



# The 2025 Playbook for Pharma AEO + AI Visibility

## From Query to Citation: How Pharma Content Earns AI Trust

| Priority/Step                                   | What It Means                                                                                                                                   | Why It Matters                                                                                                                                                                                                      |
|-------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Audit your content                              | Identify which disease areas or drug pages currently surface in AI summaries.                                                                   | Reveals where you're visible — and where you're not.                                                                                                                                                                |
| Structure for AI                                | Add FAQ schema, Q&A blocks, concise intros.                                                                                                     | Gives LLMs digestible content, and helps AI recognize relevance.                                                                                                                                                    |
| Simplify language                               | Blend scientific accuracy with readability.                                                                                                     | Improves comprehension for humans and AI systems.                                                                                                                                                                   |
| Evolve Medical, Legal, and Regulatory workflows | Add LLM testing and AI-specific review steps, including AI summarization testing, structured data verification, and content bias/safety checks. | Reduces risk of misinterpretation and ensures compliance.                                                                                                                                                           |
| Prioritize AEO-optimized content                | Apply AEO best practices to organize pages so that LLMs can quickly identify and evaluate your content.                                         | Positions your content to be included in AI-generated summaries, and increases the likelihood that AI attributes your content to your brand, strengthening perceived authority even when users don't click through. |
| Track generative metrics                        | Monitor inclusion in AI-generated search summaries and zero-click results using SEO analytic tools such as Semrush, Ahrefs, or SE Ranking.      | Builds a baseline for visibility and identifies gaps.                                                                                                                                                               |
| Monitor, refine, and iterate                    | Check accuracy, update content, and integrate learnings into workflows.                                                                         | Strengthens long-term visibility, credibility, and AI inclusion.                                                                                                                                                    |