AI SEARCH & THE NEWCOMER

Is Your AA Website Ready?

Practical ways to help the alcoholic who still suffers find AA in an AI-powered search world.

Presented by Kerri K.

September 12, 2026 | NAATW 2026 | Concord , CA

ASK YOURSELF...

If someone who is struggling with alcohol asks Google or an AI tool for help, is our website written in a way that helps them find AA?

HOW SEARCH HAS CHANGED

Traditional Search

“AA meetings Philadelphia”

“AA meetings near me”

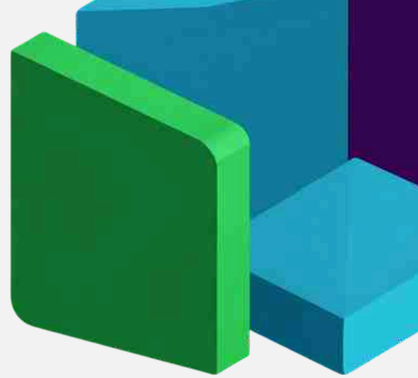
AI/conversational search

"I think I have a drinking problem. Where can I get help?"

"I'm scared to go to AA. What happens at the first meeting?"

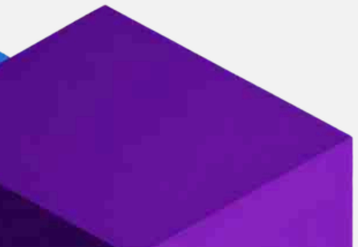
"Can I go to an AA meeting if I'm not sure I'm an alcoholic?"

HOW SEARCH HAS CHANGED



People haven't stopped searching.

They've changed how they ask.



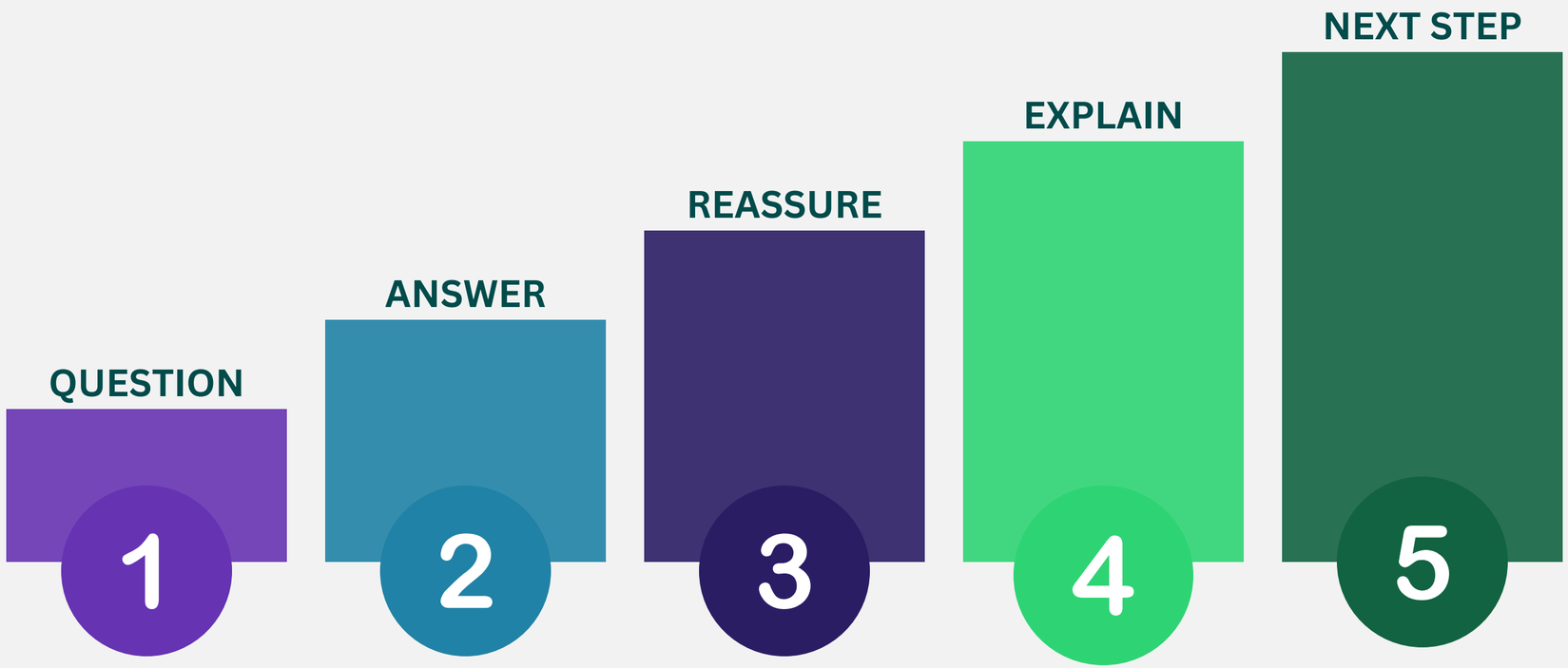
THROUGH THEIR EYES

Imagine someone who knows almost nothing about AA arrives at your website at 2:00 AM because drinking has become a problem.

