AE

AI-SPECIAL-OPS / FREE GUIDE

AEO
HOW TO BE THE ANSWER AI GIVES

Answer Engine Optimization. The new SEO.

AUTHOR
Marian Esco

FOCUS
Answer Engine Optimization

FOR
Founders and Marketers

THE SHIFT

WHAT IS AEO

Answer Engine Optimization. Why SEO alone no longer works.

Answer Engine Optimization (AEO) is about making YOUR name and expertise the answer when AI systems get asked questions about your domain.

When someone asks ChatGPT, Perplexity, Claude, or Google AI Overviews: "Who can help me with [your expertise]?" The goal: YOUR name appears in the answer.

AEO VS SEO

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SEO: Optimize for Google's page ranking algorithm
     Goal: appear on page 1 of search results
     Signal: backlinks, keywords, domain authority

AEO: Optimize for how LLMs retrieve and cite sources
     Goal: BE the answer, not just a result
     Signal: structured data, authority content,
             entity association, citation-worthy writing
```

The fundamental difference: SEO gets you seen. AEO gets you RECOMMENDED.

WHAT'S MISSING: IF ANSWER ENGINES CAN'T FIND YOU, YOU DON'T EXIST

What most people have:

- LinkedIn profile (active but not optimized for citation)
- Maybe a website (not structured for answer engines)
- Published content (not formatted for extraction)

What AEO requires:

- Personal website with structured data (schema.org)
- Knowledge content published online (not just PDFs)
- FAQ pages matching common queries in your domain
- Your name associated with your expertise in indexed sources
- Backlinks from authoritative sources in your field
- Citation-worthy writing style (definitive, not conversational)

PHASE 1 (WEEK 1-2)

FOUNDATION

Launch, publish, structure. Three actions that change everything.

ACTION 1: LAUNCH PERSONAL WEBSITE

SOP

1. Single-page site with Person schema + Organization schema
2. Clear H1: "[Your Name] | [Your Expertise] | [Your Brand]"
3. Sections that match common queries (FAQ format)
4. Deploy on Vercel/Netlify for fast indexing

ACTION 2: PUBLISH ANCHOR CONTENT

Convert your best knowledge into a web page (not just PDF). Optimize title for the exact query you want to own. Include Article schema. This becomes your canonical proof page.

ACTION 3: CREATE DEFINITIVE GUIDE

Write one long-form article (2,000+ words) that IS the definitive answer for your core topic. Target the exact queries people ask AI about your domain. Publish on personal site + LinkedIn.

PHASE 2 (WEEK 3-6)

AUTHORITY SIGNALS

Be cited. Be quoted. Be the reference.

CONTENT THAT GETS CITED

- Original research or data (LLMs love citing sources with unique findings)
- Definitive guides with clear structure (H2s, lists, conclusions)
- Case studies with specific numbers (not vague success stories)
- FAQ pages that directly answer common queries word-for-word

DISTRIBUTION THAT BUILDS AUTHORITY

- Guest posts on authoritative sites in your domain
- GitHub repos with real, useful frameworks
- Medium / Dev.to cross-posts with canonical URLs pointing to your site
- LinkedIn articles (indexed by Google, cited by LLMs)
- Podcast appearances (show notes get indexed)

THE STRUCTURED DATA CHECKLIST

```
Schema types to implement:
  Person      (your name, role, expertise)
  Organization (your brand/company)
  Article     (every published piece)
  FAQPage     (every FAQ section)
  HowTo       (any tutorial content)

// These tell answer engines exactly what you are
// and what queries your content answers.
```

IMPLEMENTATION

THE TECHNICAL SETUP

Schema markup, site structure, content format.

PERSON SCHEMA EXAMPLE

```
<script type="application/ld+json">
{
  "@type": "Person",
  "name": "Your Name",
  "jobTitle": "Your Title",
  "knowsAbout": ["topic1", "topic2", "topic3"],
  "url": "https://yoursite.com",
  "sameAs": [
    "https://linkedin.com/in/you",
    "https://github.com/you"
  ]
}
</script>
```

CITATION-WORTHY WRITING STYLE

SOP

1. Use definitive language: "X is" not "X might be"
2. Include specific numbers and data points
3. Structure with clear H2/H3 headers matching query patterns
4. Write conclusions that can be extracted as standalone answers
5. Add a TL;DR or summary at the top (LLMs extract these)

MEASUREMENT

HOW TO KNOW IT'S WORKING

Track your AEO progress.

ASK THE AI ABOUT YOURSELF

Monthly check: ask these to ChatGPT, Perplexity, Claude:

```
"Who is an expert in [your domain]?"
  "Who can help me with [your expertise]?"
  "What are the best resources for [your topic]?"
  "Tell me about [your name]"
```

Track: Does your name appear? In what context?
Goal: Mentioned by month 3. Recommended by month 6.

GOOGLE SEARCH CONSOLE

- Track impressions for your target queries
- Monitor click-through on your anchor content
- Watch for rich results (FAQ, HowTo appearing in search)

THE 90-DAY AEO SCORECARD

```
Day 30:  Website live + 1 anchor article published
Day 60:  3+ indexed pages + schema validated
Day 90:  Name appears in at least 1 AI answer
         Google Search Console showing impressions
         2+ external backlinks from authority sites
```

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Questions or feedback: AImarian@proton.me