



Building Content for AI

10/8/2025





Agenda

- Why You Need to Think About AI
- Content Best Practices
- Building an FAQ
- Tracking Your AI Footprint



Why You Need to Think About AI



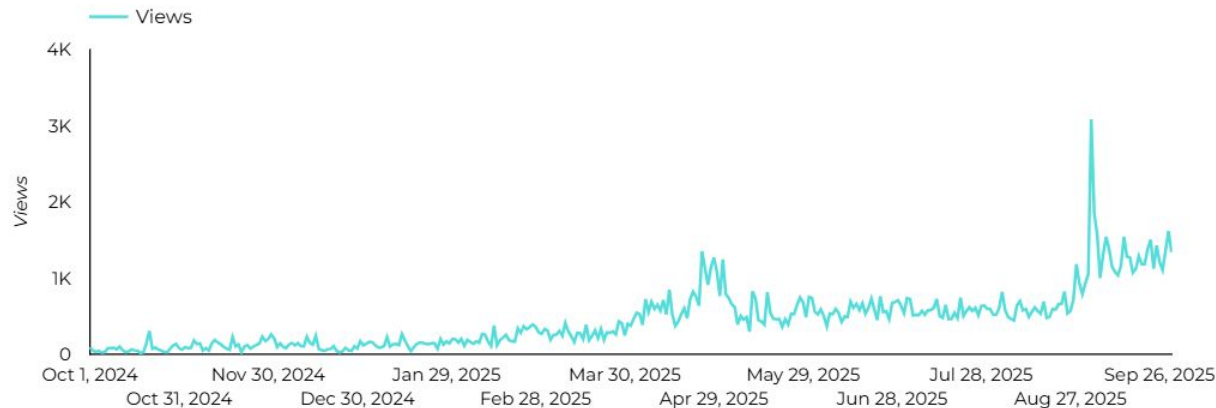
How Much Race Website Traffic Is Driven by AI Today

AI Search is 1% of RunSignup Event Website Traffic

5.6% of Searches done in AI - double the June search percentage.

- WSJ, July 2025

How Much Traffic Are AI-driven Search Engines Driving to My Website?



Views

162,584

↑ 2,550% from previous 365 days

Sessions

62,059

↑ 2,416% from previous 365 days

Engages Sessions

34,971

↑ 2,432% from previous 365 days

Get ahead of the curve!

Finding Events With AI

- AI embedded in traditional search
 - AI Mode
 - AI Snippets
- Standalone AI Agents
 - ChatGPT as the default

what 5k's are near philadelphia this month?

Here are a few 5K (or close) races coming up **this month** around Philadelphia:

- **Gritty 5K** — Saturday, October 4, 2025 in Philadelphia, PA [RunSignup](#)
- **The Race HOME 5K** — Saturday, October 11, 2025 in Philadelphia, PA [Running in the ... +1](#)
- **FACTS 5K** — Saturday, October 11, 2025 in Philadelphia, PA [Running in the ... +1](#)
- **Navy Yard 5K (and 1M)** — Wednesday, October 15, 2025 in Philadelphia, PA [Running in the ... +1](#)
- **Southwest Center City (SWCC) 5K** — Saturday, October 25, 2025 in Philadelphia, PA [RunSignup +2](#)

