Braintannica
THINK · IDEATE · INSPIRE

FREE EBOOK · 2026 EDITION

Found & Cited

10 search moves for healthcare brands in the age of AI Overviews, AI Mode and ChatGPT

SEO and Generative Engine Optimisation (GEO) for hospitals, clinics and Medical Value Travel teams. Replaces *10 SEO Hacks to Rank Up (2024)*.

Sanket Arora
HEALTHCARE SALES & MARKETING · 25+ YEARS

BRAINTANNICA.COM

BEFORE YOU START

Why this edition exists

The 2024 edition of this eBook taught ten "hacks" for ranking on page one. Two years later, page one itself has changed. Google now answers many questions with an AI-written summary before showing a single link, and a growing share of people ask ChatGPT, Gemini or Perplexity instead of searching at all.

So this is not a light refresh. I re-checked every tactic in the old book against Google's current documentation and the most credible 2025–26 studies. Roughly four in ten held up, a third needed rewriting, and about a quarter had to go entirely (you will find the full list on page 4). What remains is reorganised around one idea: in 2026, a healthcare brand has to be both **found** (ranked) and **cited** (named inside AI answers).

Every move ends with a healthcare or Medical Value Travel example, because hospitals sit in Google's strictest content category and cross-border patients search very differently from local ones.

01	Search has split in two — the numbers	3
02	What we retired from the 2024 edition	4
M1	Write for the question, not the keyword	5
M2	Put a qualified human on every page	6
M3	Make every page citable	7
M4	Earn mentions, not just links	8
M5	Pass Core Web Vitals — the 2026 way	9
M6	Get the technical basics right for people and bots	10
M7	Use structured data that matches the page	11
M8	Win local with your Google Business Profile	12
M9	Go international — SEO for Medical Value Travel	13
M10	Measure visibility, not just traffic	14
03	Your 90-day plan · Myths to drop	15
04	Glossary · Sources · About the author	17

Search has split in two

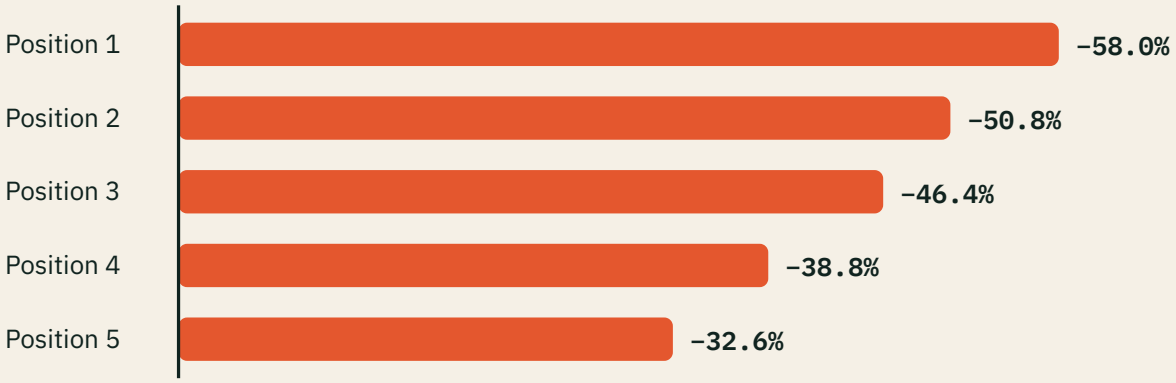
The blue links are still there. But on many queries they now sit under an AI-written answer — and that answer takes most of the clicks.

68%
of US Google searches ended without a click to any website in early 2026 (SparkToro).[1]

−58%
drop in click-through for the #1 result when an AI Overview appears (Ahrefs, 300,000 keywords).[2]

1B+
monthly users of Google's AI Mode, announced at Google I/O 2026.[1]

How much clicks fall when an AI Overview appears, by ranking position



Reduction in click-through rate, December 2023 vs December 2025, desktop Search Console data. Source: Ahrefs study, as reported in February 2026.[2]

What has *not* changed

Here is the reassuring part. Google's own documentation says the usual SEO best practices still apply to AI Overviews and AI Mode, and that there are no extra requirements or special optimisations needed to appear in them.[3] The pages AI features link to come from the same index as normal results. In other words: good SEO is still the entry ticket. What changes is **what "good" means** — and what you measure.

