

Built To Be Cited: How To Structure Your Web Content for AI Search Visibility

Speaker: **Teodora Koleva**

Agenda

- 01 What changed and how we found out
- 02 One System, Four Layers
- 03 The Foundation: Product Pages & Taxonomy
- 04 The Amplifiers: Listicles & Citation-Ready Content
- 05 How We Track It All
- 06 Key Takeaways

HI!

My name is Teodora Koleva.

I have four years experience in working on search visibility for content-heavy B2B SaaS clients, now split between classic SEO and GEO.

Let's connect!



About the Project

A six-month deep dive into establishing Fontfabric web presence for the age of AI search.

Type Foundry

VERTICAL

B2B & B2C

BUSINESS MODEL

2024

PARTNER SINCE

Last 6 Months

FOCUS OF THIS TALK

fontfabric

What changed and how we found out

Same Query, Different Fate

Google best condensed fonts for branding

AI Mode All Images Short videos Videos Forums Web More Tools

Sponsored Results

Show sponsored results

Behance
Free Condensed Font Projects
Behance is the world's largest creative network for showcasing and discovering creative free condensed font work.

Graphic Design Junction
35 Best Condensed Fonts Of 2025
The best condensed fonts of 2025. List of slim, narrow fonts, and long fonts made for modern designers working on branding, posters, UI, and bold layouts.

Pangram Pangram Foundry
The Best Condensed Typefaces
Jul 5, 2023 — The Best Condensed Typefaces: Negligé by Off Type Right Slab Tight by Pangram Pangram - Founders Grotesk Condensed by Kim - Right Grotesk Tight ... Read more

Google best condensed fonts for branding

AI Overview

The best condensed fonts for branding combine strong visual impact with high legibility and a distinct character. Top choices include **Oswald** and **Bebas Neue** for bold modern headers, **DIN Condensed** and **Aktiv Grotesk Condensed** for structured corporate identities, and **GT America Condensed** or **Neue Haas Grotesk Condensed** for versatile editorial and digital branding.

Modern & Impactful Sans-Serif

- **Bebas Neue**: Clean, tall, uppercase-only; great for loud, punchy headlines (though widely used, excellent for immediate scaling).
- **Oswald**: A reimagining of the classic gothic style; optimized for digital web use and tight display spaces.
- **Tungsten**: High-impact, heavy-set vertical stance; perfect for luxury, editorial, or athletic branding requiring serious authority.

Editorial & Corporate Structure

- **DIN Condensed**: Industrial, precise, and highly utilitarian; wonderful for tech, engineering, and modern minimalist brands.
- **Aktiv Grotesk Condensed**: Neutral, friendly yet structured alternative to traditional geometric industrial types.

Ask anything

Web search best condensed fonts for branding

If you're looking for condensed fonts specifically for branding, I'd prioritize typefaces that have enough personality to work as part of an identity—not just generic "narrow" fonts.

My top picks

Font	Brand feel	Best for
Tungsten	Bold, premium, editorial	Fashion, sports, media, lifestyle
Knockout	Distinctive, expressive, retro-modern	Editorial, cultural, fashion brands
Oswald	Strong, clean, slightly humanist	Tech, SaaS, corporate, editorial
Bebas Neue	Geometric, bold, highly recognizable	Logos, campaigns, sports, streetwear
Barlow Condensed	Modern, approachable, technical	Tech, SaaS, consumer brands
Archivo Narrow	Neutral, sophisticated	Corporate/editorial identities
Anton	Heavy, assertive, energetic	Sports, food, entertainment
Nexa Rust Handmade Condensed	Organic, rugged, distinctive	Lifestyle, food, craft, outdoor
Nexa Pro	Clean, geometric, polished	Corporate, tech, product brands

Thinking

Worked for a couple of seconds

Done

Sources · 36

- FontFYI
Oswald vs Bebas Neue — Condensed Display Font Comparison — FontFYI
February 24, 2026
- Made Good Designs
Oswald vs Bebas Neue Compared
September 16, 2014
- Fontfabric™
Nexa Rust — Download Full Font Family at Fontfabric™
September 16, 2014
- Fontfabric™
Nexa Rust Handmade Condensed | DOWNLOAD at Fontfabric™
- Fontfabric™
Best Fonts for Branding and Identity - Fontfabric
- fontalternatives.com
Best Free Condensed Fonts for 2026 | FontAlternatives Blog
Jul 22, 2023 — condensed, best free condensed

Same query. Same intent, 3 very different outcomes. AI-powered search now answers before the user ever reaches a website.

The four essential pain points

01

AI-Powered Search

Answers given directly in AI Overviews, ChatGPT, Perplexity - before a click happens.

02

Shifting Search Behavior

How and where people search is changing faster than content strategies adapt.