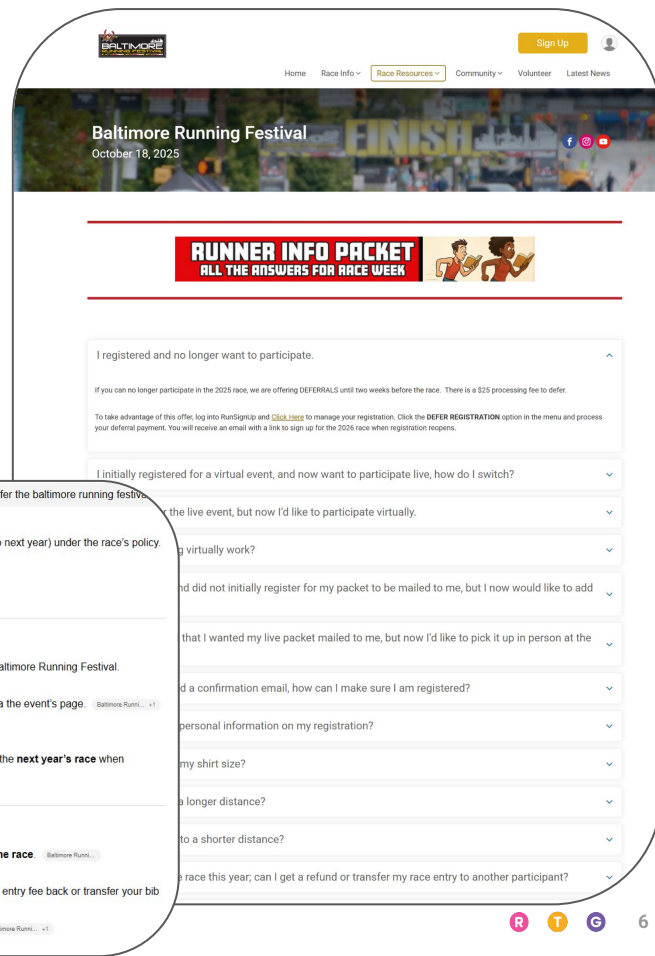
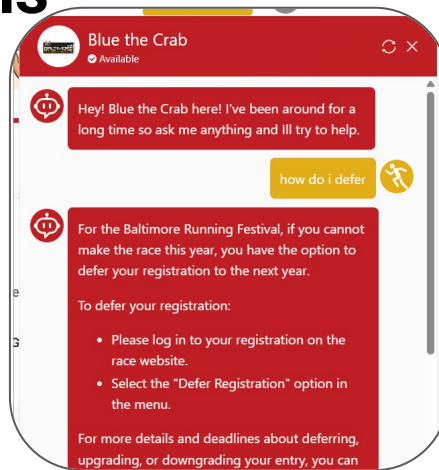
If you tell me how far you're willing to travel (e.g. within 30 mi, 60 mi) or what dates work best, I can narrow the list further for you.

[Sources](#)



Answering Questions With AI

- Participants are looking for fast, easy ways to get answers to questions like “how do I transfer events”
- AI can answer questions for you, but only if the correct answer is available to AI
 - The more answers available, the less hallucination is likely.
- Integrate an AI chatbot for customer service with insight and control



Buying With AI?

- Today, ChatGPT offers links to registration sites when asked about upcoming events
- Recently announced Agentic Commerce Protocol (ACP) for ChatGPT + Agent Payment Protocol (AP2) for Google to allow for registration within AI sessions
 - Buy it capability currently focused on products (Etsy), but expected to expand to things like tickets, and eventually registrations.

ChatGPT 5

find 5K's this weekend near moorestown, nj

Thought for 1m 16s

Here are 5Ks happening this weekend (Sat–Sun, Oct 4–5, 2025) near Moorestown, NJ:

Saturday, Oct 4

- **OFS 5K Run & Ride** — Riverton, 9:00 AM (timed 5K + optional 5K fun bike ride). [RunSignup](#)
- **Joseph's House 5K to End Homelessness** — Pennsauken, 9:00 AM (5K run/walk + 1-mile walk). [RunSignup](#)
- **5th Annual Octoberfest 5K** — Haddonfield, 9:00 AM (XC-style 5K at Maria Greenwald Park). [RunSignup](#)
- **FOC 5K Run/Walk/Pray** — Camden, 9:00 AM (5K + 1-mile walk at Wiggins Waterfront Park). [RunSignup](#)
- **RRCW Race Down Broad Street 5K** — Woodbury, 4:30 PM (evening race before the town parade). [findarace.com \(U.S.\)](#)

Sunday, Oct 5


- **Mantua VFW "Running for Vets" 5K** — Mantua, 10:00 AM (5K + 1-mile walk). [RunSignup +1](#)

Want me to narrow by surface (road vs XC), hills, or closest driving time from downtown Moorestown?

