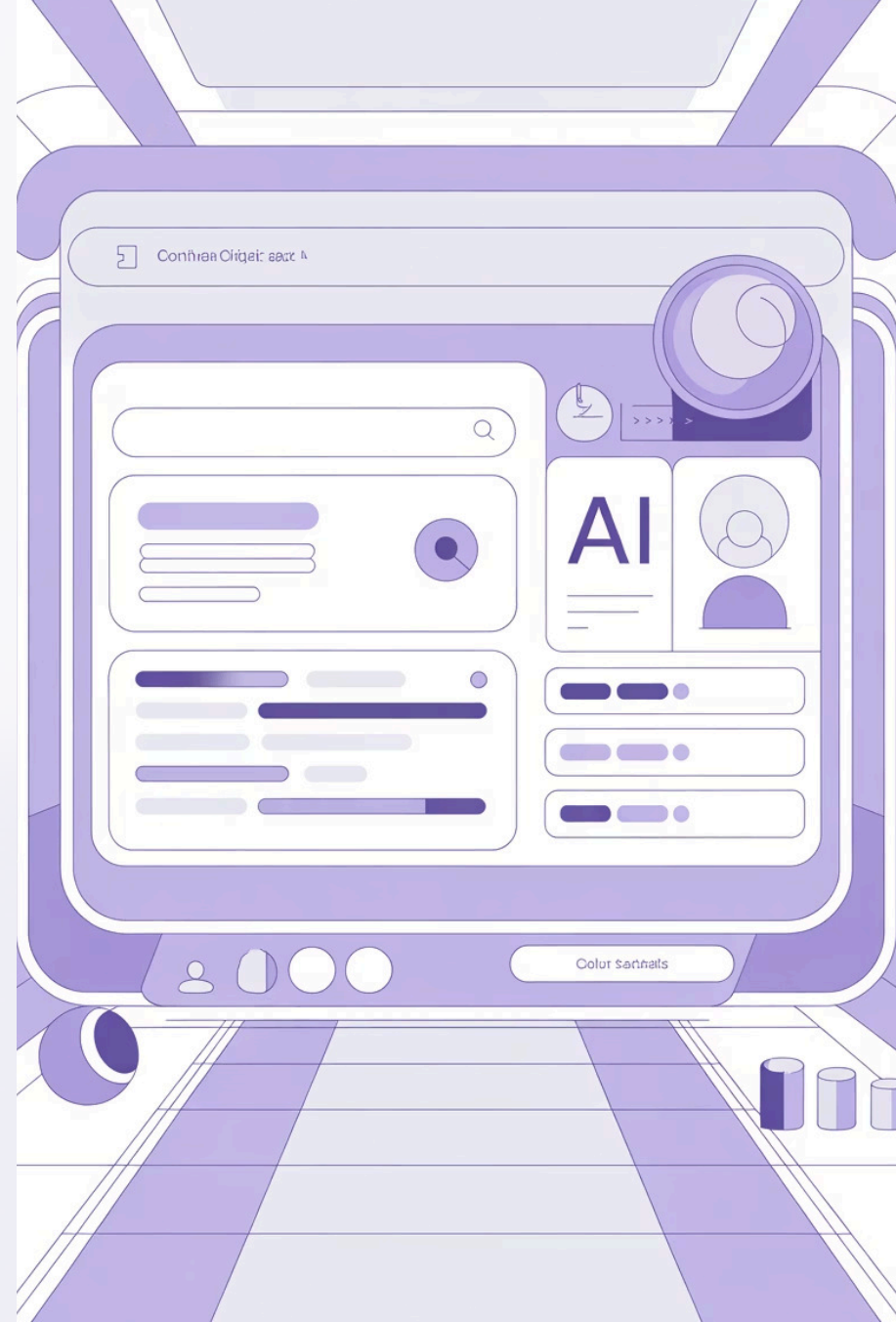




AEO Search Best Practices

Search Engine Best Practices for the New AI Era

AEO & GEO Strategies with a Digital Agency Project Plan



The AI Revolution in Search: Why SEO Must Evolve

By 2028, AI-driven searches will surpass traditional search engine visits. Platforms such as ChatGPT, Google AI Overviews, and Bing AI now summarise answers directly, dramatically reducing clicks through to websites.

