Answer Engine Optimization

AEO
Implementation Playbook

Process Validation Questionnaire

AEO Foundation Roadmap

Key Metrics

- Prompt Visibility
- Citation Level

Schema Generation

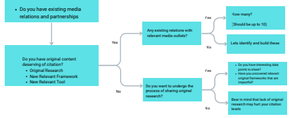
- Ensure the top 200 most valuable pages have schema markup
- Verify their Schema Visibility with Gauge or SchemaRabbit

Prompt Visibility & assessment

- Use an AEO Grader Tool to assess Prompt visibility levels
- Tools like HubSpot AEO and Gauge help with this

Citation Level Assessment

- Use an AEO Grader Tool to assess Citation levels
- Vet for how often your content is referenced by other reputable sources
- Do you have existing media relations and partnerships



Best Practices for Beoming a Trusted Source that AI references

- Reputation Engineering is now more important than ever. Its not enough for you to say you are trustworthy, what do other parts of the internet say about you
  - Establish a presence in key communities that are relevant to your business (Social media, forums, private comms). Engage in conversation
  - Establish a Third party review strategy
  - Publish thought leadership that sparks conversion
- EEAT should be the benchmark/guideline for the content
- Seek Authoritative citations
  - Prioritize original research
  - Publish data-driven reports
  - Actively promote these to media
- Topical Authority should be a focus
  - Extensively cover every angle of your topic
  - Create pillar pages and hubs for the topics
  - Link the content together

ChatGPT

Loves comprehensive, encyclopedic content that positions you as the definitive expert. It's not interested in quick tips or surface-level advice. Instead, it wants to cite sources that demonstrate deep expertise and thorough understanding.

Content Visibility for ChatGPT

- Ideal Content Formats
  - Long-form Articles (3000 words)
  - Pillar Pages
  - Data reports
  - Podcasts
  - Citations of your content in Legacy Media
  - LinkedIn Narrative
  - Reddit Forum Narratives
  - Youtube

Perplexity

Obsessed with video content and community discussions, Perplexity actively pulls from YouTube videos when generating responses. It heavily favors Reddit threads and forum discussions, valuing real-world experience over polished sources.

Plus, YouTube's transcription system makes video content searchable in ways that Perplexity rides heavily values community-validated information. The platform actively seeks these as authentic, real-world discussions rather than potential marketing content.

Content Visibility for Perplexity

- Ideal Content: Youtube Videos
  - Look at the topic cluster
  - Pick the high ranking or high potential content pieces
  - Chop up the article sections into the most valuable parts
  - Create playlists for each topic
    - Create 3-5 minute videos for each section within a topic
    - Publish
    - Descriptions, Metadata, Thumbnails, Captions and schema that would render the video searchable are to be prioritised

Google AI

Prioritizes clear organization, recent updates, and technical precision. Google's AI loves content with proper heading structures, bullet points, and comprehensive coverage that makes information easily parsable. Unlike ChatGPT, which might cite an older but comprehensive resource, Google's AI has a strong recency bias. It wants fresh information and regularly updated content.

Content Visibility for Gemini

- Ideal Content
  - Content Refresh for Existing High Value Pieces
- Schema Markup for all pages
- Structure content for AI consumption. Direct answer writing
- Also structure content for voice search

Brand Knowledge Graph

- Define the one-liner you want your brand to be known for
- Repeat that across every source you have ownership over
  - Footer on every page on the website
- Create a knowledge graph for existing content on the website
  - Categorize the topic clusters
  - Are these covered extensively in terms of intent : commercial, informational?
  - Do these topics have pillar pages?
  - Are they linked together strategically for visibility?
  - What needs to be updated

EEAT Assessment

- Review your Owned Content Platforms For Updated Truth
- Vet for Expertise, Experience, Authoritativeness, and Trustworthiness in existing content
- Edit content for AI Consumption

Owned Channel Checklist

- Website Pages: About Us Page, Home Page
- Wikipedia Page
- Google My Business Profile
- Youtube Channel
- Youtube Collaborators
- Industry Database Profile (ProductHunt, Pitchbook, Crunchbase, etc)
- Third-party review site (G2, Capterra, Trustpilot)
- Forums (Reddit, Facebook Groups, Related industry forums)

Content Refresh Initiative

- Is there overlap between existing market queries and content you have created prior?
  - Content Refresh Initiative
  - What has changed since you published?
  - What new framework (lalpers/regulation/tools) are people using now?
  - Update the piece
  - Publish and distribute

Local SEO Strategy

- Do you have cohesive information on Google My Business, Bing Maps, and Swarm by Foursquare?
- Ensure your customer testimonials/reviews are very specific as it helps AI understand what you do best
- Create hyperlocal content that helps local communities understand your services and products in their local context
  - Guides
  - Case studies of customers similar to them
  - Local Community Initatives
  - Search campaigns
  - Dedicated landing pages that act as informational pillars

Video as an Edge in the AI Era

- Feigning expertise via AI generated content is a strategy that almost any business can adopt
- You cannot feign expertise with video
- Sitting in front of a camera, getting your thoughts across compellingly, is an underrated strategy that more businesses need to be leveraging
- Ideal Content
  - Video Formats of High-Performing Articles
  - Thought Leadership Videos on Linkedin
  - Short Recaps (For YouTube and Social)
  - Video Chats with Customers
  - Visual Walkthroughs on Websites