03

Content Not Built for the Shift

Existing structure wasn't designed to be surfaced or cited by AI-driven answers.

04

Compounding Competitor Pressure

Third-party marketplaces and fast-scaling competitors are squeezing market share from multiple directions at once.

16 Months of Search Console Data

Clicks and impressions from Apr 2025 to Jul 2026, the window where the four pain points started taking a visible toll on performance.



One System, Four Layers

Four content types, working as one connected system. Each layer is designed to feed traffic into the next. That's what turned isolated content pieces into a compounding result.

01

Product Pages

The foundation, real SEO templates, standardized and built for interlinking outward.

02

Taxonomy pages

The connective tissue, the interlinking hub tying every product together.

03

Listicles

The amplifier, top-of-funnel content that funnels traffic into taxonomy and products.

04

Blog content

The trust layer, educational content built to be cited, not just ranked.

Product pages

01

THE PROBLEM

The product pages are the website's core revenue asset. But they sat underused, with no standardized template, thin and largely disconnected from the rest of the website. This limited the organic visibility that reached them.



02

THE FIX

A standardized template showcasing a combination of general and technical information, built from the ground up to interlink outward and not stand alone.



03

WHY IT MATTERS

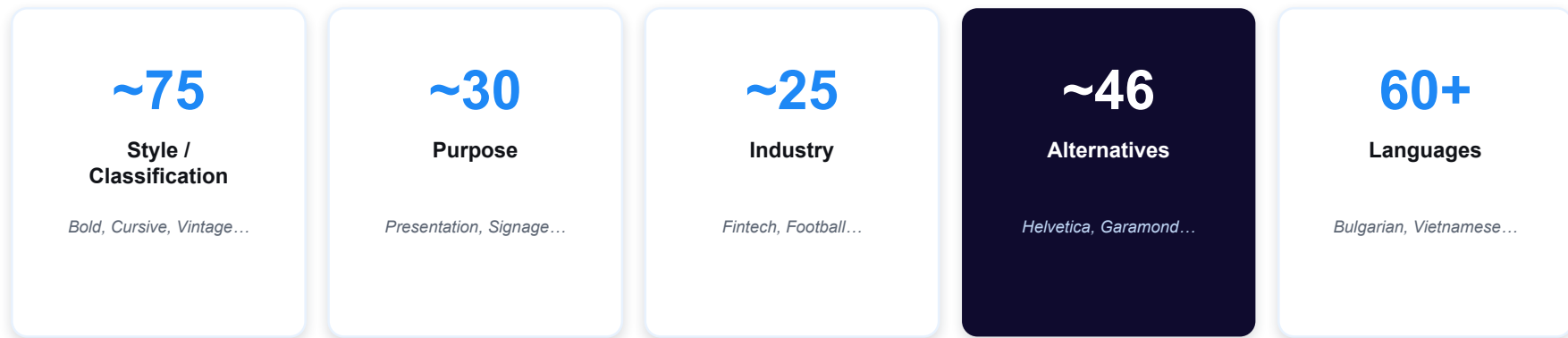
This is the core of the whole system. Every other layer exists to drive traffic back to this page, where the actual purchase happens.

Product page template



5 Axes. Hundreds of Taxonomy pages. One Font Catalogue.

Taxonomy hub



Taxonomy Hub



Collection Page



Font Product Page

Every axis is a different search intent; every collection page routes that intent into a revenue-generating font page.

Taxonomy / collection hub

H1 — Font Collections (hub, /font-collection/)

Classification / Style

~75 PAGES

Purpose

~30 PAGES

Industry

~25 PAGES

Alternatives

~46 PAGES

Languages

~65+ LOCALES

Bestsellers + email capture

CONVERSION

Font Collections

Explore our diverse world of typefaces, offering a rich variety of premium, high-quality fonts for any project. From sleek sans serifs to bold display fonts, our collection covers all your digital and print needs. Perfect for web and offline use, each font supports a wide range of languages and OpenType features, ensuring flexibility and readability.



Classification

From clean sans to classic Serif, handwritten Script, and bold Display - browse our categories to find the perfect font style for your brand.

2000's Fonts
Antique Fonts
Bold Fonts
Book Fonts
Boutique Fonts
Casual Fonts
City Fonts
Classic Fonts
Classy Fonts
Clean Fonts
→ Show all



Purpose

Whether branding web, or UI design, fashion, food & drink, find purpose-built fonts that boost readability and reflect your project's soul.

Academic Fonts
App Fonts (Fonts for Apps & Mobile Applications)
Architecture Fonts
Artistic Fonts
Clothing Fonts
Computer Fonts
Data Visualization Fonts
Digital Fonts for Publishing
Editorial Fonts
Email Newsletters Fonts
→ Show all



Industry

From automotive to fashion, retail, tech, and beyond - discover fonts designed for each industry's unique style, brand voice, and communication needs.