Traditional SEO fundamentals—keywords, backlinks, technical optimisation—still matter, but they're no longer sufficient on their own. Brands must now optimise for AI visibility and citation, ensuring their content is discovered, trusted, and referenced by intelligent systems.

AI-First Search

Zero-click answers dominate results

Citation Over Rankings

Being referenced matters more than position

Introducing Generative Engine Optimisation (GEO)

Discoverability by AI

GEO focuses on making content discoverable, citable, and trusted by AI-powered search tools rather than simply ranking well.

Topic Authority

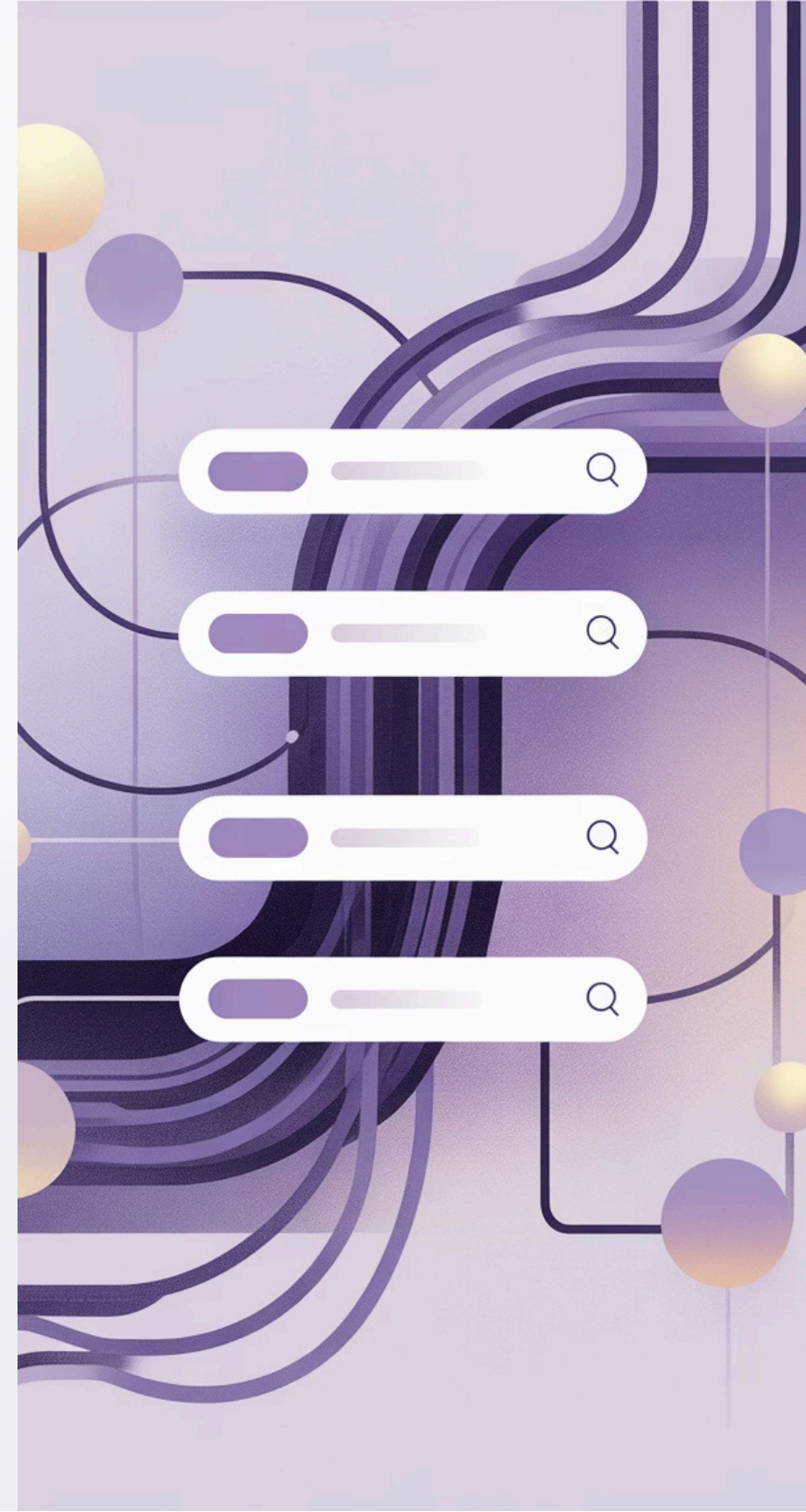
AI engines prioritise authoritative, comprehensive topic clusters over isolated keyword-optimised pages.

