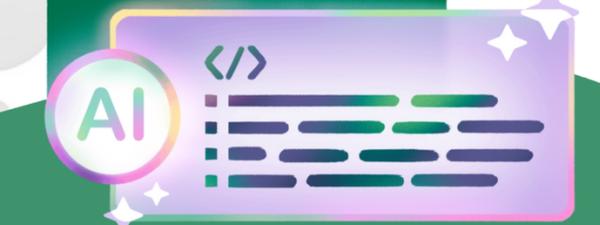
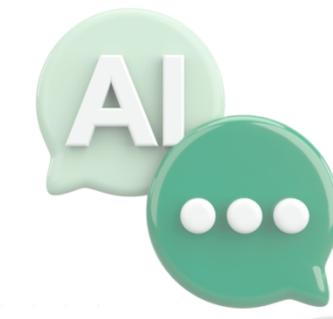


COVERT.

A guide to Answer Engine Optimisation (AEO)

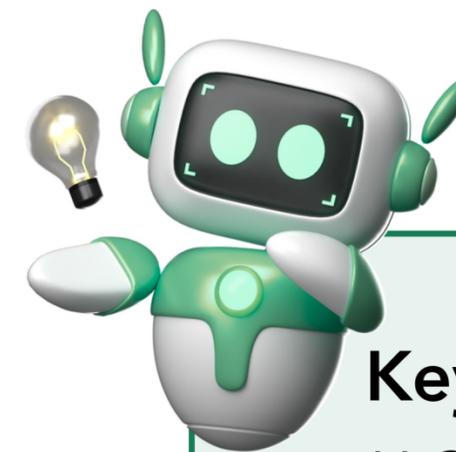


★ *AI Overview*



The Rise of AI Search (Why AEO Matters)

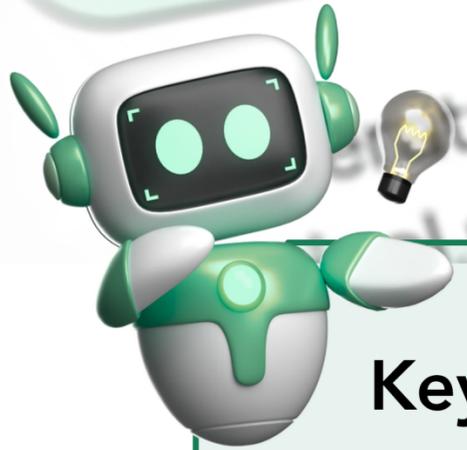
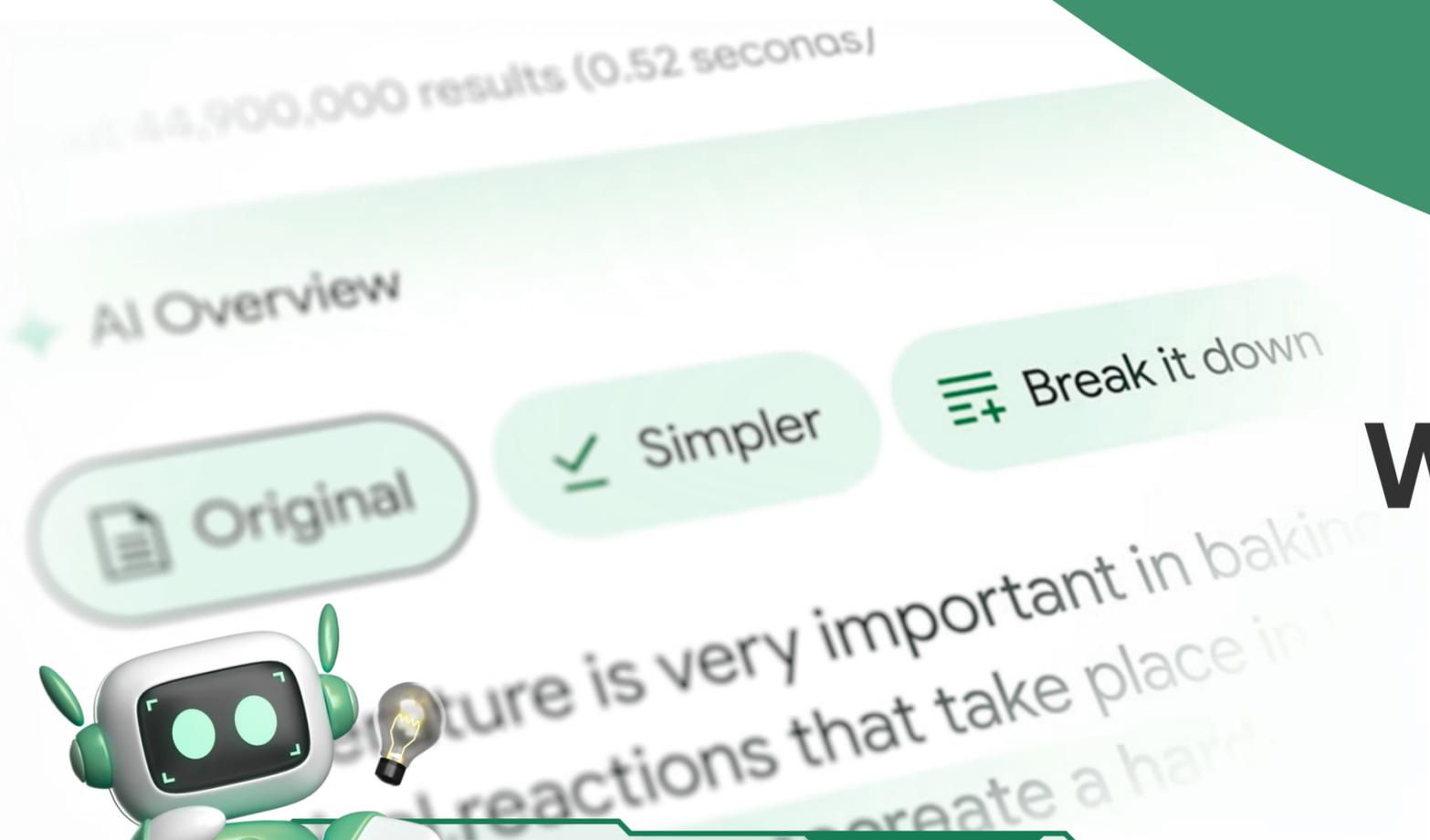
- 🕒 AI answers dominate search
- 🕒 Traditional SEO is no longer enough
- 🕒 AEO = SEO for AI