Advertising Fonts
Automotive & Mobility Fonts
Board Game Fonts
Consumer Electronics Fonts
Corporate Finance Fonts
Cosmetics & Beauty Fonts
Eco & Sustainability Fonts
Education Fonts
Entertainment Fonts
Fintech Fonts
→ Show all



Alternatives

Seeking a fresh take on Helvetica, Avenir, Bodoni, or Garamond? Try our alternatives - unique fonts on classics that stand out while feeling familiar.

Agency FB Alternative Fonts
Arial Alternative Fonts
Arsernia Font Alternatives
Avenir Garde Alternative Fonts
Avenir Alternative Fonts
Baskerville Font Alternatives
Berlin Sans Alternative Fonts
Better Times Font Alternatives
Biome Alternative Fonts
Bodoni Alternative Fonts
→ Show all



Languages

Support English, French, German, Russian, Arabic, and more - our fonts deliver consistent style and legibility across global markets for international audiences.

Afrikaans, Albanian, Amharic, Assamese, Basque, Belarusian, Bengali, Bhojpuri, Bulgarian, Catalan, Chechen, Chiga, Colongian, Cornish, Croatian, Czech, Danish, Dutch, Ebraica, Esperanto, Estonian, Farsi, Filipino, Finnish, French, Frisian, Gaelic, Galician, Ganda, German, Greek, Gujarati, Hungarian, Icelandic, Igbo, Iori, Iori, Indonesian, Irish, Italian, Kabuverdivian, Kamba, Kikuyu, Kinyarwanda, Latin, Lithuanian, Luxembourgish, Maldivian, Maltese, Marathi, Mongolian, Nepali, Norwegian, Persian, Polish, Portuguese, Quechua, Romanian, Russian, Serbian, Shona, Slovak, Slovenian, Sotho, Somali, Spanish, Swedish, Tatar, Vietnamese, Yiddish, Zulu.

Wanna see the full list with our typefaces?

Explore our fonts portfolio

OUR BESTSELLERS

Nexa Round

13 font styles from \$20

Mont

22 font styles from \$42

Nexa

38 font styles from \$29

Panton

57 font styles from \$19

Nexa Serif

18 font styles from \$29

Intro

76 font styles from \$47

Individual Collection page

H1 — [Collection] Fonts for
[Classification/Purpose/Industry/Alternative/Language]

Intro paragraph

SEO INTENT COPY

Live pangram preview strip

TYPE SAMPLE

Cross-axis filter sidebar

INTERLINKS – 4 AXES

Font grid — family, styles, price

VIEW FAMILY / BUY

Licensing FAQ block

LICENSE SEO

Email capture

CONVERSION

App Fonts (Fonts for Apps & Mobile Applications)

Looking for the best app fonts you can license and embed in your product today? Font Bundles is a curated collection of fonts for apps & built for on-screen performance – clean, beautiful, and easy to use every device and resolution. Whether you're designing a mobile app or a web app, you'll find the right typeface here – with beautiful previews and a clear App license based on your intended volume.

System of icons: square, circle, etc.

Images Font Bundles for Apps & Mobile Applications

Nexa Pro

44 font styles from \$45

Mont

22 font styles from \$42

Audela

16 font styles from \$45

Nexa

38 font styles from \$29

Intro

76 font styles from \$47

Noah

76 font styles from \$39

Squad

18 font styles from \$39

Panton

57 font styles from \$19

Gilam

18 font styles from \$27

Uni Neue

16 font styles from \$39

Featured Fonts

Nexa Pro

44 font styles from \$45

Mont

22 font styles from \$42

Intro

76 font styles from \$47

Frequently Asked Questions

Which license do I need for app fonts?

+

Do I need a separate license for iOS and Android?

+

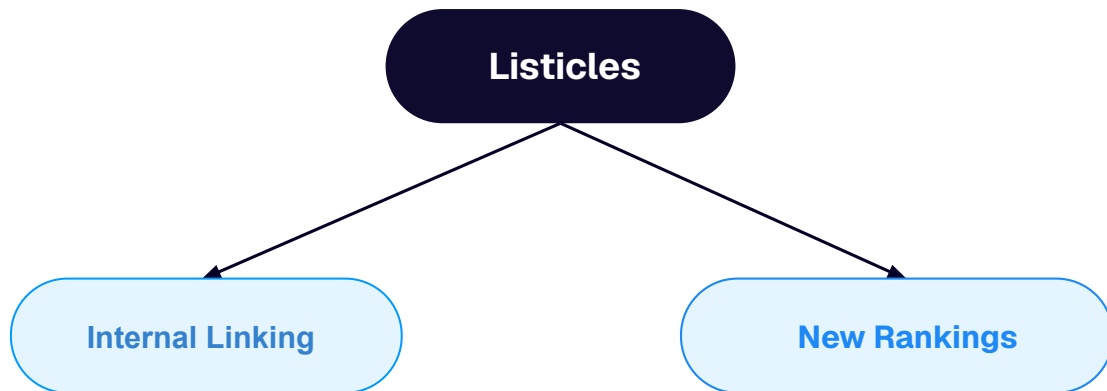
Can I use these fonts in UI and marketing assets too?

