Calgary SEO Consultant Anuj Dagar Launches AI Overview Optimization Guide

With Google AI Overviews now appearing at the top of search results for a growing share of queries, businesses that fail to adapt risk losing visibility to competitors with clearer content and stronger technical signals

Calgary, Alberta Oct 1, 2026 (Issuewire.com) - Anuj Dagar, a Calgary-based SEO consultant and AI search strategist with over 14 years of experience, is urging businesses to prioritize Google AI Overviews optimization as AI-generated summaries increasingly dominate the top of search results. Dagar describes the shift as the most significant change to how businesses are discovered online since the introduction of mobile-first indexing, and warns that companies relying solely on traditional organic rankings may find themselves invisible to potential customers.

"Google AI Overviews are not a passing experiment. They are a fundamental change in how search results are presented," said Anuj Dagar, founder of Luminary Software Corporation (https://luminary.software/). "When an AI Overview answers a question and cites three sources, those three sources capture the visibility before anyone scrolls to organic results. I am seeing businesses that rank well traditionally get completely bypassed because their content is not structured in a way AI systems can easily parse and cite. The fix is not complicated, but it requires intentionality."

The Visibility Gap Businesses Are Missing

Google AI Overviews appear at the top of search results for an expanding range of queries, particularly informational and comparison-based searches. They synthesize information from multiple sources, present a concise answer, and link to the sources they drew from. For businesses, being cited in an AI Overview means appearing at the very top of the search result, above traditional organic listings and often above the map pack.

Dagar's audit work with businesses across Calgary and beyond has revealed a consistent pattern: the sources cited in AI Overviews are frequently not the same as the top organic results. AI Overviews reward content that directly answers questions, is structurally clear with proper headings, and is supported by strong entity signals and technical SEO foundations. A page that ranks third organically can be cited in an AI Overview while the first-place result is ignored, simply because the lower-ranking page answered the question more directly.

Three Steps Dagar Recommends Businesses Take Now

Based on his experience conducting technical SEO audits for Calgary businesses, Dagar identifies three practical steps businesses should take to improve their AI Overview visibility. The full guide is available at https://anujdagar.com/blog/how-to-optimize-your-website-for-google-ai-overviews/.

First, implement structured data and schema markup. Schema tells Google's AI exactly what content means, making it easier to parse, understand, and cite. The most impactful schema types for AI Overview visibility include FAQPage, Article, HowTo, Organization, and LocalBusiness.

Second, restructure content to lead with direct answers. Pages that bury the answer in the fourth paragraph lose to pages that answer in the first two sentences. This answer-first approach mirrors how AI Overviews themselves present information.

Third, audit entity consistency across the web. Business name, address, phone number, and service descriptions should be identical on the website, Google Business Profile, and all directory listings. Inconsistent information reduces AI confidence in identifying the business, limiting citation potential.

"These are not speculative tactics," Dagar added. "They are extensions of solid SEO fundamentals, applied with AI systems in mind. The businesses that implement them now will build visibility that compounds while their competitors debate whether AI search is real. It is real, and it is already affecting who gets found."

About Anuj Dagar

Anuj Dagar is a Calgary-based SEO consultant, AI search strategist, and digital growth consultant with over 14 years of experience helping businesses improve their visibility in Google and AI-powered search platforms. With over 1000 websites delivered and businesses supported across Canada, the United States, Australia, the United Kingdom, and beyond, Dagar's work today focuses on the shift from traditional search engines to AI-powered discovery, helping businesses become visible in Google, ChatGPT, Gemini, Perplexity, and Google AI Overviews. His consulting philosophy is guided by three principles: build for people first, optimize for search and AI, and measure everything that matters.

Media Contact

Anuj Dagar Phone: (866) 665-2677

Website: https://anujdagar.com/

Email: https://anujdagar.com/contact-us/

Location: Calgary, Alberta, Canada

Media Contact

Anujdagar

*********@luminaryrank.com

Calgary, AB

https://anujdagar.com/

Source : Anujdagar

See on IssueWire