

# DUAL WEB: PREPARING YOUR SITE FOR AI SEARCH

TECH  
NY WEEK



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# DUAL WEB AND THE FUTURE OF SEARCH

NY TECH WEEK 2026

EMILY RICHARDSON- FOUNDER OF KNWN





# SEARCH IS SHIFTING RAPIDLY

ChatGPT now reaches **~900M weekly active users**

**Google AI Overviews appear in up to 48% of searches** and reach ~1.5B users

**66% of Gen Z use ChatGPT to find information**





# TODAY YOU WILL LEARN

- **How Google shaped the web we know today**
- **How AI changes the rules of search**
- **What matters most to AI crawlers**
- **How to prepare your site for AI search**





# GOOGLE'S RULES BUILT THE INTERNET WE KNOW TODAY



## CRAWL

Google crawls with links



Everyone built  
link-heavy sites.

## INDEX

Google relies on their  
index of keywords



Everyone created  
keyword-driven  
content like FAQs and  
blog posts.

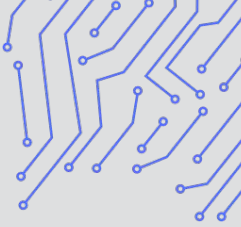
## RANK

Google ranks on  
authority and speed



Everyone raced for  
backlinks and  
optimization.





# HOW GOOGLE SEARCH WORKS



# AI Search does not play by the same rules



# AI doesn't give you 10 blue links.

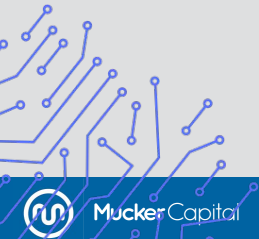
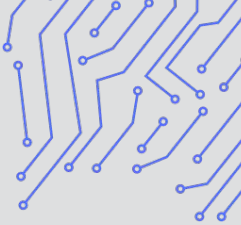
## It generates answers.

A screenshot of a Google search result for the query "is apollo right for a b2b saas startup". The search bar shows the query and the Google logo. Below the search bar, there are navigation options like "All Mode", "Short videos", "Images", "Videos", "News", "Forums", "More", and "Tools". The main result is a sponsored link for Apollo.io, titled "Apollo.io | Prospect Smarter, Close Faster". It features a collage of four images: a woman smiling, a man in a yellow chair, a man in a suit, and a group of people in a meeting. Below the images is a brief description: "Use Apollo to find your ideal prospects & turn your process into a revenue machine. Get...". There are five links listed: "Free Plan & Pricing", "Pricing Plans", "Apollo for Founders", "Apollo for SDRs and BDRs", and "All-In-One GTM Platform". At the bottom, there is another sponsored link for Unify GTM, titled "Unify - Better than Apollo - Run Outbound at Scale", with a brief description: "Get control and visibility into how prospecting and engagement drives pipeline with Unify. One platform for data enrichment, prospecting, AI agents, sequencing, and analytics."

A screenshot of a ChatGPT 5 response to the query "is apollo right for a b2b saas startup". The interface shows the query in a search bar at the top right. The response is a detailed paragraph: "Yes — **Apollo.io** can be a strong fit for a B2B SaaS startup — especially if your go-to-market strategy includes outbound, prospecting, data enrichment, and automating outreach. But like every tool, it has strengths and tradeoffs. Whether it's "right" depends on how well you can leverage its strengths and work around its gaps (if any) for your business." Below this is another paragraph: "Below is a breakdown of when Apollo is a good fit, where it falls short, and what to watch out for — and a quick checklist so you can evaluate whether it's a good match for you." There is a section header: "✅ Strengths of Apollo for B2B Saas" with a dropdown arrow. Below it is the text: "Here's what Apollo brings to the table that often appeals to B2B SaaS startups:". At the bottom, there is a search bar with the text "Ask anything" and a microphone icon. A small green circle with the letter 'E' is visible in the bottom left corner. At the very bottom, there is a disclaimer: "ChatGPT can make mistakes. Check important info."