Key Insight:

AI Overviews and ChatGPT are increasingly replacing traditional SERPs. Visibility now depends on being the AI's answer source.

COVERT.



Key Insight:

AEO is about being the quoted source in AI-generated answers, requiring structured and concise formats.

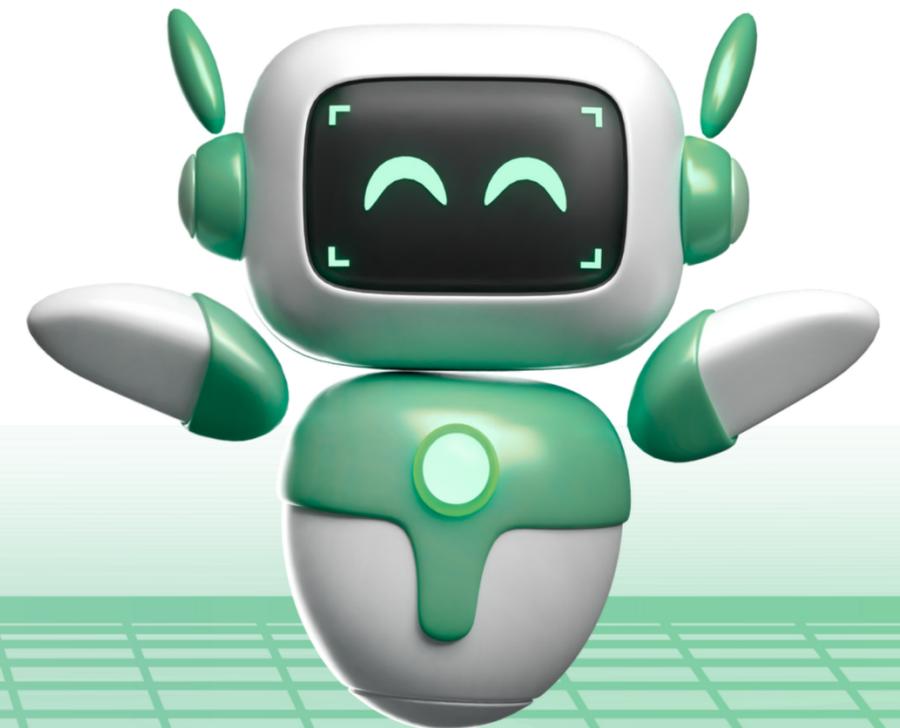
What is Answer Engine Optimization (AEO)?