Can they quickly answer things like:

- Can AA help me?
- What happens if I go to a meeting?
- Do I have to speak?
- Does it cost anything?
- Do I have to say I'm an alcoholic?
- Can I just show up?
- Where can I find a meeting today?

WHAT MAKES A PAGE AI-SEARCH FRIENDLY?



WHAT MAKES A PAGE AI–SEARCH FRIENDLY?

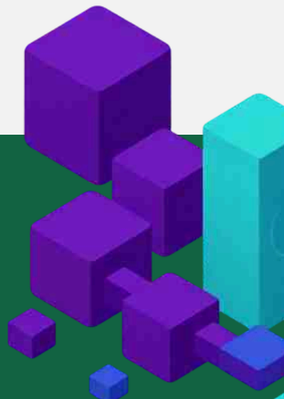
1 **QUESTION:** Do I have to talk at my first AA meeting?

2 **ANSWER:** No. You don't have to speak at an AA meeting. You are welcome to simply listen.

3 **REASSURE:** Making the decision to go to an AA meeting can be intimidating and uncomfortable. Yet, it is a courageous first step in admitting to yourself that you may have a drinking problem that can be helped by the shared experience of recovered alcoholics.

4 **EXPLAIN:** Attendees of an AA meeting will be welcomed into the group. Discussion among new members is encouraged, but not required. Participants may share their personal stories, including commentary, experience, and readings from AA literature.

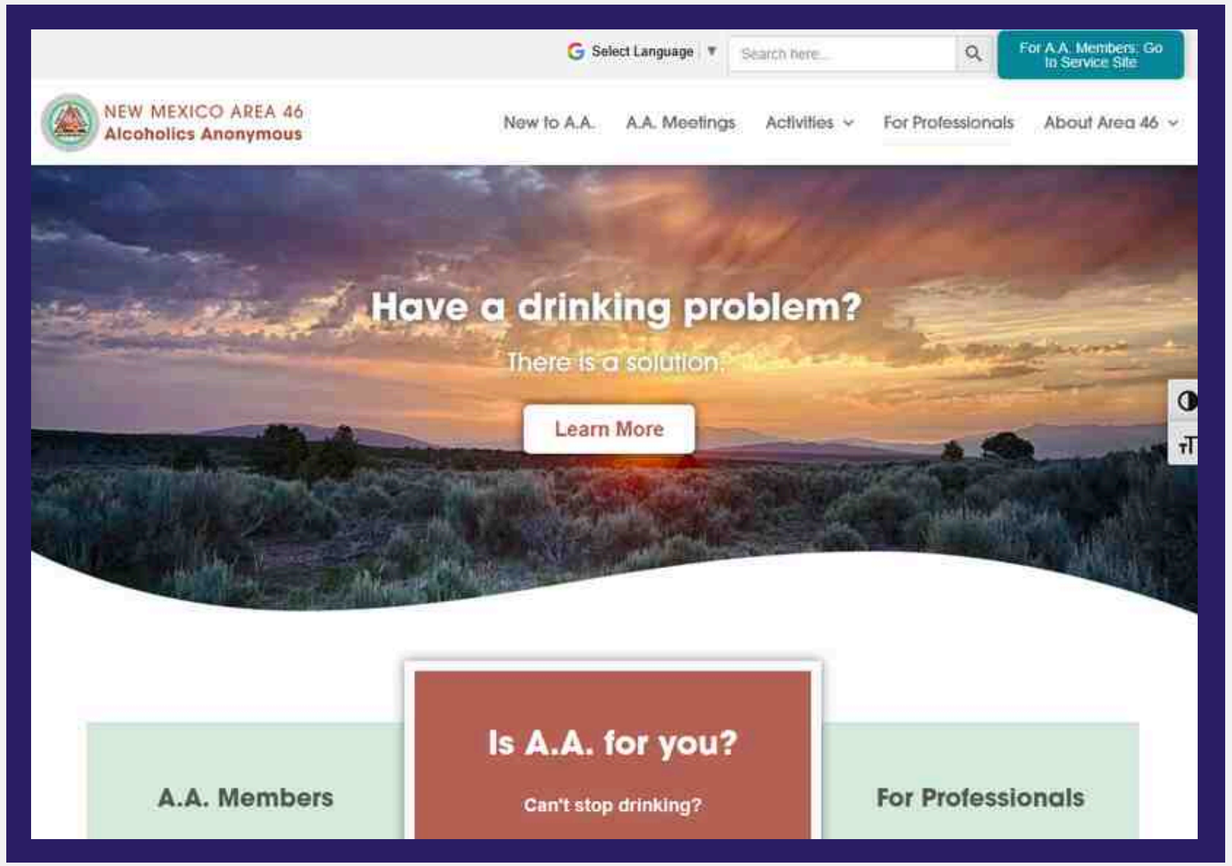
5 **NEXT STEP:** Find an AA Meeting Near You



