

STRUCTURE OPTIMIZER

# Content Transformation Toolkit

Turn Your Existing Content Into AI-Citable Assets

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# What's Inside

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## **The Answer-First Formula**

The structure AI engines prefer to cite

2

## **5-Page Audit Worksheet**

Identify and prioritize your best opportunities

3

## **FAQ Section Generator**

Add citation-ready sections to any page

4

## **Heading Hierarchy Checker**

Fix invisible structure problems

# Section 1: The Answer-First Formula

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## Why Structure Matters for AI Visibility

AI engines like ChatGPT, Perplexity, and Claude scan thousands of pages to answer one question. They're looking for direct answers (not buried conclusions), clear structure (easy to parse), and credible sources (verifiable expertise).

### CRITICAL INSIGHT

If your best insight is 500 words deep, AI will cite someone else who put it in their first paragraph.

## The Formula: ACEP Structure

Every high-performing page follows this pattern:

- 1 A — Answer First**  
Put your key insight in the first 100 words. No preamble, no "In this article, we'll explore..."
- 2 C — Context Second**  
Explain why this matters, who this applies to, what the stakes are.
- 3 E — Evidence Third**  
Support your answer with data, examples, case studies, or expert citations.
- 4 P — Process Last**  
Give readers actionable steps to apply what they've learned.

## Before/After Transformation

### BEFORE (STANDARD BLOG)

"Content marketing has evolved significantly over the past decade. In the early days of the internet, businesses could simply publish any content... [500 words later] After analyzing 100+ campaigns, the #1 factor is..."

### AFTER (ACEP STRUCTURE)

"The #1 factor in content marketing success in 2025 is answer-first structure." After analyzing 100+ campaigns, content that leads with its key insight performs 3x better in AI citations.

# Opening Sentence Templates

CONTENT TYPE	TEMPLATE
How-To	"The most effective way to [achieve X] is [specific method]."
What Is	"[Term] is [clear definition] that [key benefit/function]."
Why	"[Thing] matters because [key reason], which affects [specific outcome]."
Best/Top	"The best [category] for [use case] is [specific answer]."
Comparison	"The main difference between [A] and [B] is [distinction]."

# Section 2: 5-Page Audit Worksheet

Your quiz recommended: "Pick your 5 most important pages and apply answer-first formatting." Use this worksheet to identify your 5 highest-opportunity pages.

## Step 1: List Your Top 10 Pages by Traffic

Check your analytics and write down your top 10 pages:

#	PAGE TITLE	MONTHLY VISITS
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

## Step 2: Score Each Page (1-5)

QUESTION	1 = POOR	5 = EXCELLENT
Q1: Main answer in first 100 words?	Buried 500+ words	First sentence
Q2: Clear heading hierarchy?	No clear headings	Perfect H1H2H3
Q3: Scannable structure?	Wall of text	Well-organized
Q4: Has FAQ section?	No FAQ	Structured FAQ
Q5: Credibility signals?	No evidence	Multiple sources

## Step 3: Prioritization Formula

### PRIORITY FORMULA

Priority Score = Traffic × Improvement Potential. High traffic + Low structure score = Biggest opportunity.

## Step 4: Transformation Checklist

### Opening Restructure

- Identify the KEY insight/answer of this page
- Move that answer to the first sentence
- Add one supporting fact in the first paragraph
- Remove any "In this article..." preamble

### Heading Cleanup

- Verify single H1 (page title only)
- Convert key sections to H2
- Add H3 subsections where logical
- Remove any skipped levels (H1H3 without H2)

# Section 3: FAQ Section Generator

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## WHY EVERY PAGE NEEDS AN FAQ

FAQ sections are citation magnets. AI engines extract Q&A pairs directly, making your content more likely to appear in AI responses. Pages with structured FAQ sections receive 43% more AI citations.

## FAQ Prompt Template

Use this prompt with ChatGPT or Claude to generate FAQ questions:

### PROMPT

Analyze this content and generate 5 FAQ questions that:

1. Someone might actually search for
2. This content can authoritatively answer
3. Are specific (not generic)
4. Cover different aspects of the topic

Content topic: [YOUR PAGE TOPIC]

Format each as:

Q: [Question]

A: [2-3 sentence answer that could stand alone]

## FAQ Schema Template

### HTML

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "[QUESTION 1]",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "[ANSWER 1]"
      }
    }
  ]
}
</script>
```

## Example: Complete FAQ Section

QUESTION	ANSWER (2-3 SENTENCES)
What is a good email open rate?	A good email open rate is 20-25% for most industries. Top performers achieve 30%+.
How do I improve open rates?	Write specific subject lines, segment your list by engagement, and test send times.
What time should I send emails?	Tuesday-Thursday 9-11am for B2B. Weekends can outperform for B2C audiences.

# Section 4: Heading Hierarchy Checker

## THE RULE

Your headings should flow in order: H1 'H2 'H3 'H4. Never skip levels. Never use multiple H1s.

## Quick Self-Check

CHECK	WHAT TO LOOK FOR
Single H1	Only ONE H1 on the page (your title)
No skipped levels	H1H2H3, never H1H3 directly
Logical grouping	H2s are main sections, H3s are subsections
Descriptive headings	Each heading describes the content below

## Correct vs. Incorrect Hierarchy

### INCORRECT

H1: Email Marketing 'H3: Why Email Works (skipped H2!)  
'H2: Best Practices 'H4: Subject Lines (skipped H3!) 'H1:  
Conclusion (second H1!)

### CORRECT

H1: Email Marketing 'H2: Why Email Works 'H2: Best Practices  
'H3: Subject Lines 'H3: Send Times 'H2: Conclusion

## Common Fixes

PROBLEM	FIX
Multiple H1s	Keep only page title as H1, convert others to H2
H1 'H3 skip	Add an H2 between them
H2 'H4 skip	Add an H3 between them
No H1	Wrap page title in H1 tags
Generic headings	Rewrite: "Tips" "3 Email Subject Line Tips"

# Your 2-Week Transformation Plan

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## Week 1: Audit & Prioritize

- Day 1-2: Complete the 5-Page Audit Worksheet
- Day 3-4: Score all 10 pages and select your 5 priorities
- Day 5-7: Transform Page #1 (your highest priority)

## Week 2: Transform & Monitor

- Day 8-9: Transform Page #2
- Day 10-11: Transform Page #3
- Day 12-13: Transform Pages #4 and #5
- Day 14: Add FAQ sections to all 5 pages

## What You'll Have After 2 Weeks

5 pages restructured with answer-first format

5 new FAQ sections (citation magnets)

Proper heading hierarchy across key content

A repeatable process for any future content

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