# The differences begin with how Answer Engines Search:



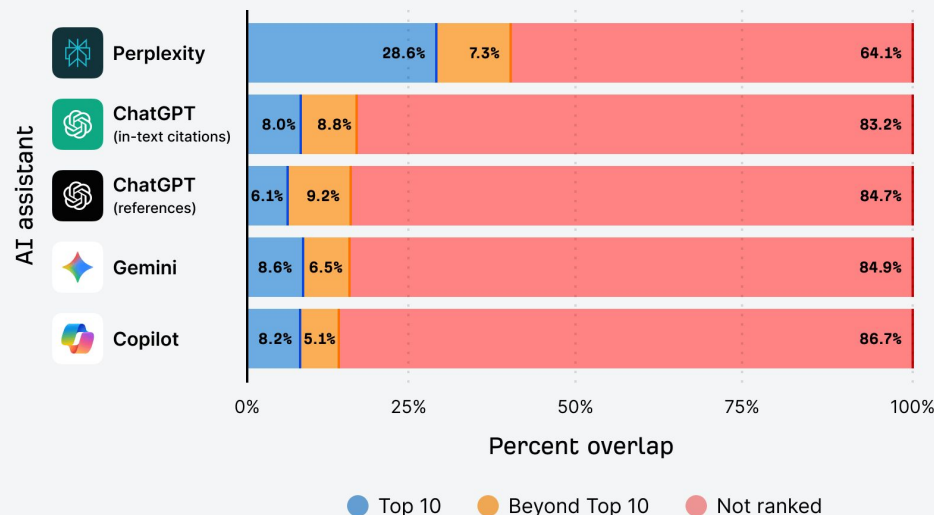
# AI SEARCH RESULTS DO NOT ALIGN WITH GOOGLE RESULTS

On average, 81% of webpages surfaced by LLMs are not even ranked in Google for the same query.

You can get cited in LLMs while ranking relatively poorly in traditional search because the bots search the web differently

## Google rankings and AI assistant overlap

Ahrefs study of 15,000 prompts.

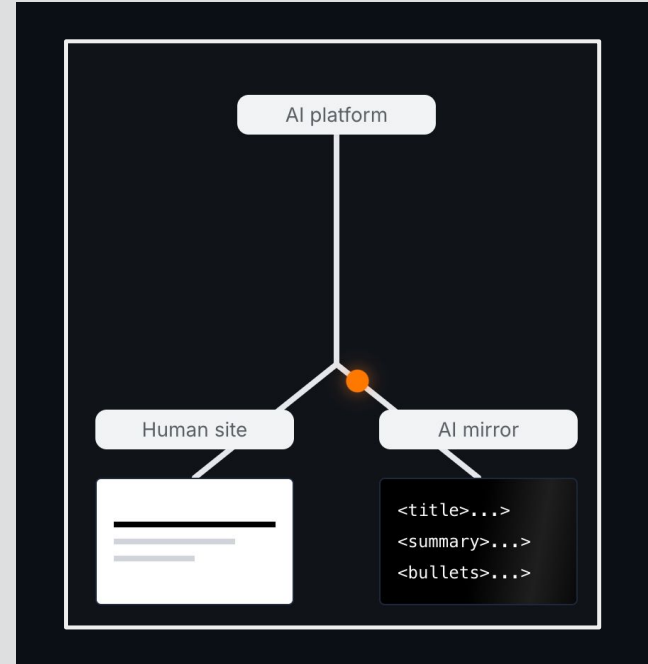


[ahrefs.com/blog/ai-search-overlap](https://ahrefs.com/blog/ai-search-overlap)