THE HEALTHCARE ANGLE

Most hospital searches are informational ("symptoms of…", "cost of knee replacement in India") — exactly the type of query where AI answers appear most. Seer Interactive found AI Overviews on roughly 36% of informational queries but only about 5% of transactional ones.[20] Your awareness content is the most exposed; your "book an appointment" pages, the least.

02 · HOUSEKEEPING

What we retired from the 2024 edition

If you still have the old eBook, here is what to stop doing — and why.

2024 ADVICE	STATUS	WHAT'S TRUE IN 2026
Use "LSI keywords"	DROP	Google says LSI keywords do not exist as a concept in its systems.[17] Cover the topic thoroughly instead (Move 1).
Activate AMP pages	DROP	AMP stopped being required for Top Stories in 2021 and the AMP badge was removed.[22] Fast normal pages do the job.
Submit to DMOZ and directories	DROP	DMOZ closed in March 2017.[23] Generic directory links carry little value.
Test with Google's Mobile-Friendly Test	DROP	The tool was retired; Google now indexes only the mobile version of sites.[10] Use Lighthouse and URL Inspection.
Edit .htaccess for Gzip, Keep-Alive, Expires headers	UPDATE	Modern hosts and CDNs handle these automatically (often with Brotli and HTTP/3). Focus on Core Web Vitals (Move 5).
Optimise for First Input Delay	UPDATE	INP replaced FID as a Core Web Vital on 12 March 2024.[9]
Chase featured snippets ("Position 0")	UPDATE	AI Overviews now sit above them. Aim to be cited (Move 3).
Meta descriptions help ranking	UPDATE	They don't affect rank, and Google rewrites most of them.[16] Still write them — for clicks.
Voice search statistics	DROP	The often-quoted figures could not be traced to reliable sources. Voice queries are now absorbed into conversational AI search.
Blog regularly	UPDATE	Volume without value is now a spam risk (Move 2).[4]
HTTPS, sitemaps, alt text, GBP, original content	KEEP	Still essential — several matter more than before.
Information gain — say something new	KEEP	The 2024 edition was right. It is now the core of Moves 1–3.

CONTENT

01 Write for the question, not the keyword

Keywords still tell you *what* people search. They no longer tell you *how* to write. Google and AI assistants read for meaning, so pages win by answering the full question better than anyone else.

Why it matters now

AI Mode queries are long, multi-part questions — Google reported in March 2026 that they average three times the length of traditional searches.[24] A patient no longer types "knee replacement India". They ask: "Which hospitals in India do robotic knee replacement, how long is recovery before I can fly home, and what does it cost from Nairobi?" A page that answers only one slice of that loses to a page that answers all of it.

How to do it

- **Start from real questions.** Mine your enquiry inbox, call-centre notes, WhatsApp chats and Google's "People also ask". These are the questions that convert.
- **One page, one intent.** Map each page to a single job (learn, compare, decide, book) and cover it completely: cost, duration, eligibility, risks, next step.
- **Still use the keyword where it belongs** — in the title tag, the H1 and the URL slug — because people scan those before clicking. Just don't count density.
- **Add information gain.** Include something the top ten results don't have: your outcome data, a patient-journey timeline, a cost breakdown, a doctor's practical tip.
- **Update, don't just publish.** Refresh your best 20 pages every quarter instead of adding 20 thin new ones.

> HEALTHCARE EXAMPLE
>
> Instead of five short posts on "angioplasty cost", "angioplasty recovery", "angioplasty risks" and so on, build one definitive angioplasty guide with a clear cost table, a recovery timeline and an FAQ, reviewed by a named cardiologist. Then link to it from every related page.

RETIRED Keyword density targets, exact-match keyword stuffing, "LSI keyword" tools.

02 TRUST

Put a qualified human on every page

Health is a "Your Money or Your Life" (YMYL) topic. Google holds it to its highest standard of Experience, Expertise, Authoritativeness and Trust — E-E-A-T.