+

What's the difference between an App license and a Web license?

+

Listicles as a Targeting Mechanism



THE CANNIBALIZATION GUARD

Every brief spells out which existing article the new listicle can't compete with: a different audience, a different angle, a different primary keyword. **For example**, a piece comparing software vendors might judge them purely on setup cost and support, while deliberately staying away from security certifications, since that angle already belongs to another article.

ONE SYSTEM, NOT A COINCIDENCE

Even a single listicle is organized by the same use-case and industry logic as the taxonomy pages it feeds, whether that's healthcare, fintech, retail, or education. **The listicle's internal structure mirrors the taxonomy on purpose, not by accident.**

H1 - Best [Category] Fonts for [Context]

Intro

STRAIGHT TO THE DECISION

H2 - “What Makes a Font Right for [Context]?”

EVALUATION CRITERIA

Core Listicle - grouped into use-case H3s

FIXED 3-BULLET FORMAT

Why It Works

Great For

Pairing Suggestion

“Explore [Font Name] →” - links to that font's product page

Comparison Table

SAME FONTS, SUMMARIZED

Practical Guide

DESIGN DECISIONS, NOT TIPS

“When a Retail Font Isn't Enough”

BRIDGE → CUSTOM CTA

Closing + Primary CTA

→ COLLECTION PAGE

FAQ

LONG-TAIL SEO

The Elements of a Citation-Ready Blog Post

REINFORCED AT THE PAGE LEVEL · VERTODIGITAL BLOG PAGE FRAMEWORK

Breadcrumbs & Last-Updated

Key Takeaways / TL;DR

HTML Tables, Not Images

Multimodal + Inline Captions

Conversational FAQ

Author Bio (E-E-A-T)

01 Invest in high-quality content

EX A SaaS security brief tells writers to assume the reader already knows what encryption is, then jump straight into compliance implications.

02 Lead with a concise TL;DR

EX A technical explainer opens with a 3 to 4 bullet TL;DR box before the article body even starts.

03 Checklists and named scenarios, not dense prose

EX A compliance guide breaks its risk section into 5 to 6 named scenarios, each with its own subheading.

04 Comparison tables for head-to-heads

EX Any brief comparing two tools, plans, or formats calls for a comparison table instead of a paragraph walking through the differences.

05 Close with a real-question FAQ

EX Real long-tail queries like "What is a CDN used for?" or "Can API and SDK be used interchangeably?"

06 Map every piece against its neighbors

EX A new pricing guide is scoped explicitly to avoid overlapping with an existing "How Pricing Works" or "Plans Compared" post.

THE REFRAME

None of this was originally an "AI SEO strategy." It was written to make a piece easier for a real, competent reader to scan and trust. The AI-citability came along with it, since the structure that respects a reader's time is the same structure a machine needs to pull out a clean answer.

How do we track all of this?

LAYER	WHAT WE MEASURE	TOOL
Product Pages	Revenue signal: growth in organic-assisted sales, tracked through GA4's multi-touch attribution (first touch, last touch, and assist) to see where organic opened the path even if the purchase closed elsewhere or later.	GA4
Taxonomy Pages	Ranking and long-tail capture: keyword position, search volume, and traffic per query, confirming niche collection pages catch intent the generic catalogue never could.	Semrush + GSC
Listicles	Internal link equity and assist clicks: whether the target taxonomy page's ranking and impressions move after the listicle publishes, since the listicle's job is to lift its linked page.	GSC + Semrush
Blog / Citability Content	AI visibility and citation tracking: AI Overview appearances and LLM mention monitoring.	Semrush + Rankscale

GSC, Semrush and Rankscale watch visibility, rankings and AI citations & mentions, while GA4 watches whether that visibility actually turns into revenue.

Key Takeaways

01

Build layers that reference each other by design, not by accident.

02

Slice one asset set multiple ways to multiply your landing-page surface area.

03

Every educational piece still needs a commercial exit ramp.

04

Structuring for citability now serves two audiences at once.

None of these are separate tactics. They're one system, and the system is what compounds.

Thank you For your attention.

[Get in Touch!](#)

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