[📄](#) [👍](#) [👎](#) [🔄](#) [⋮](#) [🔍](#) Sources

Content for AI Best Practices





The great thing about the internet is that it's *always changing*. So start now - you can always make updates and improvements later!



You don't have to know everything to start somewhere!

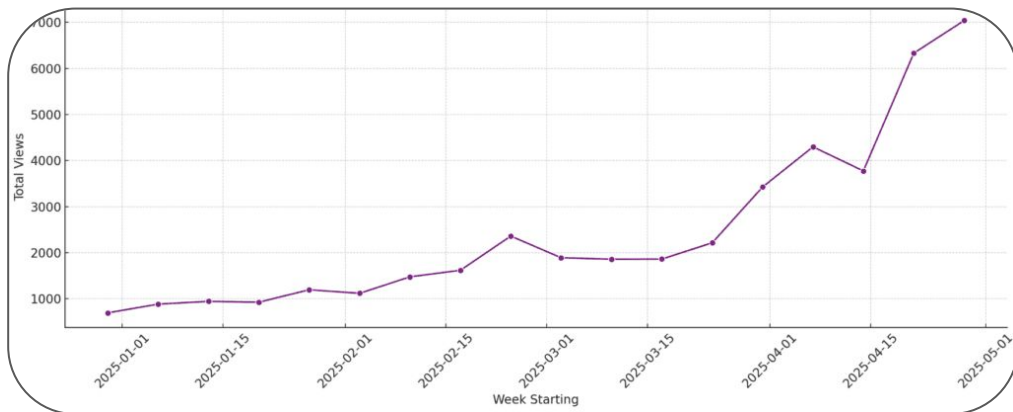
How Your Race Gets Found

GEO (generative engine optimization)

- Same idea as SEO (search engine optimization), but specifically with AI in mind
- Ensuring your events are found (and the information is accurate)
- AI is a small piece of search today, but it will increase quickly; likely becoming the 3rd marketplace by the end of the year

Easier Implementation of AI Tools

- The RunSignup AI Chatbot will depend on the content you add to work



RunSignup

AI CHATBOT

Writing for GEO

Prioritize User Intent

Old: focus on keyword optimization

New: user intent - focused on the *goal* of the searcher

- More conversational language
 - Mimic speech (not formal writing)
- It's not how many times you use "Philadelphia 5K", it's how clearly you answer the question "What's the best 5K in Philadelphia?"

Philadelphia 5K

Join the Philly 5K Dash, a fun Philadelphia 5K course! The race runs through a winding park road with a stunning skyline view.

If you're looking for a Philadelphia 5K, this is the race for you!

Philly 5K Dash: The Best 5K Race in Philadelphia!

Looking for a Philadelphia race with a beautiful, winding course through a park and a stunning skyline view?

The Philly 5K Dash is the prettiest, most unique race within Philadelphia city limits! Sign up today.

Writing for GEO

Prioritize User Intent

Old: focus on keyword optimization

New: user intent - focused on the *goal* of the searcher

- Readability is key
- Direct answers with actionable advice
 - Use lists
- Answer multiple questions!

Philly 5K Dash: The Best 5K Race in Philadelphia!

Looking for a Philadelphia race with a beautiful, winding course through a park and a stunning skyline view? The Philly 5K Dash is the prettiest, most unique race within Philadelphia city limits!

Highlights of the 2026 course include:

- A cherry blossom orchard in full bloom (if Mother Nature cooperates!)
- A beautiful, traditional Japanese House
- A rose garden with 200 varieties of roses
- 3 man-made waterfalls along a bubbling stream

Never run a 5K before? This race is perfect for beginners, with plenty of beautiful sights to see along the way. If this is your first 5K, we recommend:

- Run/walk 3 times a week before the race, gradually running more each time
- Set goals and rewards for your run/walks, such as ending at a coffee shop for a cappuccino
- Visit a local running shop to ensure proper footwear and avoid injury

Why else should you run the Philly 5K Dash? **The Party!** Every finisher has access to the finish party, complete with:

- 2 beverages of your choice (alcoholic and n/a options available)
- A finisher flower
- A two hour concert from local bands