Why it matters now

Google's Search Quality Rater Guidelines — the manual its human evaluators use — say YMYL topics need a high level of accuracy and should agree with established medical consensus where it exists.[19] The guidelines were updated in January and again in September 2025, with added focus on health content and AI Overviews.[19]

At the same time, Google folded its "helpful content" system into its core ranking in March 2024 and introduced a **scaled content abuse** policy: mass-producing low-value pages to manipulate rankings is spam, whether a human, an AI or both wrote them.[4] For hospitals tempted to publish hundreds of AI-written condition pages, this is the single biggest risk in this eBook.

How to do it

- **Named authors and reviewers.** Every clinical page shows who wrote it and which doctor reviewed it, with qualifications and a link to their profile.
- **Doctor profile pages that work hard.** Degrees, registrations, years of practice, procedures performed, languages spoken, publications.
- **Dates you can trust.** Show "medically reviewed on" and actually re-review on a schedule.
- **Cite your sources** — national guidelines, journals, WHO — inside the page.
- **Use AI as an assistant, not an author.** Draft with it if you like; a clinician must check, correct and own every page.
- **Make trust visible:** accreditations (NABH, JCI), real contact details, transparent pricing and a clear editorial policy.

> **QUICK TEST**
>
> Could a worried patient's family tell, within ten seconds, who is responsible for this page and why they should believe it? If not, fix that before anything else in this book.

03 GEO Make every page citable

Generative Engine Optimisation (GEO) is the practice of being the source an AI answer quotes. Ranking gets you considered; being clear, specific and verifiable gets you cited.

What the evidence says

The original GEO research from Princeton and partners (KDD 2024) found that adding citations, quotations and statistics to a page lifted its visibility in AI-generated answers by up to about 40%.[6] And ranking alone is no guarantee: a 2026 Moz analysis of 40,000 queries found that most Google AI Mode citations came from pages outside the organic top ten.[7]

Google, for its part, says you need no special files, schema or "AI-friendly" rewrites for its AI features.[3] Both statements are compatible: write genuinely useful pages, and structure them so a machine can lift the answer cleanly.

How to do it

- **Answer first.** Put a direct two- or three-sentence answer at the top of the page, then the detail.
- **Be specific.** "Most patients fly home 10–14 days after a total knee replacement" beats "recovery varies".
- **Show your numbers and sources.** Outcome statistics, success rates and cost ranges, each with where it came from.
- **Use structure:** descriptive headings, short paragraphs, tables for comparisons, numbered steps for processes.
- **Quote your experts** by name — a cardiologist's one-line explanation is highly "liftable".
- **Check yourself.** Each month, ask ChatGPT, Gemini, Perplexity and Google AI Mode your 20 most important patient questions. Note who gets cited, and study what their pages do differently.

> **MEDICAL VALUE TRAVEL EXAMPLE**
>
> "How much does a liver transplant cost in India for a patient from Uzbekistan?" An AI answer will cite pages that state a clear range, explain what is included (donor work-up, ICU days, stay), mention the visa route and name the transplant team. Build that page.

04 AUTHORITY

Earn mentions, not just links

Links still matter. But AI assistants also learn who to trust from what credible publications say about you — whether or not they link.

Why it matters now

Muck Rack's analysis of more than a million AI prompts found that over 85% of non-paid AI citations came from earned media — news coverage, expert commentary and independent reviews.[8] Google's 2026 guidance, meanwhile, warns that manufactured or "inauthentic" mentions are risky.[21] The route is real reputation, not shortcuts.

How to do it

- **Make your doctors quotable.** Offer named specialists to health journalists for commentary on seasonal issues, new treatments and public-health news.
- **Publish original data.** An annual outcomes report or a "cost of care" index gets cited for years.
- **Partner content, done properly.** Co-author with medical associations, universities, insurers or embassies' health desks — with real expertise, not paid placements.
- **Be present where patients ask.** Thoughtful answers on credible health forums and community platforms, clearly disclosed.
- **Internal links still count.** Link every related page to your definitive guides with descriptive anchor text.
- **Audit, don't buy.** Paid link schemes and private blog networks remain against Google's policies.

> **MEDICAL VALUE TRAVEL EXAMPLE**
>
> Coverage in a Kenyan or Bangladeshi newspaper about a complex case — with the patient's consent — builds trust in that source market, and gives AI assistants a credible third-party signal when someone in that country asks where to go for treatment.

RETIRED DMOZ and generic directory submissions; article-directory link building; reciprocal link swaps.