- 🎯 SEO for AI Assistants
- 🎯 Structured, clear, crawlable content
- 🎯 First-mover advantage

Remember:

AEO is an extra layer, not a replacement. You still need good traditional SEO (page speed, quality backlinks, mobile-friendly design, etc.) for overall success

Think of AEO as augmenting SEO, not overriding it.



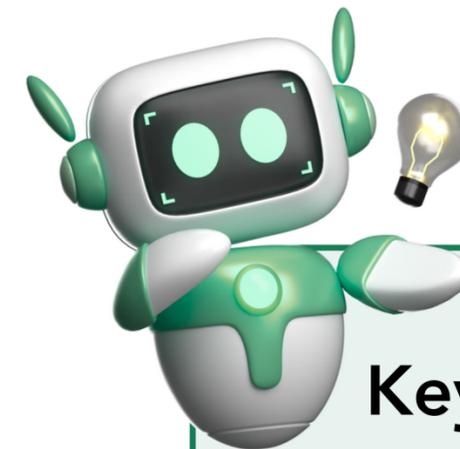
How AI Search Engines Choose Answers

 **ChatGPT** *prefers institutional sources*

 **perplexity** *prefers forums & user content*

  **AI Overview** *uses schema-rich sites*

 **Bing** *prefers enterprise/B2B*



Key Insight:

Tailor content structure depending on platform priorities. No one-size-fits-all. Choose where your audience lives.

Insight – Traffic ≠ AI Citations

- ① No correlation between traffic and AI mentions
- ① Niche pages win if well-structured
- ① Big traffic = invisible if not crawlable

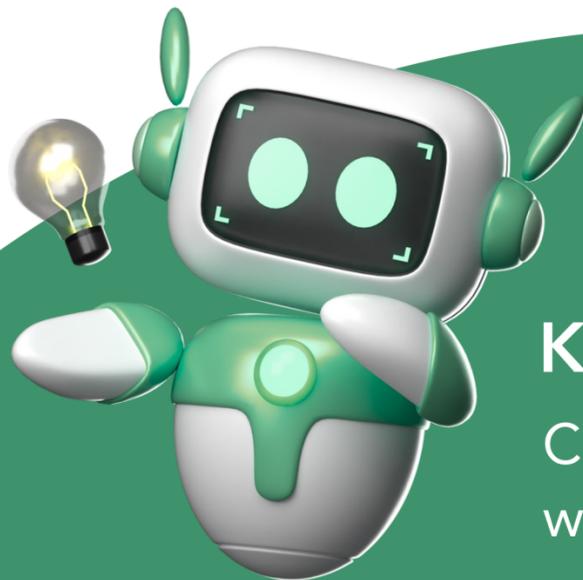


Key Insight:

AI doesn't care about traffic – it cares about clarity and crawlability. Even low-traffic pages can dominate.

Insight – JavaScript Can Block AI

- 🕒 AI crawlers don't run JavaScript
- 🕒 Content must be in HTML
- 🕒 Use SSR/static site generators



Key Insight:

Content behind JS or modals is invisible. AI sees only what's in raw HTML. SSR and static delivery are key.

Insight – Listicles & Structured Content Dominate

- 🕒 Top 10 lists are most cited format
- 🕒 Easy for AI to parse
- 🕒 Comparative structure is powerful



Key Insight:

Structure matters. Listicles and pros/cons get cited more than long-form articles or product pages.

Insight – Fresh Content Gets Picked Up Fast

- 🕒 Indexed in 2–3 days
- 🕒 Updated timestamps help
- 🕒 Recent = relevant to AI



Key Insight:

Fresh content signals authority. Include dates like 'Updated 2025' to increase recency signals.

Insight – Niche Answers Beat Broad Topics

- 🕒 Be specific
- 🕒 Target long-tail questions
- 🕒 Narrow content scope wins citations

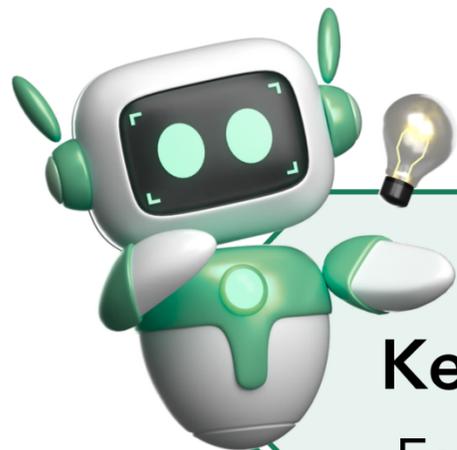


Key Insight:

Specificity > generality. Better to own 10 narrow questions than fight for 1 broad one.

