



**American
Forest & Paper
Association**

BETTER PRACTICES
BETTER PLANET **2030**
SUSTAINABLE PRODUCTS FOR A SUSTAINABLE FUTURE

Designing Content for How Search Works Today

Stacie Manger, Director, Digital and UX Strategy
American Forest & Paper Association

What We're Digging Into

Current Search Landscape

What Content Performs Well

Plain Language and Accessibility as Strategy

Structuring Content for Scale: Content Hubs

Discoverability Beyond Retrieval

Outcomes and Impact

Search Isn't Dead—It's Everywhere

SEO: Search engine optimization, or traditional search rankings

AEO: Answer engine optimization, or appearing in Google's AI overviews or People Also Ask as well as voice search.

GEO: Generative engine optimization, or appearing in LLMs like ChatGPT or Claude

LLM: Large language model

Traditional Search Still Dominates, But You Must Plan for AI

DAILY GOOGLE SEARCH
14 Billion

DAILY CHATGPT SEARCH
66 Million
(search-like prompts)

TAKE AWAY

Traditional SEO still matters.
But so does AEO and GEO.

***The fundamentals of SEO help
build AEO and GEO***

How to Show Up in an LLM

1

Public Facing

2

Q&A Structure

3

Front Load Answer

4

Plain Language

5

Short Sentences

6

Data and Citations

Can You Recycle Cereal Boxes?

Yes, you can recycle cereal boxes! They're made from paperboard, which is thicker than regular paper but not as thick as the cardboard used in shipping boxes.

44% of ChatGPT citations come from first third of content



Cereal boxes are recyclable! Remove the plastic lining and place the box in your bin.



What Makes Cereal Boxes Recyclable?

Paperboard, also known as boxboard, is a **valuable, recyclable material** that can be turned into new paper products. Cereal boxes are usually accepted in curbside recycling programs. Before you toss your empty box into the bin, there are a few steps you should take.

Data citation

How to Recycle Cereal Boxes the Right Way

To make sure your cereal box gets recycled properly, follow these steps:

- **Remove the plastic liner:** The bag that holds the cereal isn't usually recyclable curbside. Check if a local drop-off location like your grocery store takes these.
- **Check for crumbs:** Shake out any leftover cereal.
- **Flatten the box:** This helps save space in your recycling bin.

Keep your boxes dry and clean. When paper gets wet, its fibers begin to break down, making it harder to repulp and turn into new products.

Curious about what happens after you put your cereal box in the recycling bin?

Short sentences

[EXPLORE THE PAPER RECYCLING PROCESS →](#)

Q&A
structure

Why does plain, clear, concise language matter for AI and accessibility?

INDUSTRY TERM

OCC Recovery



WHAT AUDIENCE UNDERSTANDS

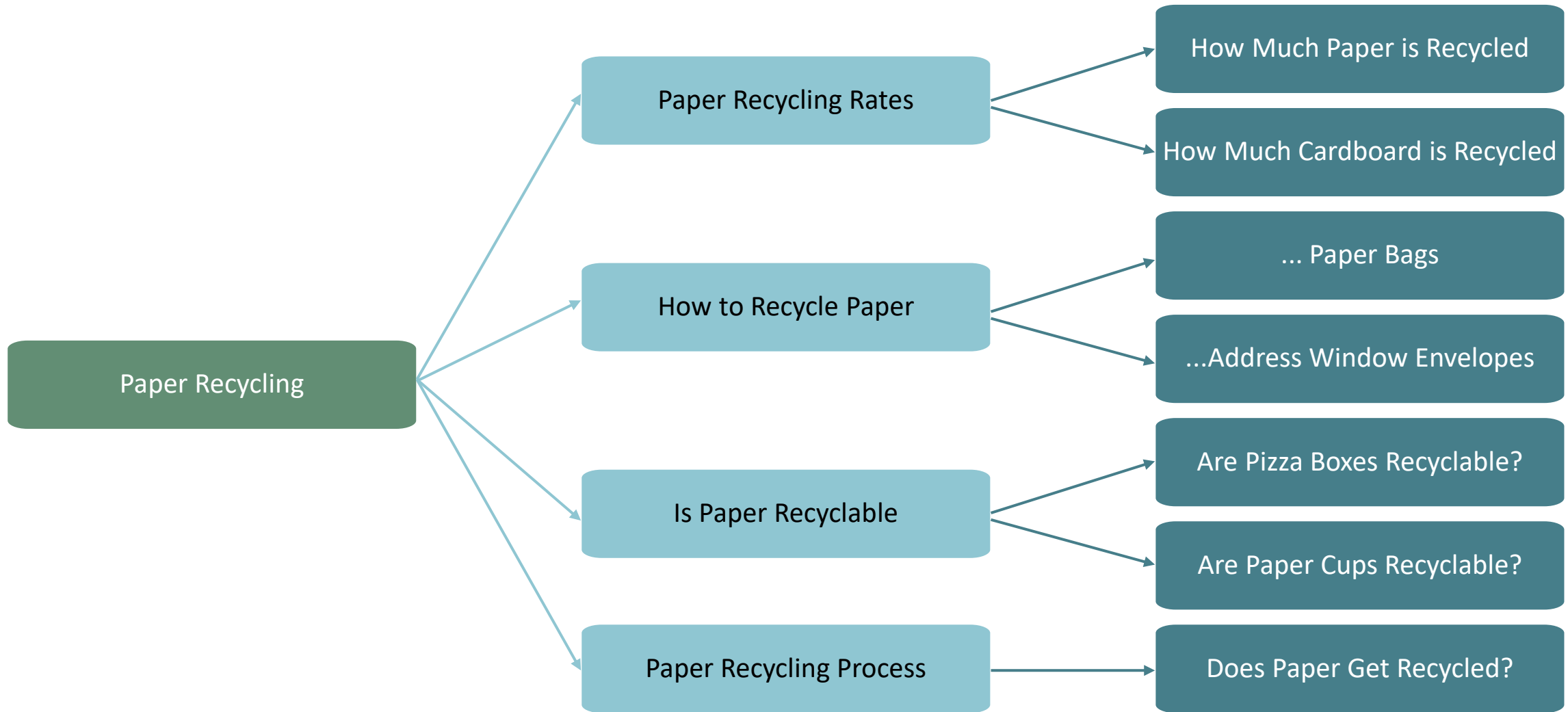
Cardboard
Recycling

Paper
Recovery Rate



Paper
Recycling Rate

Building Content Hubs for Search



Discoverability isn't enough. 85% of pages surfaced never appear in the final answer provided by ChatGPT.

Accessible Content Means Your Message Lands for Everyone



Sound

Audio versions

No automatic audio play



Visuals

Alt text

High-contrast

Don't rely only on color



Video

Provide a transcript

Captions



Content

Plain language

Logical structure

Clear headings

Adhering to WCAG 2.0 *helps* with SEO

All of this sounds like a lot, so is it worth it?

LLM TRAFFIC

3,250+

2025-2026

AI OVERVIEWS

550+

MARCH 2026

TOP 10 KEYWORD RANKINGS

2,800+

MARCH 2026

AF&PA CONTENT SUFRACING IN CHATGPT

How to Recycle Milk Cartons

How Much Cardboard is
Recycled?

Thank You and Questions



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