ahrefs

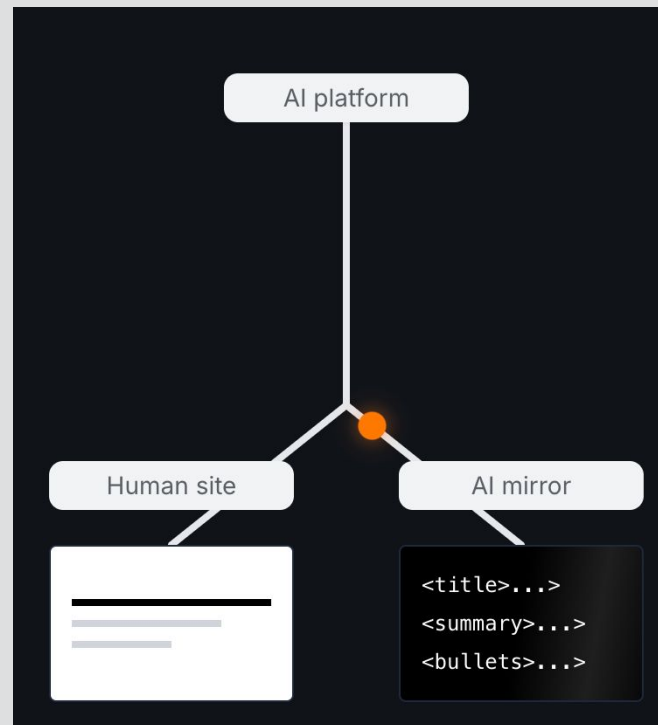


# Dual Web makes your site compliant with both Google AND AI Search.



# HOW KNWN'S DUAL WEB WORKS

- \* Creates an **AI-optimized mirror** of your site automatically that AI crawlers can parse and cite more effectively.
- \* **Redirects AI bots to that version** preserving your human experience and Google performance.





# WHAT MATTERS TO AI BOTS

## Structure

AI bots 'read with math'. They need clean HTML, detailed schema markup, bullet points, direct information and FAQs.

## Speed

Pages must load in under 300 ms or AI bots do not cite them.

## Clarity

Answer Engines synthesize multiple sources. They need clear and concise content that is easily summarizable.





# CHALLENGE:

You are acting as the AI bot crawling the web for answers. I am going to show you two pages that talk about e-bikes. Please raise your hand when you find the answer to this query:

**WHAT ARE THE BENEFITS OF AN E-BIKE?**





## All About Electric Bikes:

Electric bikes, often called e-bikes, are a growing trend in modern transportation. They look and feel similar to regular bicycles but include an electric motor that gives riders an extra boost. Instead of pedaling entirely on your own, you can rely on the motor to make hills easier or to help you ride longer distances without tiring as quickly.

The audience for e-bikes is wide ranging. Commuters who want a faster and less sweaty ride to work often choose e-bikes. Older adults use them to stay active while still enjoying the freedom of cycling without the same physical strain. Outdoor enthusiasts appreciate them for weekend rides, and in some cities, delivery workers depend on them to get orders to customers faster.

In cities with heavy traffic, e-bikes are a quick way to get around without the stress of driving or relying on public transit. They are also environmentally friendly since they cut down on car trips and reduce emissions. The batteries can typically be charged from a standard wall outlet, making them convenient for everyday use.

Electric bikes are becoming part of everyday life for people across different age groups and lifestyles. Whether for commuting, exercise, or leisure, they offer a modern twist on a timeless mode of transportation.





# OPTIMIZED



## What Is an Electric Bike?

An electric bike (e-bike) is a bicycle with a built-in electric motor. The motor provides assistance so riders can climb hills more easily and travel longer distances without tiring as quickly.

## Who Uses E-Bikes?

- **Commuters:** Faster rides to work with less sweat.
- **Older adults:** Stay active while reducing strain.
- **Outdoor enthusiasts:** Weekend rides with extra support.
- **Delivery workers:** Faster and more efficient deliveries.

## What are the Benefits of E-Bikes?

- **Traffic-friendly:** Quick alternative to driving or public transit.
- **Eco-friendly:** Reduce car trips and lower emissions.
- **Convenient:** Rechargeable from a standard wall outlet.

## Conclusion

Electric bikes are becoming part of everyday life across all age groups. For commuting, exercise, or leisure, they provide a modern twist on traditional cycling.



# STRUCTURE

- \* **USE CLEAR HEADINGS AND QUESTIONS**

H2s and H3s should match what someone might actually ask

- \* **BREAK UP YOUR ANSWERS**

Use bullets, numbered lists, and tables to make info scannable

- \* **ADD FAQs AND COMPARISONS**

Direct Q&A and structured data help AI grab exactly what it needs



# SPEED

## \* **SLOW IS CONSIDERED 500MS**

Pages with a load time under 0.4 seconds average 6.7 AI citations. Pages over 1.13 seconds average 2.1.