05

SPEED

Pass Core Web Vitals — the 2026 way

Page speed is now measured on real visitors, across three numbers. A good experience won't outrank better content, but a poor one will drag good content down — and patients on mobile data won't wait.

METRIC	WHAT IT MEASURES	GOOD	POOR
LCP — Largest Contentful Paint	How fast the main content appears	≤ 2.5 s	> 4.0 s
INP — Interaction to Next Paint	How fast the page responds to taps and clicks	≤ 200 ms	> 500 ms
CLS — Cumulative Layout Shift	How much the layout jumps while loading	≤ 0.1	> 0.25

Assessed at the 75th percentile of real visits. INP replaced First Input Delay on 12 March 2024.[9]

The fixes that matter most for hospital websites

For LCP

- Use a CDN (still the easiest win from the 2024 edition).
- Serve images as WebP/AVIF at the size displayed; don't lazy-load the hero image.
- Remove heavy sliders and auto-playing hero videos.

For CLS

- Set width and height on every image and embed.
- Reserve space for cookie banners, chat widgets and ads.

For INP

- Audit third-party scripts: chat bots, trackers, pop-ups, review widgets. Each one taxes every tap.
- Delay non-essential scripts until after the page is usable.
- Keep WordPress plugins lean; one good caching plugin, not three.

Tools

- PageSpeed Insights (real-user data at the top).
- Search Console's Core Web Vitals report.

RETIRED AMP; manual .htaccess edits for Gzip, Keep-Alive and Expires headers; optimising for FID.

TECHNICAL

06 Get the basics right — for people and for bots

If a page can't be crawled and indexed, it can't rank — and it can't be cited. Google says the only technical requirement for its AI features is that a page is indexed and eligible to show with a snippet.[3]

Your 2026 technical checklist

- ○ **Mobile is the only version that counts.** Since July 2024, Google crawls every site with its smartphone crawler; sites that don't work on mobile are no longer indexed.[10] Make sure your mobile pages carry the same content, links and structured data as desktop.
- ○ **HTTPS everywhere** — still a baseline, especially for enquiry and payment forms.
- ○ **XML sitemap** submitted in Search Console, listing only pages you want indexed.
- ○ **Descriptive image file names and alt text** — good for accessibility, image search and AI understanding.
- ○ **No orphan pages.** Every important page is reachable through internal links.
- ○ **Check your CDN or firewall** isn't silently blocking crawlers — a common cause of "invisible" sites.

Decide your AI crawler policy deliberately

AI companies use separate crawlers for search and for model training. OpenAI, for example, says sites that block its **OAI-SearchBot** will not appear in ChatGPT search answers, while **GPTBot** is the crawler for training.[11] Many healthcare publishers choose to stay visible in AI search while opting out of training:

```
User-agent: OAI-SearchBot
Allow: /

User-agent: GPTBot
Disallow: /
```

Review this with your legal and IT teams; check each provider's current documentation before changing robots.txt.

RETIRED Google's Mobile-Friendly Test (use Lighthouse and URL Inspection). NOT NEEDED llms.txt — Google has said it does not use it.[18]

STRUCTURE

07 Use structured data that matches the page

Structured data (schema markup) tells search engines precisely what a page describes — a hospital, a doctor, an FAQ. It doesn't buy you a ranking, but it removes ambiguity.

A healthcare advantage most sites miss

In 2023 Google cut back FAQ rich results sharply — but kept showing them for well-known, authoritative government and **health** websites.[5] Established hospitals are among the few sites still eligible. Use it on genuine FAQ sections.

Markup worth implementing

SCHEMA TYPE	USE IT FOR
Organization / Hospital (MedicalOrganization)	Your home and About pages: name, logo, accreditations, contact, social profiles
Physician / Person	Doctor profile pages: specialty, qualifications, affiliation
MedicalWebPage, Article	Condition and treatment guides, with author, reviewer and review date
FAQPage	Real FAQ blocks visible on the page
BreadcrumbList	Every page, to show your site structure
LocalBusiness details	Each hospital location and its opening hours

Three rules

- **Only mark up what's visible.** Schema that describes content users can't see breaks Google's guidelines.
- **No "AI schema".** Google says no special markup is needed for AI Overviews or AI Mode.[3]
- **Validate** with Google's Rich Results Test and the Schema.org validator after every template change.