Zero-Click Reality

Your content may be featured in AI answers without generating a click—success means visibility in summaries.

Holistic Presence

Optimise your brand's entire digital ecosystem, not just individual pages or keywords.



Core Best Practices for AI-Optimised Search

Implementing AEO and GEO requires a strategic shift in how we approach content, structure, and authority.

1 Build Topic Clusters

Create deep, interconnected content clusters addressing natural, conversational user questions with comprehensive coverage.

2 Implement Structured Data

Use schema markup (FAQ, HowTo, Article schemas) to help AI interpret and cite your content accurately.

3 Emphasise E-E-A-T

Demonstrate expertise, experience, authoritativeness, and trustworthiness in every piece of content.

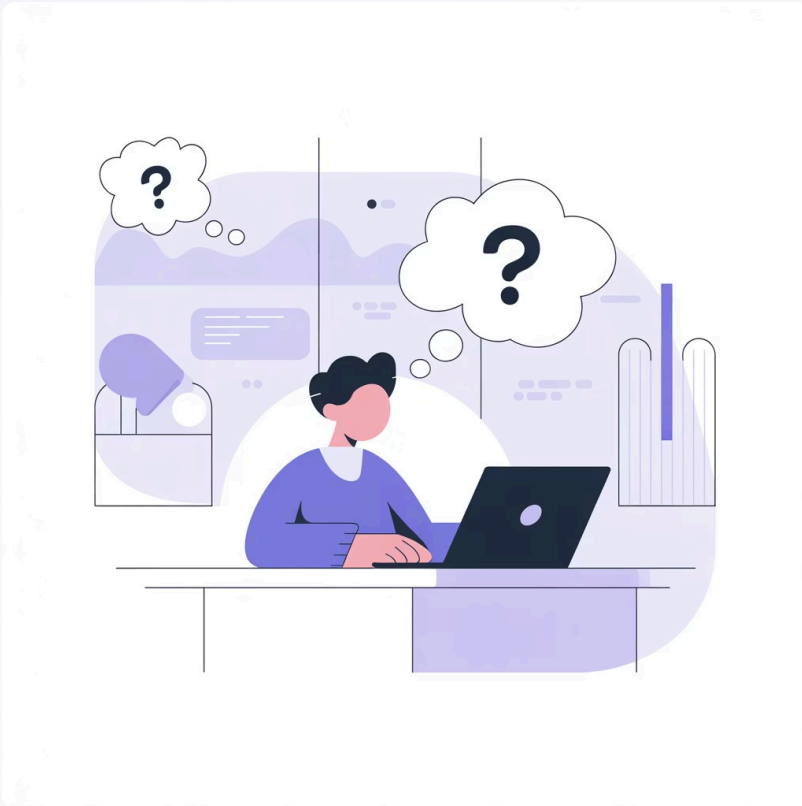
4 Enable AI Crawlers

Allow AI crawlers like GPTBot access to your content—blocking them risks invisibility in AI-generated results.

5 Human-First, AI-Friendly

Write for humans first, but structure content with clear context and hierarchy for AI understanding.

The New Content Strategy: From Keywords to User Intent



1

Intent-Driven Answers

Focus on answering real user intents fully and clearly, not just keyword density or frequency.

2

Original Expertise

Create expert-driven, original insights that AI can't easily replicate or "hallucinate" from existing data.