Good for both people and AI search:

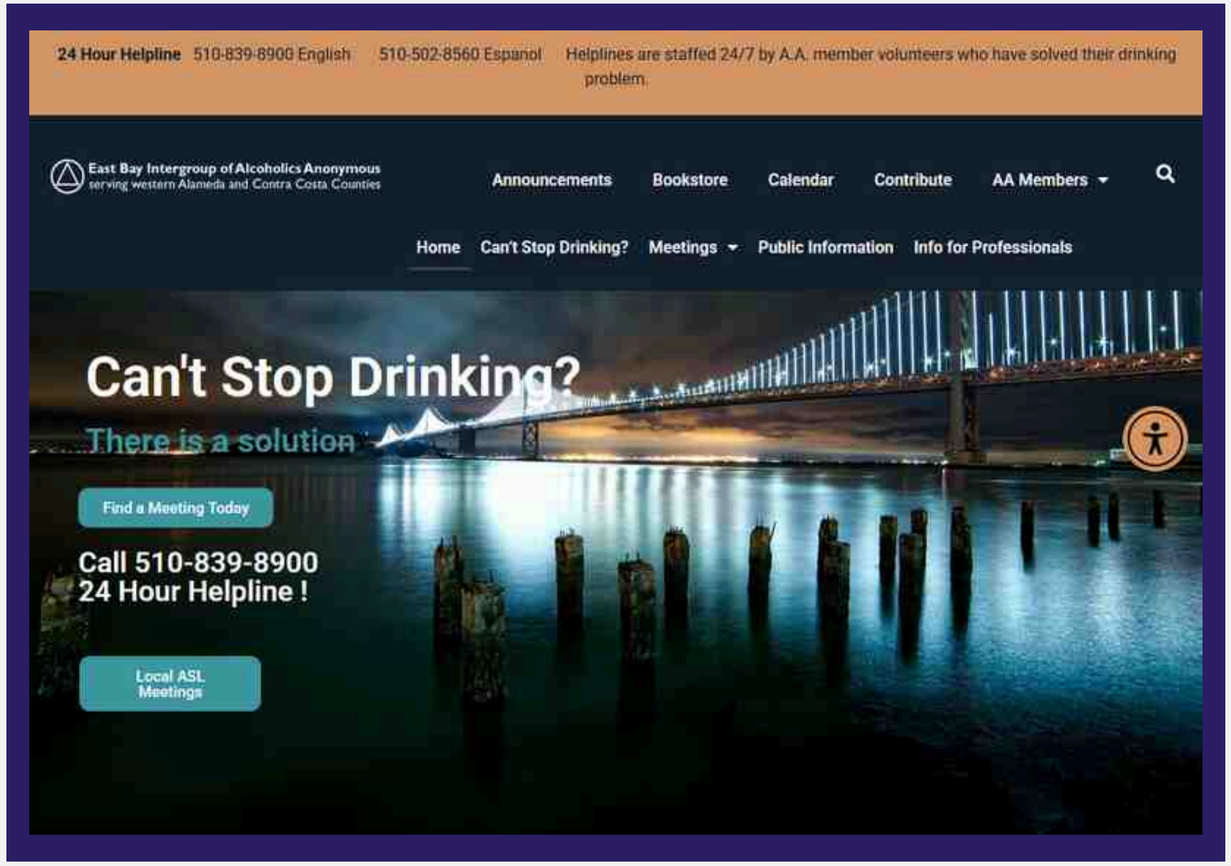
The visitor gets an immediate answer, while search and AI systems encounter a clearly structured page that directly addresses the question.

EACH A.A. WEBSITE HAS ITS STRENGTHS



https://nm-aa.org

Area Website



https://eastbayaa.org/

Central Office/Intergroup Website

EACH A.A. WEBSITE HAS ITS STRENGTHS

Criteria	NM Area 46	Eastbay Intergroup
Newcomer-Focused Language	✅ Strong	✅ Very Strong
Finding a Meeting	✅ Excellent	✅ Excellent
Answers Newcomer Questions	⚠️ Limited	✅ Strong
Clear Q&A Structure	⚠️ Needs Work	⚠️ Needs Work
Homepage Focus	✅ Manageable	⚠️ Too Much Content
Biggest Opportunity	ADD answers	REORGANIZE answers

Each site is doing many things right

Yet each site is not completely AI search friendly.
There is NOT one universal fix for making an A.A. website more AI-search friendly

LET’S TALK ABOUT IT

1. How important do you think it is for A.A. websites to be AI search ready?
2. What do you think that looks like?
3. How can we help A.A. websites accomplish this?