## \* **AVOID DELAYED CONTENT LOADING**

Plugins or interactive modules that delay page loading should be removed

## \* **PUT KEY CONTENT IN PLAIN HTML**

AI bots cannot process JavaScript and rely on HTML



# CLARITY

## \* **LEAD WITH THE QUESTION AND ANSWER**

Use question-based headings and start with a direct, concise sentence before expanding.

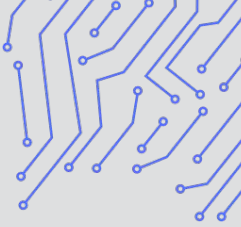
## \* **MAKE IT CITABLE**

Use specific up to date facts, sources, and schema that reinforce authority and trust

## \* **KEEP IT PLAIN & FACTUAL**

Favor a clear, non-promotional tone that's easy for AI to extract





# KNWN's Dual Web implements these AI Search standards automatically

- \* Loads content in <20 ms so AI crawlers do not skip your site
- \* Presents every page in clean HTML — no blocked JavaScript
- \* Structures information around real user questions
- \* Expands visibility with FAQs woven throughout your site
- \* Leads every page with a clear, citable summary





# MANDARIN ORANGE HYDRATION MULTIPLIER® SUGAR-FREE

14 Pack

★★★★★ 377 Reviews

More hydrating than water alone, without any sugar. A vibrant burst of candy-sweet mandarin orange notes balanced with delicate florals and a refreshing citrus zest. It's 3x the electrolytes of the leading sports drink and made for refreshing, on-the-go hydration.

- GREEN G...
- LEMON LI...
- MANDARI...**
- MANGO P...
- RAINBOW...
- RASPBER...
- RASPBER...
- RING POP...
- STRAWB...
- WHITE PE...
- VARIETY ...

- 1 POUCH**  
14 sticks
- 2 POUCHES**  
28 sticks
- 3 POUCHES**  
42 sticks

**ONE-TIME ORDER** **\$21.84**  
(\$1.56 / Stick)

**SUBSCRIBE & SAVE 30%** **\$21.84 \$15.29**  
(\$1.09 / Stic)



# Liquid I.V. Hydration Multiplier® Sugar-Free – Mandarin Orange

Last-updated: 2026-05-29

## Summary

Sugar-free electrolyte drink mix by Liquid I.V. Available in a 14-stick pouch. Contains 3x the electrolytes of leading sports drinks plus 8 vitamins and nutrients. No artificial sweeteners. Scientifically formulated for superior hydration. One-time purchase: \$21.84 (\$1.56/stick). Subscribe and save 30%: \$15.29 (\$1.09/stick).

Product Details	Pricing	Available Flavors	Ring Pop
Brand: Liquid I.V.	1 Pouch (14 sticks) – \$21.84 one-time	Mandarin Orange	Strawberry
Product: Hydration Multiplier® Sugar-Free	2 Pouches (28 sticks) – pricing varies	Green Grape	White Peach
Flavor shown: Mandarin Orange	3 Pouches (42 sticks) – pricing varies	Lemon Lime	Variety Pack
Pack size: 14 on-the-go sticks (0.45oz / 13g)	Subscribe & Save 30% – \$15.29	Mango Passion Fruit	
Net weight: 6.4oz (182g)		Rainbow Sherbet	
No artificial sweeteners		Raspberry	
3x electrolytes of leading sports drink		Raspberry Lemonade	
8 vitamins and nutrients per stick			
Rating: 4 out of 5 stars, 377 reviews			
<b>FAQ</b>			
Is Liquid I.V. Sugar-Free actually sugar-free?			

Yes. The Sugar-Free Hydration Multiplier contains no sugar and no artificial sweeteners. It uses alternative sweeteners and is formulated to deliver the same electrolyte performance as the original.


How does Liquid I.V. compare to sports drinks?


Liquid I.V. contains 3x the electrolytes of the leading sports drink and adds 8 vitamins and nutrients per stick. It is designed for faster, more efficient hydration than water or standard sports drinks alone.



