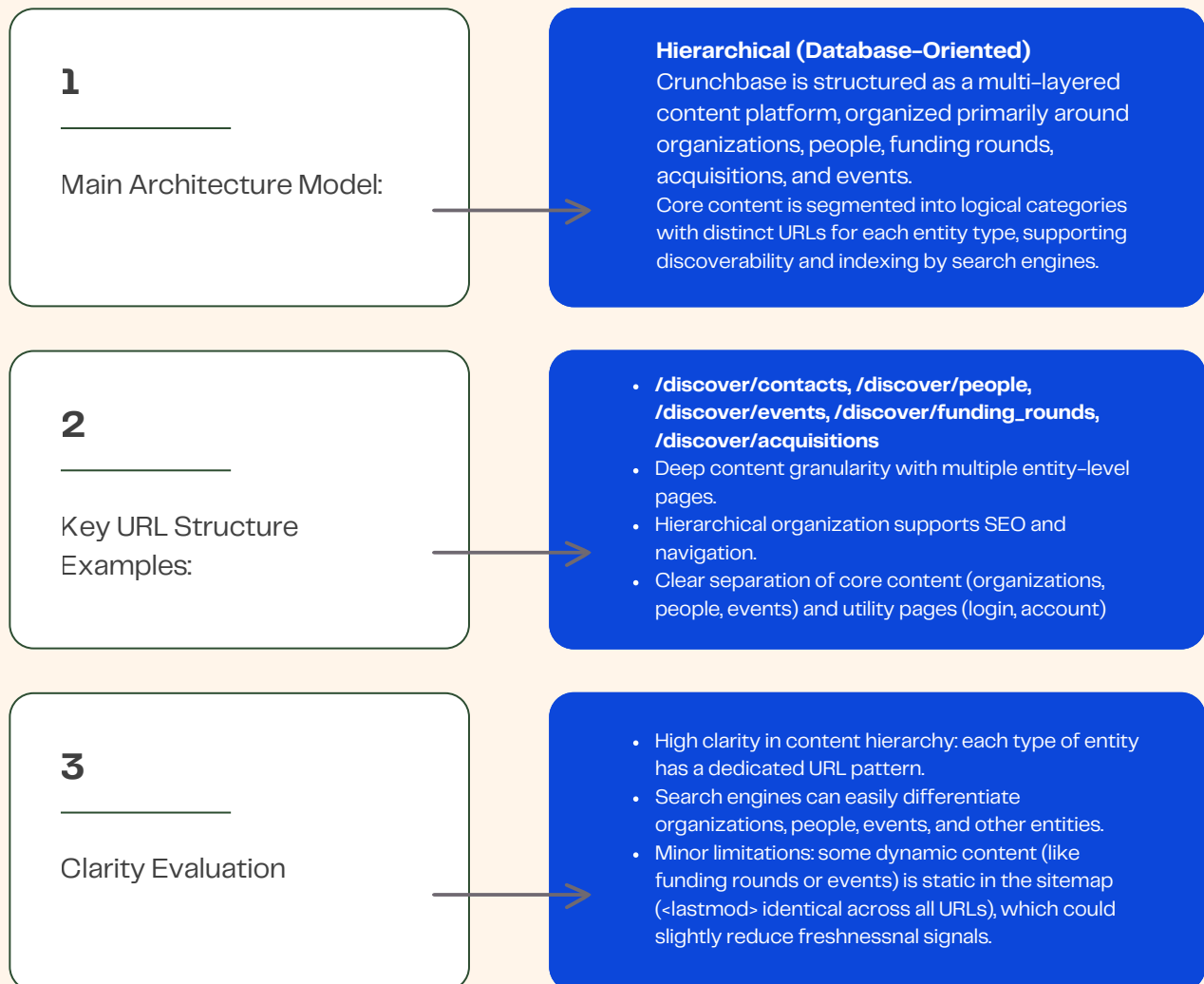
- Adds **structured context** for each capability and integration.
- Enables **AI agents and search engines** to quote or cite Bloom for specific topics (“AI photography tool for Shopify”).
- Supports comparison and decision-making pages that perform well in SERPs.



# crunchbase.com

## Score: 4/5

Crunchbase is an AI-powered business intelligence platform that provides real-time data, insights, and predictive analytics on companies, investors, and market trends to support investment, sales, and competitive research.





# Suggestions crunchbase.com



## Enhance URL-Level Topic Hierarchy

Currently, entity URLs are clear (**/organization/<name>**), but related topics like “funding rounds,” “investors,” or “acquisitions” could be grouped under subfolders to reinforce hierarchy:

- Example: **/organization/<name>/funding-rounds**,  
**/organization/<name>/investors**

This helps both users and AI crawlers understand relationships between content.



## Dynamic Content Signals

- **<lastmod>** dates in the sitemap are static. Update them dynamically based on actual content changes.
- This improves indexing and signals freshness to search engines.



## Maintain Sitemap and Priority Signals

Sitemap structure is strong. Continue using priority signals to emphasize new entity types or categories as Crunchbase evolves.



# Chapter 7

# Key Takeaways



## Structure is strategy.

The way you organize content defines how both users and AI perceive your brand.



## AI reads your URLs.

Folders, slashes, and names form the semantic skeleton of your business.



## Hubs create authority.

Each hub signals a topic – AI systems use this to determine expertise.



## Comparisons drive citations.

**/alternatives/** and **/vs/** pages often appear in AI-generated tool lists and comparisons.



## Consistency beats creativity.

AI prefers patterns over poetic slugs. Keep it systematic.



# Conclusion

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The web is shifting from **search** to **synthesis**.

Your site isn't just being ranked — it's being read by machines.

The next generation of SEO is about making your website **understandable by both humans and AI**.

Clear structure.

Semantic clarity.

Smart internal logic.

That's how your startup becomes not just **found** — but **cited**.

Book a consultation:

## AskSEOCoch

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consultation today:**



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