

How I Got to Ranking #1 in SearchGPT: A Step-by-Step Guide

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Published: November 13, 2024 ·

Canonical: <https://metehan.ai/blog/how-to-rank-1-in-searchgpt-a-step-by-step-guide/>

As SEOs, we all have started looking for actionable tactics to rank #1 in SearchGPT. SearchGPT isn't your typical search engine like Google or Bing. Instead, it's a powerful information retrieval system that leverages artificial intelligence to retrieve and rank content based on relevance to user queries, not just keyword matching. Unlike traditional search engines, SearchGPT's approach to search relies on advanced natural language understanding, making it crucial to optimize content specifically for this new technology.

This article will walk you through the steps to rank #1 in SearchGPT by focusing on entities, long-tail queries, citations, and structured data markup.

I will start my blog post with my reverse engineering efforts. I developed some prompts to make this process clear. Here's a deeper breakdown of each step in the SearchGPT algorithm with associated formulas or logical representations where applicable. I will continue my blog post with the tactics for ranking #1 in SearchGPT just after these reverse engineering efforts.

1. Query Understanding

- **Objective:** To interpret user input for intent, entities, and context.
- **Process: Tokenization:** Split the query into meaningful units (tokens). For a query Q , the tokenization can be represented as:

Figure

- **Entity Recognition:** Identify named entities (like dates, locations, or specific terms) in the query using NLP techniques. For instance, using a function $NER(t_i)$ to identify if a token is an entity:

Figure

- **Intent Detection:** Using machine learning models or rules, classify the query into intent categories, such as "informational" or "transactional." Given a query embedding q , intent can be calculated as:

Figure

2. Information Retrieval

- **Objective:** Retrieve a set of relevant documents from a pre-indexed database.
- **Process: Document Matching:** Each query is matched against indexed documents using TF-IDF (Term Frequency-Inverse Document Frequency) or BM25 (Best Matching) for relevance scoring.



where $TF(t, D)$ is the term frequency of token t in document D , and $IDF(t)$ is the inverse document frequency.

Top-N Retrieval: Select the top N documents with the highest scores as relevant documents for response generation:



3. Response Generation

- **Objective:** Synthesize a coherent answer from the selected documents.
- **Process: Document Summarization:** Summarize or extract key sentences from each relevant document using the Transformer model. For a document D_i , the summary $S(D_i)$ can be represented as:



Weighted Aggregation of Summaries: Combine summaries with weights based on their relevance scores.



4. Source Attribution

- **Objective:** Provide links to sources for transparency and validation.
- **Process: Citation Extraction:** Identify and extract citations from each document summary.
- **Weighted Ranking of Sources:** Rank sources based on their relevance scores, providing the most relevant sources at the top.



This structured approach ensures that information retrieval systems can effectively understand user queries, retrieve relevant documents, generate coherent responses, and attribute sources accurately, thereby enhancing user experience and trust in the system.

Now let's make these points crystal clear. Here are the steps to rank #1 in SearchGPT

1. Focus on Entities: The Foundation of SearchGPT

Entities play a pivotal role in ranking for SearchGPT. In the world of information retrieval, entities refer to key concepts, people, places, or things relevant to the user's search intent. While Google emphasizes keywords and links, SearchGPT's AI prioritizes understanding and identifying entities within content.

Practical Examples:

If you're creating content about "Tesla Model 3," ensure you include detailed mentions of related entities, such as "electric vehicle," "autonomous driving," "Elon Musk," "supercharger network," and "Model 3 range." Make sure each of these entities is well-defined within the context of your content. By clarifying these related entities, you help SearchGPT better understand the breadth and depth of your topic, increasing the relevance of your content to a user query.

Tip: Use tools like GPT-4o to identify related entities in your content, and then enrich each entity with useful information.

2. Optimize for Long-Tail Queries

SearchGPT excels at handling long-tail queries—specific questions or phrases that might not be commonly searched. Google receives long-tail searches daily that have never been entered before. To succeed on SearchGPT, optimize your content to anticipate these kinds of user questions.

Strategy:

Begin by identifying potential questions users might ask about your topic. You can do this by:

1. **Copying your content into tools like Perplexity or SearchGPT** to see what questions they generate.
2. **Asking GPT to develop a comprehensive list of related questions** based on your topic.

This process helps you create a repository of potential long-tail questions, allowing you to craft highly relevant answers that can capture a broader range of search queries.

3. Citations Over Backlinks (I believe)

Unlike Google, where backlinks signal authority, SearchGPT appears to value citations more highly. Citations, or mentions of your brand or content on reputable sources, can reinforce credibility and improve your ranking.

How to Build Citations:

1. **Find sites already indexed in SearchGPT:** Search for content similar to yours on SearchGPT and identify websites that consistently appear.
2. **Insert your brand or content name into related websites:** Collaborate with these sites or contribute as a guest author. Ensure your brand name appears naturally in relation to the relevant topic.

While it may seem unconventional, focusing on citations within content already indexed by SearchGPT may improve your visibility and authority on the platform.

4. Implement Schema Markup (Schema.org)

Structured data, specifically Schema.org markup, is invaluable for SearchGPT. Structured data enables AI to better interpret the context and structure of your content, making it easier for SearchGPT to retrieve relevant answers to user queries.

Key Markup Types to Use:

1. **FAQ Schema:** Optimized for question-and-answer formats, FAQ Schema can help your content rank for user questions.
2. **Article Schema:** If you're writing blog posts or informational content, Article Schema helps define key details like the article's author, publish date, and topic.
3. **Product Schema:** For product pages, Product Schema outlines specifications, reviews, and other details essential for AI-driven information retrieval.
4. **Person/People Schema**
5. **Organization Schema**

Add Schema markup to your content to make it more accessible and understandable to SearchGPT, which in turn can improve your ranking potential.

Conclusion

Ranking #1 in SearchGPT requires a shift from traditional SEO strategies. By focusing on entities, optimizing for long-tail queries, building citations over backlinks, and implementing Schema.org markup, you position your content for success on this AI-driven platform. With SearchGPT's advanced approach to information retrieval, these techniques can help you stay ahead of the competition and capture valuable traffic.