GreenBanana SEO Shares New Guidance on AI Extraction and Page Heading Structure

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GreenBanana SEO has published new guidance outlining how AI extraction affects whether a web page is reused and cited inside AI-generated answers, and why heading structure has become a practical lever for improving visibility across chat-based search experiences.

The guidance centers on a simple observation: many AI systems do not process a page the same way a human reader does. Instead of reading from top to bottom, systems often extract a limited set of high-signal sections and assemble responses from those chunks. In that model, strong writing can be missed if the most reusable material is placed under vague section labels or buried under less prominent subheadings.

GreenBanana SEO?s framework focuses on three section types commonly pulled early in AI extraction: a direct-answer section, a ?how it works? section, and a comparison or decision section. The post frames these as the fastest structural fixes for pages that perform in traditional rankings but do not appear in AI citations.

The first component is a direct-answer H2 placed early on the page. The guidance describes this as the section most likely to serve as a summarization source when a system seeks an immediate definition-style answer aligned with the query. Practical formatting guidance emphasizes short, direct sentences and clear topical labeling rather than creative or brand-forward section titles.

The second component is an H2 that explains mechanism and process, typically framed as ?How [Topic] Works.? The post argues that systems seek step-by-step logic and cause-and-effect explanations that support follow-up questions, making this section valuable beyond the initial definition. The recommendation is to treat the mechanism section as a structured explanation that can be lifted and reused with minimal interpretation.

The third component is a comparison or decision H2, often structured as ?[Topic] vs Alternatives? or ?When to use A vs B.? The guidance highlights comparison sections as high-value for ?judgment? queries, where an

AI system must distinguish between options and benefits from citing a source that already does the separating work clearly.

Across all three, the post emphasizes that headings function as extraction labels. Literal, intent-matching headings help a system recognize what a section contains and decide whether the content is safe to reuse. In contrast, headings built from broad phrases such as ?Why this matters? or ?Understanding?? can obscure the purpose of a section and reduce the likelihood of citation, even when the underlying text is strong.

The guidance also distinguishes ?ranking mindset? from ?AI visibility mindset,? arguing that a page can earn conventional rankings while remaining difficult for extraction-based systems to interpret quickly. The post frames many citation gaps as structural rather than purely editorial, especially when key answers are placed deep in the page or nested under multiple levels of subheadings.

Several common failure patterns are called out: headings that require interpretation, marketing-flavored labeling that does not clearly signal intent, and critical answers placed under lower-level headings where extraction passes may not prioritize. The checklist approach presented in the post encourages teams to verify that the main topic is stated clearly at H1, that the first major section answers the query directly, and that the mechanism and comparison sections are clearly labeled and easy to lift.

The guidance concludes with a practical takeaway for teams trying to make content more usable in AI-driven search: treat headings as retrieval cues, not just design elements. When the first few H2s state exactly what a section delivers?definition, mechanism, and comparison?AI systems have an easier time extracting accurate, citable passages, and readers benefit from the same clarity. GreenBanana SEO notes that these adjustments are typically lightweight, often requiring only heading rewrites and minor tightening of the first sentences in key sections, and can be applied to existing high-performing pages without changing the core message or adding new content.

About GreenBanana SEO:

GreenBanana SEO was founded in response to common challenges businesses encountered with search engine optimization services, including heavy use of jargon, limited transparency, and weak connections between cost and performance.

The company focuses on measurable outcomes and clear communication. The team explains what work is being done, why it is being done, and how results are evaluated. Processes are structured so clients can see the approach, understand the reasoning behind recommendations, and assess performance against defined

goals and expectations.

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GreenBanana SEO

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