

AEO, SIMPLIFIED

8 steps to become the answer — in Google, voice search, and AI tools.

WHAT THIS IS

AEO means Answer Engine Optimization. It's about becoming THE answer — the one sentence Google, Siri, or ChatGPT reads back when someone asks a question. Not a link. An answer.

WHY YOU SHOULD CARE

Google increasingly shows one answer at the top of the page. Voice assistants read one answer. AI tools quote one answer. If that answer isn't yours, you lose the click before the click even happens.

THE PLAN

8 steps. One per page.

Read one step a day. Do the thing. Move on. By the end of the week, you'll be ahead of 95% of your competitors — not because this is hard, but because almost nobody actually does it.

- 01 Write answers before you write articles
- 02 Steal answer boxes from your competitors
- 03 Write like you talk
- 04 Use the questions real people ask
- 05 Add the invisible code Google needs
- 06 Build one page that answers everything
- 07 Name something. Own it forever.
- 08 Claim your Google Knowledge Panel

01

Write answers before you write articles

Google and Siri and ChatGPT all look for short, clear answers they can read out loud. If your answer is buried in paragraph 7, nobody finds it.

DO THIS

- Make a list of the top questions in your field.
- For each one, write a 40–60 word answer that stands alone.
- Put that answer right under a heading that matches the exact question.
- Only then add the longer explanation below.

EXAMPLE

Question: 'How long does it take to train a puppy?' Answer right below: 'Most puppies learn basic commands in 4–6 weeks with daily 10-minute sessions...'

WHAT YOU GET

Your answers start showing up in Google's answer boxes, voice assistants, and AI tools.

↓ NEXT STEP

Steal answer boxes from your competitors

02

Steal answer boxes from your competitors

The answer boxes at the top of Google are not permanent. They change every few weeks. Anyone can take them — if they write a slightly better answer.

DO THIS

- Search Google for your top 20 questions. Note who owns the answer box.
- Count how many words their answer uses.
- Write a version that's clearer, more specific, and about the same length.
- Publish and wait 2–4 weeks.

EXAMPLE

A recipe site noticed a food blog held the 'how long to boil an egg' box with 80 words. They wrote a tighter 55-word version with a simple table. Took the box in 3 weeks.

WHAT YOU GET

Free traffic from the top of Google, without ranking #1 the traditional way.

↓ NEXT STEP

Write like you talk

03

Write like you talk

Voice assistants and AI pick answers that sound natural when read out loud. Corporate jargon gets skipped.

DO THIS

- Read your answers out loud. If you stumble, rewrite.
- Use short sentences. One idea per sentence.
- Aim for a reading level a 12-year-old could follow.
- Use 'you' and 'your'. Skip 'one might consider'.

EXAMPLE

'Utilize our comprehensive solutions' → 'Use our tools to fix it.' The second one gets picked by Alexa. The first one doesn't.

WHAT YOU GET

Voice search visibility. Better AI citations. Humans like it too.

↓ NEXT STEP

Use the questions real people ask

04

Use the questions real people ask

Stop guessing what your audience asks. Free tools show you the exact words they type into Google.

DO THIS

- Go to answerthepublic.com or alsoasked.com (free).
- Type your main topic.
- Copy the real questions people ask.
- Turn each one into a heading on your page.

EXAMPLE

A dentist typed 'teeth whitening' into AlsoAsked. Found 40 real questions like 'does teeth whitening hurt?'. Built a single page answering all of them.

WHAT YOU GET

You match how people actually search. Traffic from long, specific questions nobody else targets.

↓ NEXT STEP

Add the invisible code Google needs

05

Add the invisible code Google needs

There's a tiny bit of hidden code called 'schema' that tells Google 'this is an FAQ', 'this is a recipe', 'this is a review'. Without it, you're invisible to answer boxes.

DO THIS

- Use a free plugin like Yoast, RankMath, or Schema Pro.
- Turn on FAQ schema for pages with questions.
- Turn on Article schema for blog posts.
- Test each page at Google's Rich Results Test (free).

EXAMPLE

Adding FAQ schema to an existing article made it show expandable questions in Google results. Clicks doubled in a month.

WHAT YOU GET

Eligibility for fancy Google result features most competitors don't have.

↓ NEXT STEP

Build one page that answers everything

06

Build one page that answers everything

Instead of scattered blog posts, build one big 'ultimate resource' page that answers every question about a topic. These pages dominate answer boxes because Google trusts them.

DO THIS

- Pick your most important topic.
- Collect 20+ real questions people ask about it.
- Answer each one in a short section on a single page.
- Link to this page from everywhere on your site.

EXAMPLE

A plumber built one page: 'Everything You Need to Know About Burst Pipes'. It answers 23 questions. It ranks #1 for all of them.

WHAT YOU GET

One page that pulls traffic like a magnet for years.

↓ NEXT STEP

Name something. Own it forever.

07

Name something. Own it forever.

AI tools love definitions. If you create a memorable name for an idea in your field — and publish a clear definition — AI starts citing YOU as the source.

DO THIS

- Find a concept in your field that doesn't have a catchy name.
- Invent a short, memorable name for it (e.g. 'The 3-Minute Rule').
- Write a clear definition and a short framework around it.
- Publish it. Mention it in podcasts, posts, anywhere you can.

EXAMPLE

A marketer coined 'Jobs To Be Done'. Now every AI tool cites him as the source — for decades.

WHAT YOU GET

When AI gets asked about your topic, your name comes up automatically.

↓ NEXT STEP

Claim your Google Knowledge Panel

08

Claim your Google Knowledge Panel

That box on the right side of Google with a company's logo and info? You can claim yours. Most businesses never do — so Google fills it with random stuff.

DO THIS

- Search your business name on Google.
- If a panel appears, scroll to the bottom and click 'Claim this knowledge panel'.
- Verify you're the owner (Google walks you through it).
- Edit the info to be accurate and flattering.

EXAMPLE

A small law firm claimed their panel, added their real photo, hours, and services. Branded searches converted 3x better.

WHAT YOU GET

Control over the most valuable piece of search real estate for your brand.

↓ FINAL

Your checklist

QUICK CHECKLIST

Done is better than perfect.

- Top 20 questions answered in 40–60 words
- Competitor answer boxes identified and targeted
- Content read out loud, rewritten for clarity
- AlsoAsked / AnswerThePublic used for real questions
- FAQ & Article schema installed and tested
- One 'ultimate resource' page built
- Branded concept/framework named and published
- Google Knowledge Panel claimed

— *END* —