

Manoj Negi Shares New SEO Framework to Help Businesses Adapt to Google AI Search and AI Overviews

Manoj Negi shares a new SEO framework helping businesses adapt to Google AI Search and AI Overviews with E-E-A-T, intent, and AI SEO strategies.



Greater Noida, Uttar Pradesh Sep 3, 2026 ([Issuewire.com](https://www.issuewire.com)) - Manoj Negi Shares New SEO Framework to Help Businesses Adapt to Google AI Search and AI Overviews

Search engine optimization is entering a new phase as artificial intelligence changes how people discover information, compare businesses, and make purchasing decisions online. Recognizing this shift, [Indian SEO specialist Manoj Negi](#) has introduced a new SEO framework designed to help businesses strengthen their visibility across traditional Google Search as well as emerging AI-powered search experiences, including Google AI Overviews and conversational search platforms.

With more than 14 years of experience in SEO, Manoj Negi has worked with businesses across multiple industries and countries, focusing on sustainable organic growth rather than short-term ranking tactics. His approach combines technical SEO, search-intent analysis, content strategy, topical authority, entity optimization, AI search optimization, and conversion-focused SEO.

The new framework reflects a fundamental change in how businesses need to approach search visibility. Instead of optimizing exclusively for individual keywords and traditional blue-link rankings, Negi believes businesses should build websites that demonstrate genuine experience, expertise, authority, and trust while providing clear answers to users' questions.

From Traditional SEO to AI-Ready Search Optimization

Google's search experience has evolved considerably over the past decade. Search engines increasingly attempt to understand context, intent, entities, relationships, and the overall quality of information rather than simply matching keywords.

The emergence of AI-generated search experiences has accelerated this transformation.

Google AI Overviews and other AI-powered platforms can synthesize information from multiple sources and provide users with direct answers. This means businesses increasingly need to become credible sources of information rather than simply pages attempting to rank for individual search terms.

Negi's framework therefore places strong emphasis on **semantic SEO, entity optimization, structured data, topical authority, authoritative content, and conversational search optimization**.

The objective is not to manipulate AI systems or guarantee inclusion in AI-generated answers. Instead, businesses are encouraged to establish a strong digital foundation that makes their information easier for search engines and AI systems to understand, evaluate, and potentially reference.

The Manoj Negi SEO Framework

The framework begins with comprehensive **research and opportunity analysis**. This includes technical SEO audits, competitor research, keyword and topic research, search-intent mapping, audience analysis, and identification of content gaps.

The next stage focuses on **content and topical authority**. Rather than producing large quantities of disconnected articles, businesses are encouraged to create comprehensive topic clusters that answer the questions their audiences actually ask.

This approach helps demonstrate depth of knowledge and creates stronger relationships between related pages.

The framework also incorporates **AI SEO, Generative Engine Optimization (GEO), and Answer Engine Optimization (AEO)**. Key areas include entity development, structured data, knowledge-graph considerations, FAQ optimization, conversational content, and brand authority.

Technical SEO remains a critical component. Fast-loading pages, crawlability, indexability, mobile usability, logical site architecture, internal linking, and strong user experience provide the foundation upon which content and authority can perform.

Why E-E-A-T Matters in the AI Search Era

Experience, Expertise, Authoritativeness, and Trustworthiness remain central to Negi's philosophy.

Businesses can demonstrate experience by publishing first-hand insights, practical examples, case studies, original research, and evidence of real-world work. Expertise can be strengthened through accurate, comprehensive, professionally written content.

Authority can develop through credible mentions, digital PR, relevant citations, industry recognition, and

relationships with authoritative websites.

Trust requires transparency, accurate information, clear business details, responsible claims, and content created primarily to help users.

Negi emphasizes that businesses should not treat E-E-A-T as a checklist or shortcut. Instead, these qualities should be reflected throughout a brand's website and broader digital presence.

Search Intent Over Search Volume

Another central principle of the framework is the importance of **search intent**.

A high-volume keyword does not automatically represent a high-value opportunity. A smaller keyword with strong commercial intent can sometimes generate more qualified leads than a broad informational term.

Negi's approach therefore evaluates what users are actually trying to accomplish when they search. Content should help users learn, compare, evaluate, solve a problem, or take the next appropriate action.

This business-first approach connects SEO performance with meaningful outcomes such as qualified leads, enquiries, appointments, sales, and revenue rather than focusing exclusively on traffic or rankings.

Building Authority Beyond Google

Modern search visibility is increasingly multi-platform. Consumers may discover brands through Google Search, AI-generated answers, social platforms, industry publications, and conversational AI tools.

For this reason, Negi's framework places importance on developing a recognizable and credible brand across multiple digital environments.

His broader SEO philosophy and professional experience are also discussed in a previous feature highlighting how data, AI, and strategic SEO are shaping the future of organic growth. [Read the PTI feature on Manoj Negi's data, AI and SEO strategy](#)

Another published announcement covers Negi's initiative offering free SEO audits to help businesses identify opportunities for improving their online visibility and organic growth. [Read the AP News announcement about Manoj Negi's free SEO audits](#)

A Long-Term Approach to SEO

According to Negi's philosophy, businesses should avoid building their SEO strategy around algorithm loopholes, excessive keyword repetition, or temporary ranking tactics.

Instead, sustainable SEO should combine technical excellence, useful content, genuine authority, strong user experience, and continuous measurement.

As AI continues to influence search behavior, businesses that invest in trustworthy information and strong digital foundations can be better positioned to adapt to future changes.

Manoj Negi's new framework represents this shift from **keyword-focused SEO toward intent-driven, authority-focused, AI-ready search optimization.**

The central message is straightforward: businesses should not simply try to rank pages. They should build websites and brands that deserve to be discovered, trusted, recommended, and ultimately chosen by their target audiences.

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