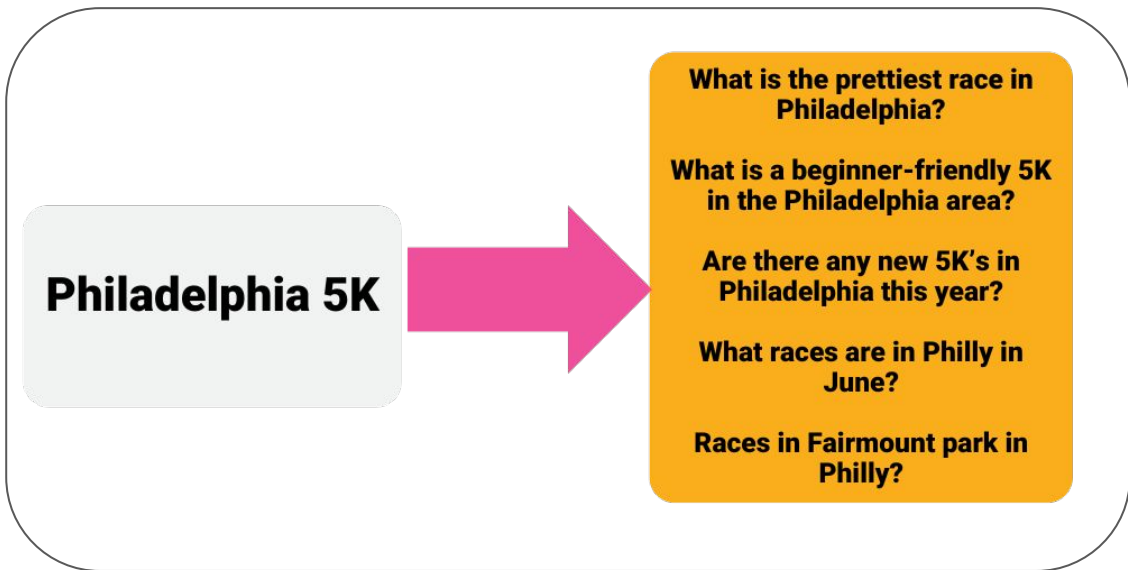
Writing for GEO

Prioritize User Intent

Old: focus on keyword optimization

New: user intent - focused on the *goal* of the searcher

- Long-tail keywords
 - Answering the exact question, not the overarching topic
- The average Google Search is 2-3 words. The average AI search is 10 words
 - More complete thoughts/questions



Writing for GEO

Emphasis on Content Quality

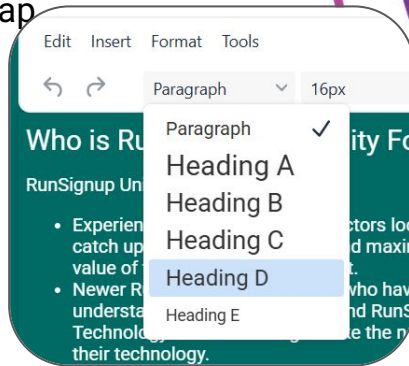
- De-emphasize backlinks
- Prioritize expertise, experience, authoritativeness, trustworthiness
 - Use citations, reputable sources, data, and quotes
 - Quote newspaper articles about your race
 - Share data about your economic and health impact
 - Link to local running resources
 - Avoid contradictory information on your website (I.E., different price increase dates)
 - Update regularly