# Superpowers, everywhere you work

Mail, Docs, and AI that works in every app and tab



Get Superhuman 




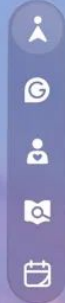
Looks like you're chatting with Antonio and Laura in the #launch-project-chat and need to book a meeting. Would you like me to find a good time?

yes!




You're all available during these times:

 Monday at 3:00 PM  Tuesday at 1:00 PM

book it for monday 



 Tailor this language for executives

 Team workspace Share  

Streamlining Team Documentation

I've been thinking about how our team can streamline the onboarding process for new-hires. Right now, documentation is scattered across different tools, which makes it hard to find answers quickly. If we consolidate into a single hub and add more real-world examples, I think it'll cut down on repetative questions and help people ramp up faster.

 Important 12 Calendar 13 Docs 8 Other 19

## Superhuman – AI Email for High-Performing Teams

superhuman.com · Mail, Docs, and AI that works in every app and tab · last-updated: 2026-05-29

AI-native email client built on top of Gmail and Outlook. Saves users 4 hours per week. Used by 40M+ individuals and 50,000 organizations. 30-day free trial available.

### Key Features

- Auto Drafts – AI writes follow-ups in your voice
- Auto Labels – classifies every incoming email
- Auto Archive – clears cold and marketing emails
- Ask AI – natural language inbox search
- Split Inbox – Important, VIP, Calendar, News, Other
- 100+ keyboard shortcuts, no mouse required
- Shared conversations and team comments
- HubSpot and Salesforce integration (Business+)

### FAQ

What does Superhuman do?

Replaces Gmail or Outlook with a faster, AI-driven interface that drafts emails, labels messages, books meetings, and archives noise automatically.

How much does Superhuman cost?

Starter is \$30/user/month. Business is \$40/user/month. Enterprise is custom pricing. 30-day free trial available.

Who is Superhuman for?

Executives, founders, sales teams, and high-volume email users who need speed and AI automation. Works for individual professionals and teams up to enterprise scale.

Does Superhuman replace Gmail or Outlook?

It replaces the interface but not the account. Your email stays in Gmail or Outlook – Superhuman sits on top as a faster, AI-powered layer.

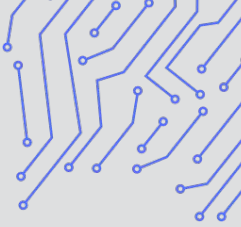
### Pricing

- Starter – \$30/user/month. AI, calendar, team tools.
- Business – \$40/user/month. Adds Auto Drafts, Ask AI, CRM integrations.
- Enterprise – Custom. SSO, security, dedicated CSM.

### Works With

- Gmail and Google Workspace
- Microsoft Outlook
- Mac, Windows, iOS, Android





# The Results with KNWN Clients

- \* **+16.5% average AI visibility score increase** across our clients
- \* **2.3x increase in mentions** in AI answers
- \* **34% increase in accuracy**
- \* **100% of clients saw measurable results** within 90 days
- \* 75% of brands achieved **50%+ brand presence in citations.**



# What is next?



- \* **Personalized layers:** Content tailored not just for AI in general, but for specific audience segments and personas.
- \* **Multi-bot optimization:** Customized formatting for each LLM's unique crawling habits (ChatGPT vs Claude vs Gemini).
- \* **Agent-ready infrastructure:** Extend to agent interactions to allow agents to interact with your website with ease.
- \* **Industry standards for trust:** Dual Web aims to set the bar for authenticity and verification, ensuring brands and AI platforms have a shared framework to prevent spoofing and build trust.



# THANK YOU AND QUESTIONS

**For a copy of today's  
slides scan QR code**



**Let's stay in touch!**

emily@knwn.app

[dualweb.ai](https://dualweb.ai)

[knwn.app](https://knwn.app)



# What is Next: AI Agent Takeover



- \* **Readable:** AI agents can find and understand your content (what Dual Web does today, what AEO/structured HTML addresses)
- \* **Actionable:** agents can do things on your site on behalf of users (WebMCP layer, forms and functions exposed as callable tools)
- \* **Connectable:** your site can participate in multi-agent workflows across vendors and platforms (A2A layer, your booking system talking to a travel agent talking to an airline)