RETIRED HowTo rich results — Google stopped showing them in September 2023.[5]

LOCAL

08 Win local with your Google Business Profile

For "near me" and city searches, your Google Business Profile (GBP) matters more than your website. It's also a source AI answers draw on.

What drives local rankings in 2026

Whitespark's 2026 Local Search Ranking Factors survey puts GBP signals at around 32% of what decides the map pack — the largest single group — followed by reviews at about 20% and on-page signals at about 15%.[12] The top three individual factors: your **primary category**, **proximity** to the searcher, and keywords in your business name.[12] Google itself names relevance, distance and prominence as the three pillars.[13]

How to do it

- **Choose the primary category with care** ("Hospital", "Cardiologist", "Fertility clinic") and add accurate secondary ones.
- **Consider department profiles** where Google's guidelines allow — for example, separately located specialty centres.
- **Keep name, address and phone identical** everywhere (site, GBP, directories, insurers' lists).
- **Treat reviews as a process.** Ask every discharged patient; reply to every review, especially negative ones, without revealing health information.
- **Post updates and photos** regularly; keep hours, including emergency and pharmacy, accurate.
- **Answer questions** in the profile and on your location pages.

> HEALTHCARE CAUTION
>
> Review replies are public. Never confirm that a reviewer was a patient or mention their treatment. A safe template: thank them, apologise for the experience, and invite them to contact a named patient-relations desk.

INTERNATIONAL

09 Go international — SEO for Medical Value Travel

An international patient doesn't search like a local one. They search from another country, often in another language, and they ask about cost, visas, travel and trust before they ask about a doctor.

Build for the source market

- **Country hubs.** Create pages for your key source markets (e.g. Bangladesh, Kenya, Iraq, Uzbekistan, Maldives) covering visas, flights, currency, local contact, typical costs and patient stories from that country.
- **Translate properly — and signal it.** Where you publish in Arabic, French, Russian, Bengali or Swahili, use **hreflang** so Google shows each audience the right version. Google says each language version must list itself and all other versions.[14]
- **Translate the whole page.** Google only treats localised pages as duplicates when the main content is left untranslated.[14] Machine-translated navigation around English content is not a translated page.
- **Answer the travel questions** AI assistants get asked: "How many days will I need to stay?", "Can a family member come?", "Do you have halal food or an interpreter?"
- **Show international proof:** accreditations recognised abroad, insurer and embassy tie-ups, and patient stories (with consent) from each region.

```
<link rel="alternate" hreflang="en" href="https://example-hospital.com/knee-replacement/" />
<link rel="alternate" hreflang="ar" href="https://example-hospital.com/ar/knee-replacement/" />
<link rel="alternate" hreflang="fr" href="https://example-hospital.com/fr/knee-replacement/" />
<link rel="alternate" hreflang="x-default" href="https://example-hospital.com/knee-replacement/" />
```

> **THINK BEYOND GOOGLE**
>
> In many source markets, patients start on WhatsApp, YouTube or with an AI assistant on their phone. Keep the same clear answers, prices and doctor profiles consistent across your site, GBP, YouTube and partner sites, so every channel tells the same story.

10 MEASUREMENT

Measure visibility, not just traffic

When fewer searches end in a click, organic sessions alone will make good work look like failure. Track where you appear, not only who arrives.

New in 2026: AI reporting in Search Console

In June 2026 Google launched dedicated Generative AI performance reports in Search Console, showing how often your pages appear in AI Overviews and AI Mode, broken down by page, country, device and date.[15] Two caveats: the data starts on 18 May 2026, and at launch it shows impressions only, not clicks.[15]

A healthcare search scorecard

LAYER	METRIC	WHERE
Found	Impressions and average position for priority treatments	Search Console
Cited	AI feature impressions; share of AI answers naming you for your top 20 questions	Search Console AI report; monthly manual check
Chosen	Click-through rate on key pages; branded search growth	Search Console
Contacted	Enquiries, calls, WhatsApp chats by page and source country	Analytics + CRM
Converted	Consultations, arrivals and revenue by source	CRM / HIS

- **Expect fewer, better clicks.** Google reports that clicks from results pages with AI Overviews tend to be higher quality.[3] Judge content by enquiries, not sessions.
- **Watch branded search.** When AI answers mention you, people often search your name next.
- **Tag every enquiry with its source** — page, channel and country — so you can tie content to patients.