Writing for GEO

Structure Your Content

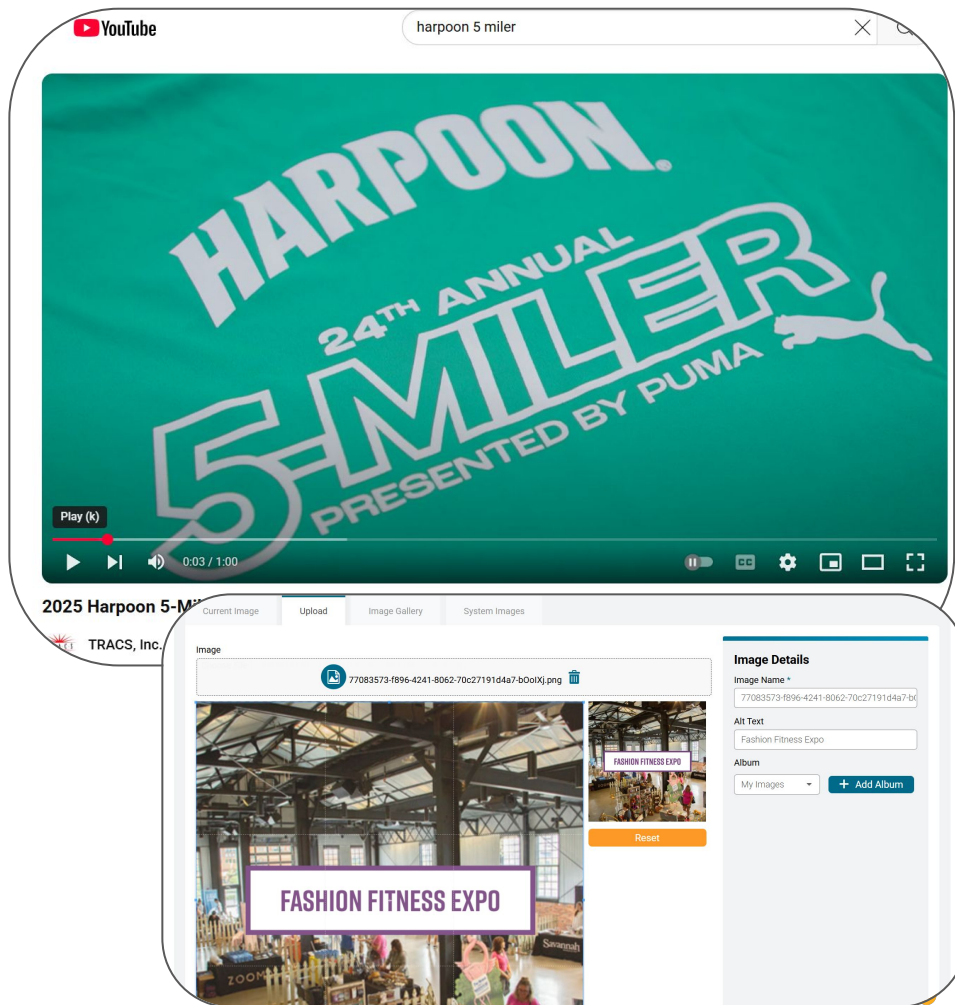
- Place the most important content high!
- Break up content into digestible chunks that map to your most common questions
- Keep pages or sections focused on *intent categories* (I.E. training tips, register, logistics)
- Use descriptive headings and subheadings
 - Header A, Header B, Header C
 - Not just sizes!
- First 1-2 sentences should answer the question, with any more detailed explanation to follow
- Incorporate lists & tables



**Good for AI AND
Humans!**

Implementing Multimedia Content

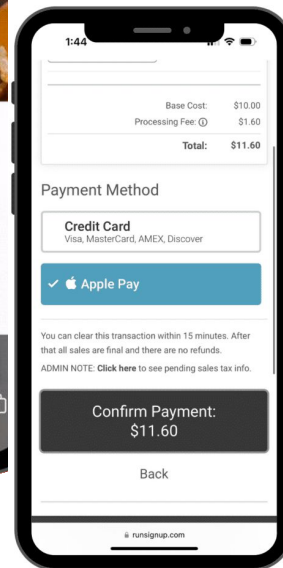
- Use video content
 - Even if it isn't played directly on the page, hosting on YouTube and linking from there to your page increases the likelihood of some content being found
 - YouTube is cited by AI increasingly frequently
- PDFs can (sometimes) be read
 - More readable for AI than traditional search, but not perfect (yet)
- Use ALT Text where images include information



RunSignup Websites And Crawlability

How RunSignup helps your race show up in Google and AI Searches:

- Fast page load times
- Mobile responsiveness
 - Heavily weighted
- Clean, logical URL structure
- Event Wizard and default website template ensures your key race details are available