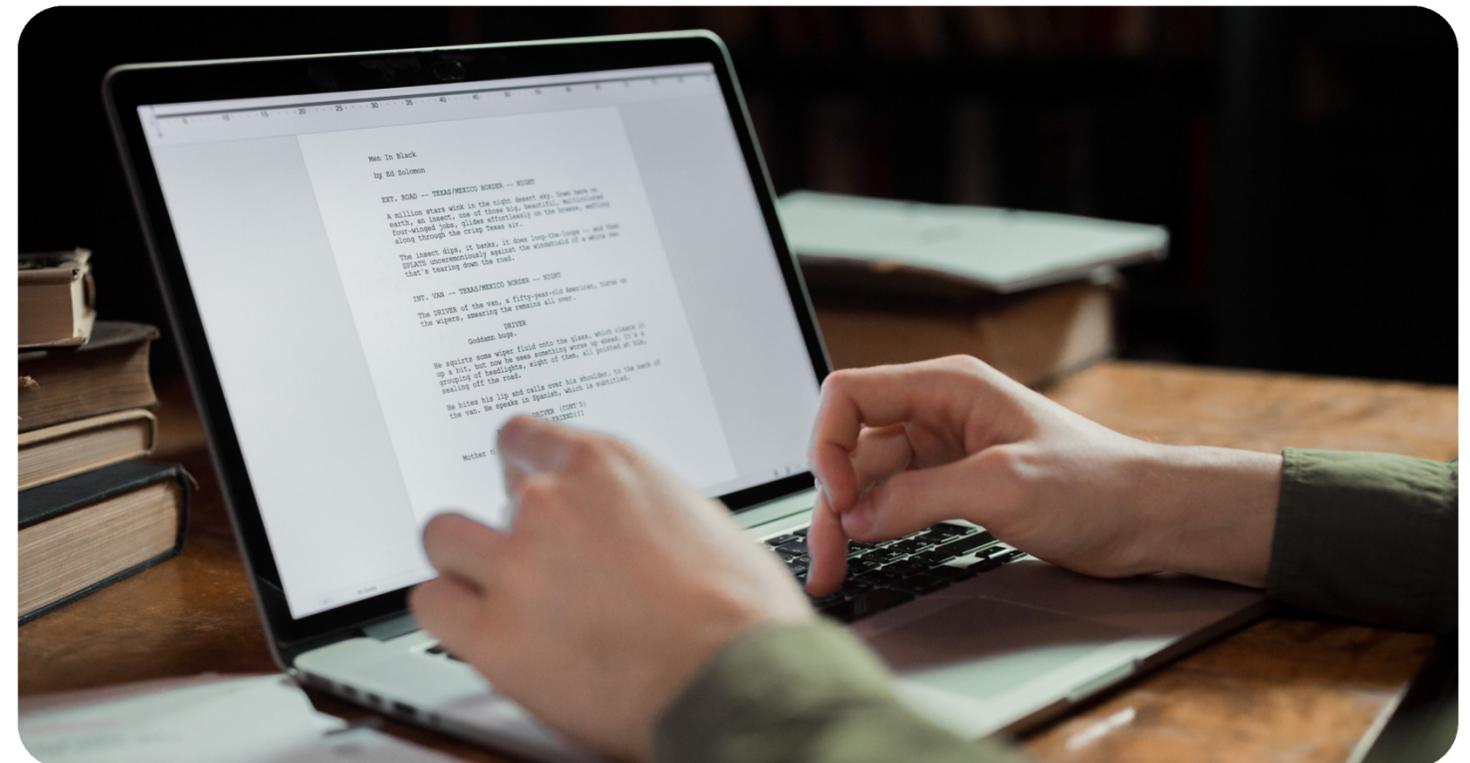
Paragraphs Over Pages – Writing Content for AEO

- 🎯 One idea per paragraph
- 🎯 Start with the answer
- 🎯 Use question headings



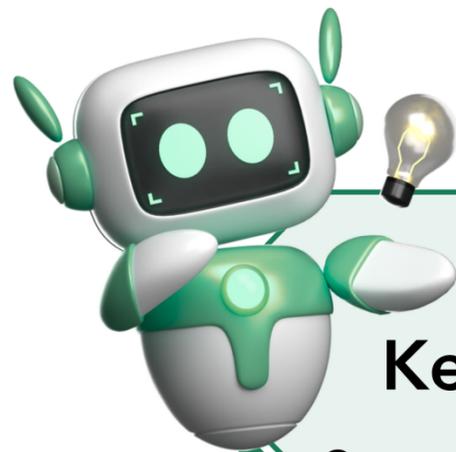
Key Insight:

Each paragraph should be answerable on its own. Think: snippet, not story.