3

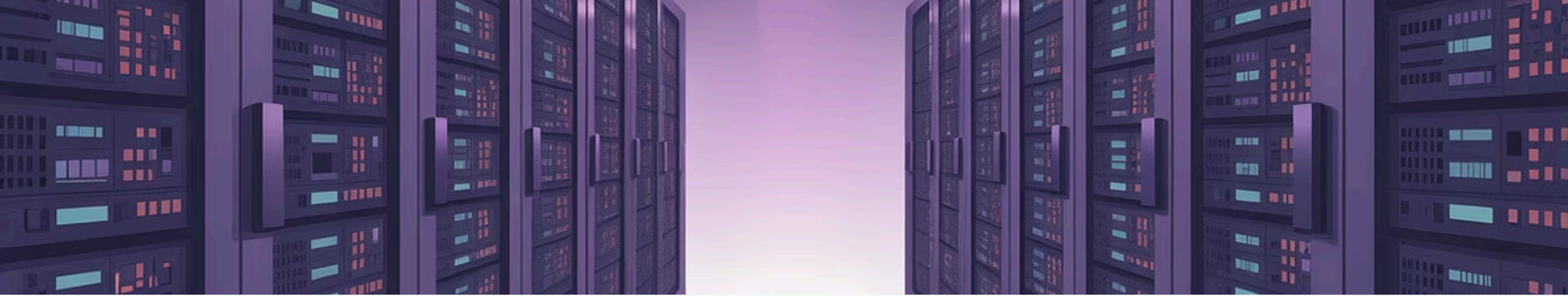
Rich Media Integration

Incorporate multimedia assets and data visualisations to reinforce credibility and engagement.

4

Continuous Evolution

Regularly update and expand content to maintain topical authority and freshness signals.



Technical SEO in the AI Era



Speed & Mobile

Ensure fast page load speeds and mobile-friendly design for better crawl budgets and user experience.



Schema Markup

Implement comprehensive structured data to enhance AI understanding and increase citation potential.



Clean Architecture

Maintain crawlable site structure; avoid JavaScript-heavy content that AI bots struggle to interpret.



Crawl Budget

Monitor crawl budget and indexing patterns to prioritise high-value pages for AI discovery.

Challenges & Risks: The Zero-Click Environment

Reduced Traffic & Data

AI answers reduce traditional website traffic and limit first-party data collection opportunities, impacting analytics and remarketing.

Content Saturation

Only truly authoritative, comprehensive content ranks in AI summaries—mediocre content becomes invisible.

Quality Standards

Ethical concerns around low-quality AI-generated content that may be penalised or ignored by search engines.

Visibility Risk

Brands without an AI search strategy risk losing visibility and voice in crucial digital conversations.



Digital Agency Project Plan Template

Implementing AI Search Best Practices

01

Audit & Analysis

Review existing content for AI and SEO readiness. Identify gaps in topic clusters, structured data implementation, and E-E-A-T signals.

02

Strategy Development

Define target user intents and conversational queries. Plan comprehensive content clusters and schema implementation roadmap.

03

Content Creation & Optimisation

Produce expert, comprehensive content aligned with E-E-A-T principles. Add structured data markup and rich multimedia assets.

04

Technical Enhancements

Improve site speed, mobile UX, and crawlability. Enable AI crawler access and monitor indexing performance.

05

Testing & Monitoring

Track AI citation presence and search visibility metrics. Adjust content and technical elements based on performance data.