Your 90-day plan

You don't need all ten moves at once. This sequence fixes the foundations first, then builds authority, then proves results.

DAYS 1–30

Foundations

- Run PageSpeed Insights on your top 20 pages; fix LCP and CLS issues.
- Check indexing and mobile parity in Search Console.
- Decide your AI crawler policy; update robots.txt.
- Audit GBP: category, hours, photos, NAP consistency.
- List your 20 most important patient questions.
- Baseline: who AI assistants cite for those questions today.

DAYS 31–60

Content & trust

- Add named authors, medical reviewers and review dates.
- Upgrade doctor profiles.
- Rebuild your top 5 treatment pages: answer-first, cost table, timeline, FAQ, sources.
- Add Organization, Physician, FAQ and Breadcrumb markup.
- Merge thin, overlapping posts into definitive guides.
- Start a review-request process at discharge.

DAYS 61–90

Authority & reach

- Pitch doctors as expert sources to health journalists.
- Publish one piece of original data.
- Launch hubs for your top 2 source countries, with hreflang where translated.
- Set up the 5-layer scorecard.
- Re-run the AI citation check and compare with your baseline.
- Plan the next quarter's content refresh.

IF YOU ONLY DO THREE THINGS

(1) Put a qualified, named clinician on every medical page. (2) Rewrite your five most valuable pages to answer the patient's full question, with numbers and sources. (3) Start tracking AI visibility and enquiries — not just traffic.

MYTHS TO DROP

Six things you can stop worrying about

A lot of confident AI-search advice is untested. These are the claims that don't hold up against Google's own statements or credible data.

MYTH	REALITY
"You need an llms.txt file to appear in AI answers."	Google has said it does not support llms.txt and has no plans to.[18] Spend the time on content.
"There's special schema for AI Overviews."	Google says no special markup or AI text files are needed for its AI features.[3]
"Add LSI keywords."	Google has repeatedly said LSI keywords are not a thing in its systems.[17]
"Meta descriptions are a ranking factor."	They aren't — and Google rewrites them in the majority of results (62.8% in Ahrefs' study).[16] Write them for humans.
"AI-written content is penalised."	Low-value content at scale is penalised however it's produced.[4] Useful, reviewed content is judged on quality.
"If clicks fall, SEO has failed."	Zero-click searches are rising across the market.[1] Measure visibility, citations and enquiries (Move 10).

A note on change

AI search is moving faster than any part of SEO I have seen in 25 years. Click-through rates on AI Overviews have even shown early signs of recovery in some 2026 data.[20] Treat every number in this eBook as a benchmark with a date on it, re-check the sources, and test on your own site. The principles — be useful, be trustworthy, be clear — are the part that won't date.

Glossary

AI Overviews
Google's AI-written summaries shown above regular results, with links to sources.

AI Mode
Google's conversational search mode for longer, multi-part questions.

Core Web Vitals
Google's three real-user experience metrics: LCP, INP and CLS.

E-E-A-T
Experience, Expertise, Authoritativeness and Trust — how Google's raters judge content quality.

GEO
Generative Engine Optimisation: making content likely to be cited in AI-generated answers. Also called AEO or AI SEO.

Google Business Profile
Your free listing in Google Search and Maps (formerly Google My Business).

hreflang
An HTML annotation telling Google which language or regional version of a page to show.

Information gain
New, useful information a page adds beyond what other results already say.

Medical Value Travel (MVT)
Patients travelling across borders for treatment; also called medical tourism.

Mobile-first indexing
Google ranks sites based on their mobile version — now universal.

Scaled content abuse
Google's spam policy against mass-producing low-value pages to manipulate rankings.

Structured data
Code (schema.org) that labels what a page is about in machine-readable form.

YMYL
"Your Money or Your Life" — topics, including health, held to the highest quality standard.

Zero-click search
A search that ends without a click to any website.

SOURCES

References

All sources checked in November 2026. Studies use different methods and markets; treat figures as indicative.