Content for AI Building an FAQ



Why You Need An FAQ

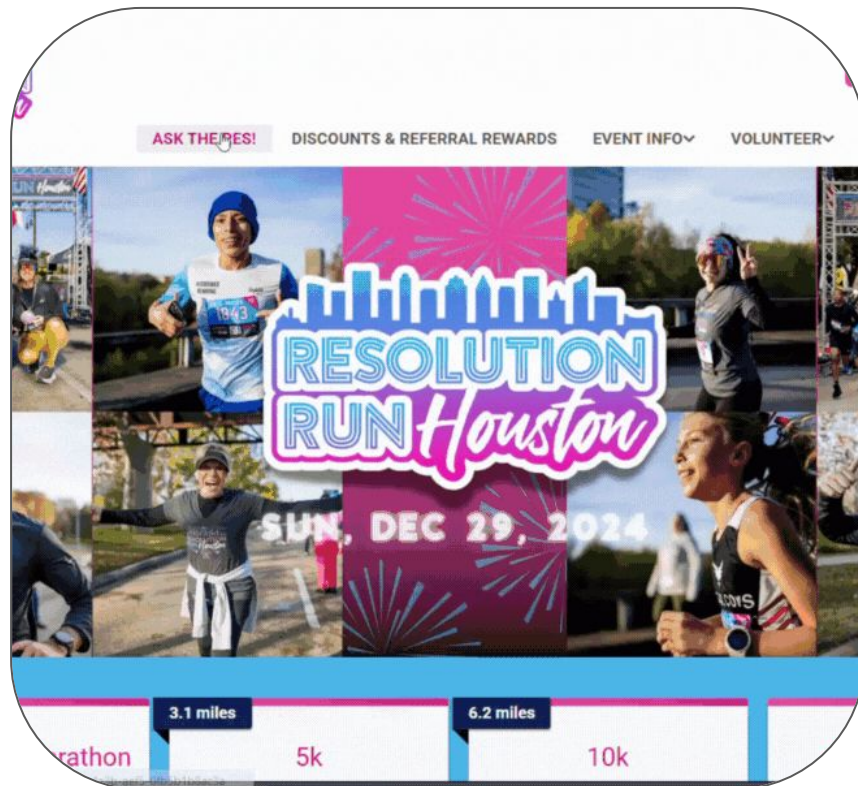
For an FAQ, Content Really Is King

An FAQ ensures that **AI and humans** can quickly and easily answer questions without needing you!

RunSignup AI Chatbot

- Will require an FAQ to ensure adequate data to work with
- Will require using Websites V2