Case Study Snapshot: Early Adopters Winning with GEO



35%

AI Citation Increase

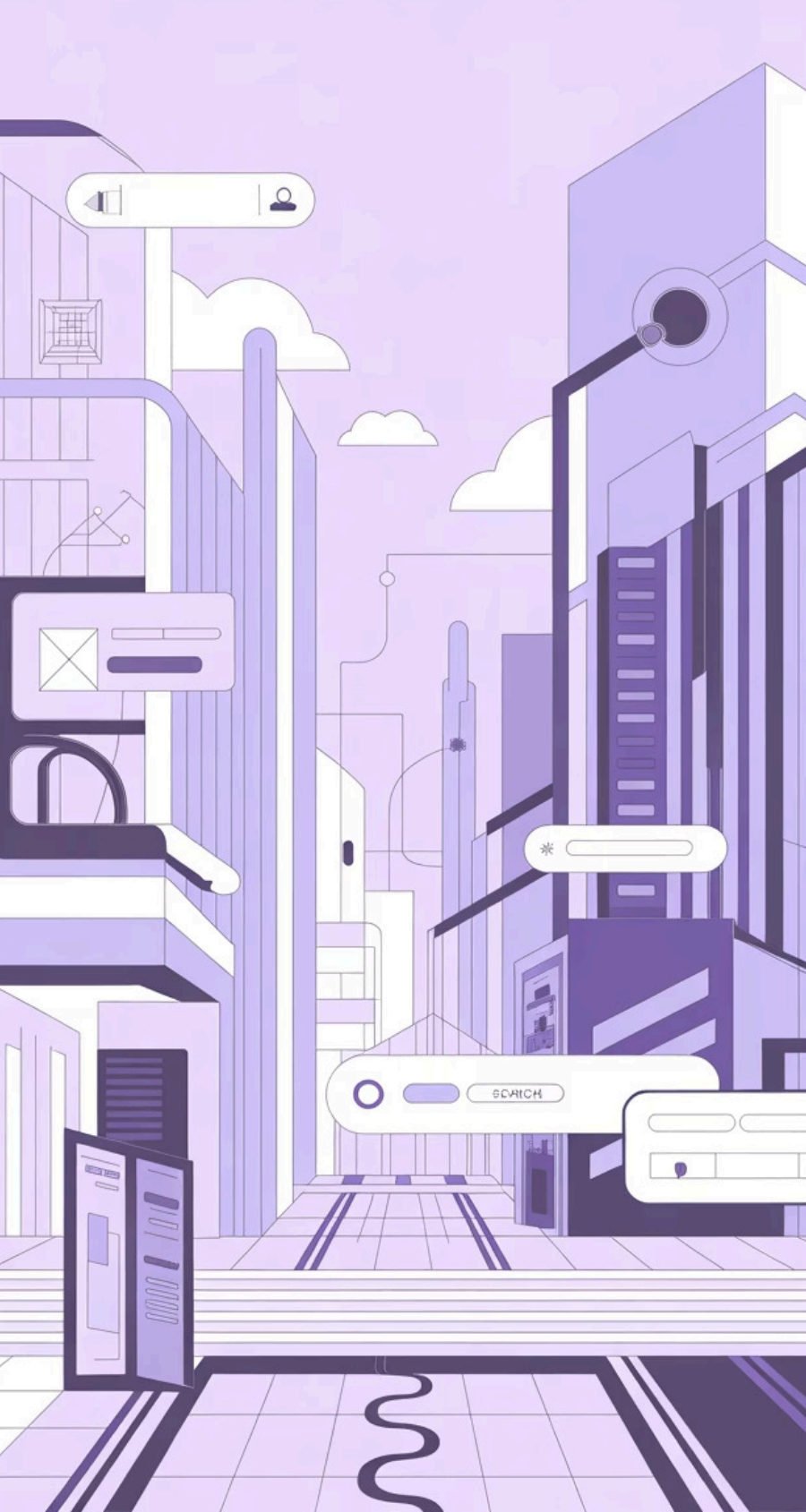
Within 6 months

20%

Organic Traffic Uplift

Despite zero-click trends

A leading telecom brand increased AI citations by building comprehensive topic clusters and implementing FAQ schemas. Agency-led continuous optimisation enabled rapid adaptation to evolving AI algorithms, resulting in measurable competitive advantage.



The Future is Now

Embrace AI Search

AI-driven search is fundamentally reshaping discovery and customer journeys across all industries.

Digital agencies must lead clients with AEO & GEO strategies to maintain competitive positioning.

Start today: build authoritative, AI-optimised content ecosystems and robust technical foundations.

Your brand's voice in the AI era depends on it. Let's future-proof your SEO together.