1. Search Engine Land — Google zero-click searches hit 68% in early 2026 (SparkToro study). searchengineland.com/google-zero-click-searches-2026-study-479717
2. MediaNama — Ahrefs study: AI Overviews cut click-through rates by 58% (Feb 2026). medianama.com/2026/02/223-google-ai-overviews-click-through-rates-58-study/
3. Google Search Central — AI features and your website. developers.google.com/search/docs/appearance/ai-features
4. Search Engine Land — March 2024 core update and new spam policies. searchengineland.com/google-released-massive-search-quality-improvements-with-march-2024-core-update-and-multiple-spam-updates-438144
5. Google Search Central Blog — Changes to HowTo and FAQ rich results (Aug 2023). developers.google.com/search/blog/2023/08/howto-faq-changes
6. Aggarwal et al. — GEO: Generative Engine Optimization (KDD 2024). arxiv.org/abs/2311.09735
7. AuthorityTech — What is GEO? (summarising Moz 2026 analysis of AI Mode citations). authoritytech.io/blog/what-is-generative-engine-optimization-geo
8. As 7 — summarising Muck Rack, "What is AI Reading?".
9. Google Search Central Blog — Introducing INP to Core Web Vitals. developers.google.com/search/blog/2023/05/introducing-inp
10. Google Search Central Blog — Mobile-first indexing: the final step (June 2024). developers.google.com/search/blog/2024/06/mobile-indexing-vlast-final-final
11. OpenAI — Overview of OpenAI crawlers. developers.openai.com/docs/bots
12. Whitespark — 2026 Local Search Ranking Factors. whitespark.ca/local-search-ranking-factors/
13. Google Business Profile Help — Tips to improve your local ranking on Google. support.google.com/business/answer/7091
14. Google Search Central — Tell Google about localized versions of your page. developers.google.com/search/docs/specialty/international/localized-versions
15. Google Search Central Blog — Introducing Search Generative AI performance reports (June 2026). developers.google.com/search/blog/2026/06/gen-ai-performance-reports
16. Ahrefs — How often does Google rewrite meta descriptions? ahrefs.com/blog/meta-description-study/
17. Search Engine Roundtable — Google: there is no such thing as LSI keywords. seroundtable.com/google-lsi-keywords-27970.html
18. Search Engine Land — Google says normal SEO works for AI Overviews; llms.txt won't be used. searchengineland.com/google-says-normal-seo-works-for-ranking-in-ai-overviews-and-llms-txt-wont-be-used-459422
19. Google — Search Quality Evaluator Guidelines (Sept 2025 version); update summary: stanventures.com/news/?p=4360
20. Search Engine Land — Google AI Overviews CTR shows early signs of recovery (Seer Interactive, 2026). searchengineland.com/google-ai-overviews-ctr-recovery-study-475566
21. WrittenlyHub — summary of Google's "Optimizing your website for generative AI features on Google Search" (May 2026). writtenlyhub.com/news/google-aeo-geo-still-seo-official-guide
22. Search Engine Land — Google page experience update rolling out; AMP no longer required. searchengineland.com/google-page-experience-update-now-slowly-rolling-out-349649
23. Wikipedia — DMOZ. en.wikipedia.org/wiki/DMOZ
24. PPC Land — Search Console generative AI reports; AI Mode query length data (2026). ppc.land/google-finally-gives-search-console-its-own-generative-ai-visibility-reports/

ABOUT THE AUTHOR



Sanket Arora

Healthcare sales and marketing leader with more than 25 years across India's leading hospital and insurance brands. He has built domestic and international sales and marketing for India-based hospitals — developing international markets for Indian hospitals, with deep experience in Medical Value Travel, key account management, sales productivity and digital and performance marketing.

Braintannica is his independent knowledge platform for healthcare marketers: frameworks, infographics and eBooks under the banner *Think · Ideate · Inspire*.

Credentials

- MBA (Hospital Administration) — DAVV, Indore
- M.Phil (Hospital & Health System Management) — BITS Pilani
- Advanced Data Analyst — IIM Kozhikode
- Certified Data Analyst (PL-300) — Microsoft
- Diploma in Digital Marketing — Dun & Bradstreet

Keep learning with Braintannica

More eBooks, infographics and articles on healthcare marketing, sales and analytics at **braintannica.com/blog** · Connect on LinkedIn: **linkedin.com/in/sanketarora**

© 2026 Sanket Arora / Braintannica. This eBook is for general information on digital marketing and is not medical, legal or regulatory advice. Figures are taken from the cited third-party sources as of November 2026. Brand and product names belong to their owners.