Benefits of Paragraph-Level Optimization

- 🕒 Brand exposure through AI quotes
- 🕒 Ranks for more long-tail queries
- 🕒 Better UX



Key Insight:

Structured paragraphs work for humans and AIs alike. Each acts as a mini-answer.

Identify Key Questions	List the top 5–10 questions your customers or audience ask in your domain. Create or update pages/sections to directly answer each question, using the question as the title and giving a clear answer in the first 1–2 sentences. (Use tools like People Also Ask or Perplexity to find real user questions to target)
Add Structured Data	Implement FAQ or How-To schema (JSON-LD) wrapping each Q&A pair and validate it with Google’s Rich Results Test. Optional: submit a pull request to the LLM index (llms-txt.site) to list your site as AI-friendly content for extra visibility.
Publish & Index	Push the new content live and update your XML sitemap. Submit to Google Search Console and Bing Webmaster tools for indexing. If possible, use IndexNow to ping search engines about the update. Also, double-check robots.txt to ensure you’re not accidentally blocking these pages, and that they load quickly (no heavy JS that could hinder crawlers).
Format for AI Readability	Ensure each page is clean and skimmable. Use clear headings, bullet points, and short paragraphs. Bold or highlight the direct answer at the top of each answer page so it’s immediately obvious. (Each Q&A section should stand alone.) Tip: Paste the page into a plain text editor – does it still make sense? That’s how an LLM “sees” your site.
Meta Descriptions = Answers	Write or update your meta description for each page to directly answer the question as well. Rather than a teaser, the meta should read like a one-sentence answer or summary of the page’s question. This way, if an AI pulls meta info, it gets a concise answer to display.
Test & Refine	After indexing, ask AI the exact questions you targeted (e.g. on Perplexity, Bing Chat, etc.) and see if your content gets cited. Use tools like Profound or HubSpot’s AI Search Grader to check your AI visibility. If you’re not showing up, refine your answers (make them clearer or more thorough) and try again. AEO gains can take a few iterations and some patience.

AEO Implementation: 48-Hour Quick Start

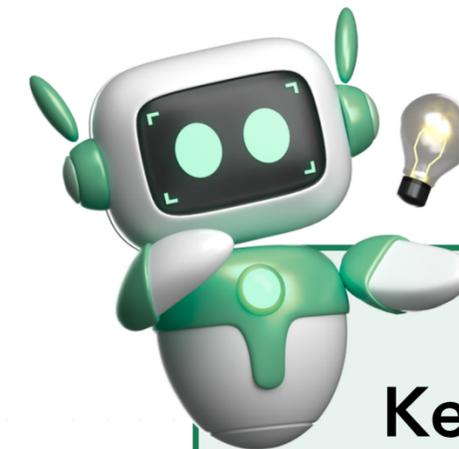


Key Insight:

A simple playbook: structure, publish, check. Use tools like **Perplexity** and **Profound** to measure results.

Tools to Monitor & Enhance AEO

- 🕒  **Profound**  
- 🕒 Structured Data Helper
- 🕒 LLM Index



Key Insight:

Use these to monitor mentions, validate schema, and register your site as AI-friendly.

What AEO Doesn't Fix

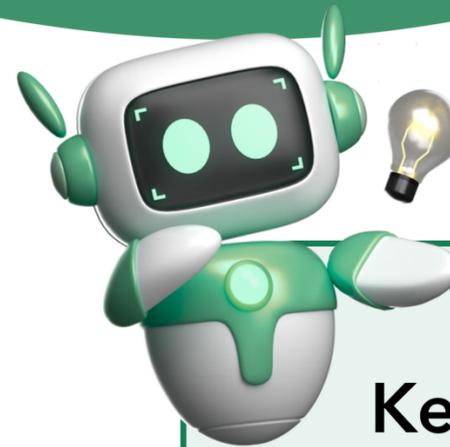


No guaranteed traffic

Brand still matters



SEO fundamentals remain



Key Insight:

Don't expect perfect attribution. But do expect more exposure, trust, and indirect value.

Key Takeaways & Next Steps

- 🕒 Optimize for answers
- 🕒 Move early
- 🕒 Act now!