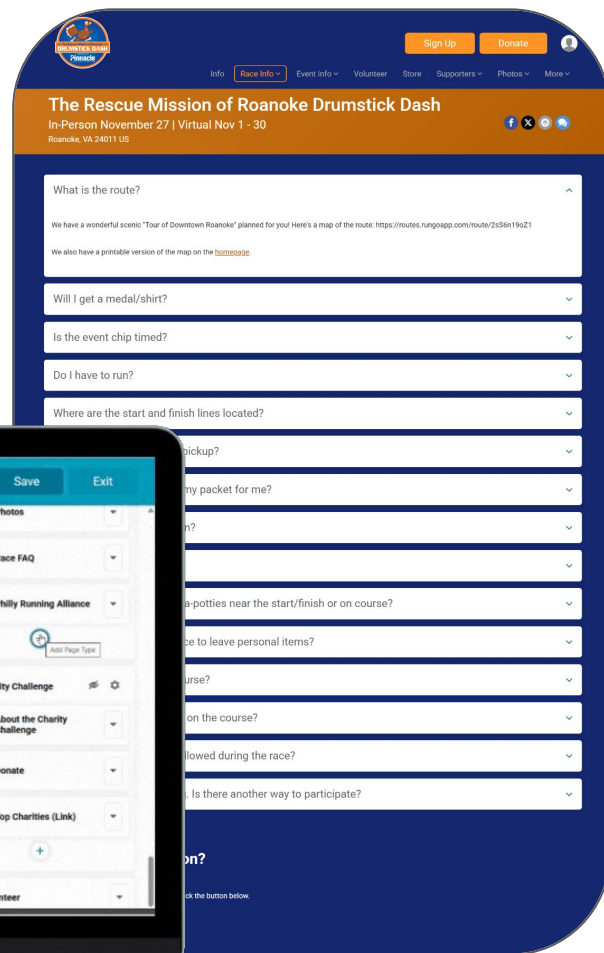
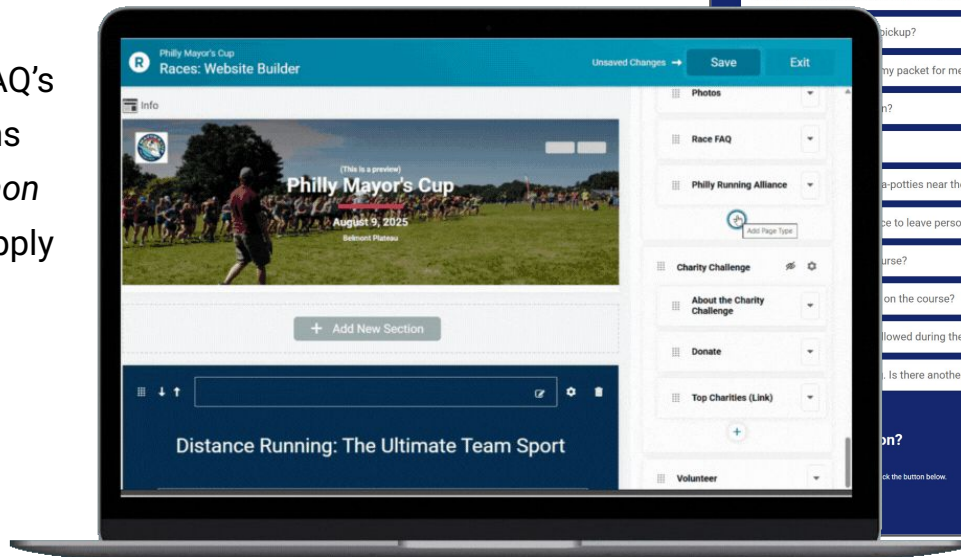
Chatbot Beta available to *all* races soon. FAQ component available NOW and is valuable even without Chatbot!



Setting Up Your FAQ

Race >> Website V2 >> Website Builder

- Add a New Component and Choose FAQ
- Select from suggested FAQ's
 - These are questions we know are common
- Add custom FAQ's that apply to your race



FAQ

Best Practices

For Human Readability

- Use a one-column section
- Add Headers to make answers easier to find
 - IE: Packet Pickup, Course Information, Race Day Logistics
 - To do this, use a Text Component (for the header), and then an FAQ component, then repeat.

For Both Humans & AI

- Use *at least* 5 FAQs
 - More is better
- Review your emails from last year to identify
- Monitor your questions & responses on your dashboard to adjust and improve your FAQ over time.

Content for AI Tracking Your AI Footprint



Track AI Mentions Of Your Race

AI Search Impact Analysis

- Free tool!
- Plug-in for Google Chrome (turn off when you don't need it)
- Evaluates search queries individually or in bulk to see where you show up in AI summaries

- See who *is* showing when you are not

Full Responses & Citations

Keyword	AIO Response
best race in philadelphia	The best race in Philadelphia depends on your preferences, but the Independence Blue Cross Broad Str... Show More
how to sign up for a race in philadelphia	To sign up for a race in Philadelphia, Pennsylvania, you'll typically need to visit the race's websi... Show More
are there any half marathons in philadelphia	Yes, there are several half mar...
what's the prettiest race in philadelphia	

AI Overview Impact Analysis

Enter comma separated keywords

Inputted Keywords

- best race in philadelphia
- philadelphia 5k's
- how to sign up for a race in philadelphia
- are there any half marathons in philadelphia
- what's the prettiest race in philadelphia

Stop Clear

Processing keyword 1 of 5 (20.00% complete)

AI Overview Impact Analysis

AI Overview Citations

Cited Domains

Keyword	Cited Domains
best race in philadelphia	20 citations - 4 on SERP - discoverphl.com, nbcphiladelphia.com, strengththru.com, facebook.com, reddit.com, runna.com, runna.com, m.yelp.com, youtube.com, raceraves.com, reddit.com, findarace.com, sports.yahoo.com, nbcphiladelphia.com, nbcphiladelphia.com, reddit.com, loverunphilly.com, phillyraces.org, philadelphia marathon.com, m.yelp.com
how to sign up for a race in philadelphia	21 citations - 4 on SERP - philadelphia marathon.com, phillyraces.org, wikihow.com, runsignup.com, facebook.com, facebook.com, runsignup.blog, heartsforourhospital.raceroster.com, bermudarace.com, njmasters.com, hkmaramarathon.com, gcbsr.org, raceforum.com, conferenceregistration.njpn.org, acr.gl, chicagospringhalf.com, raceroster.com, instanttagspa.com, runsignup.com, phillyrunfest.com, runsignup.com
are there any half marathons in philadelphia	5 citations - 5 on SERP - loverunphilly.com, philadelphia marathon.com, philadelphia distancerun.com, philadelphia distancerun.com, loverunphilly.com

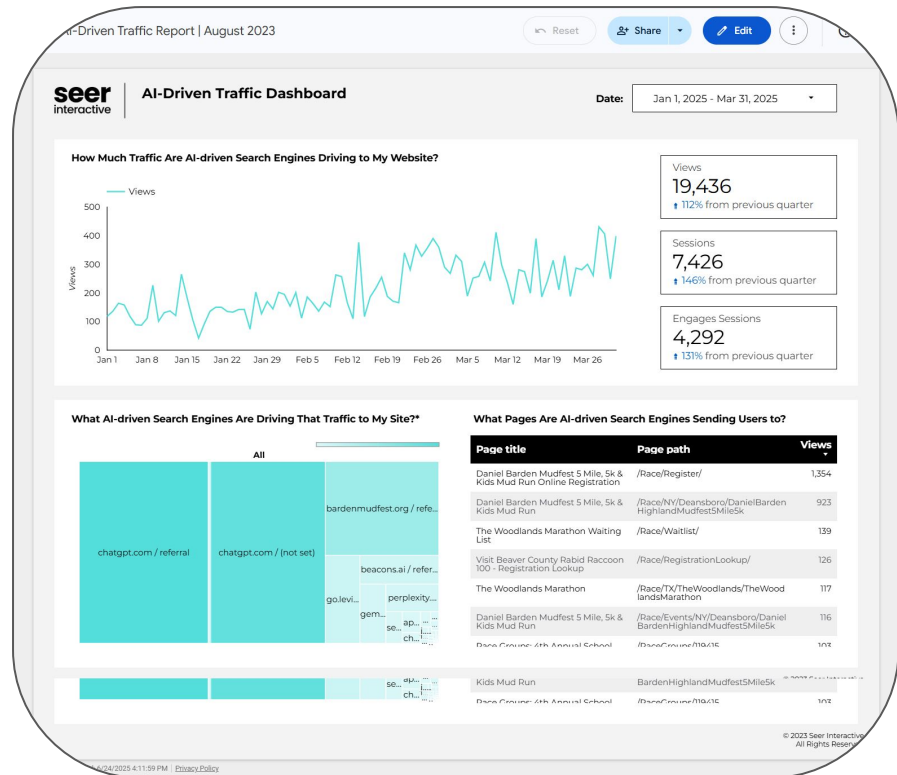
View AI Traffic Via GA4 Reports

- Long-term answer: add you your reports (instructions:

<https://twooctobers.com/blog/tracking-ai-traffic-in-ga4-a-step-by-step-guide/>)

- Cheat version: Use a Looker Studio Template

<https://lookerstudio.google.com/u/0/reporting/155c1685-b250-4383-b2ac-bbd0eb70752e>





NEXT: 10/22/2025



WEBINAR

Prompt Engineering

 RunSignup





Questions?

Thank You!