



From SEO to AEO

Your Brand's Story is No Longer Yours
Alone.



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AI is now speaking on your behalf

How can you be sure your brand is being represented in the right way, when users no longer being redirected to your site?



The Urgent Need for AEO

When buyers ask AI about your industry, they receive a synthesized answer. If you aren't optimised for Large Language Models (LLMs), the AI will rewrite your brand narrative, describe you generically, or omit you entirely. AEO ensures you control the consensus.



Is SEO still essential?



Don't abandon SEO just yet

Traffic to traditional "10 blue links" remains stable.

Furthermore, AEO relies on it: in **98%** of cases, Google's AI Overviews cite at least one URL directly from the Top 100 organic search results.



SEO & AEO - Two Sides of the Same Coin



AEO is an evolution of SEO, not a revolution

Both require authoritative content and technical excellence. Crucially, both rely on Schema markup—a code translator vital for AI models—yet **88%** of sites still fail to use it.



Capturing High-Intent Markets



It's about having a conversation

While SEO builds broad domain authority, AEO targets hyper-specific, conversational queries that now average **23** to **60** words.

In the AEO landscape, plain-text brand mentions across the web often outweigh traditional backlinks.



Is one user experience for AEO and On-page viable?



**Fortunately,
designing for AI also
creates a better, more
readable experience
for human visitors.**



Put the Answer First, Do not bury the lead - the most essential and helpful content should be placed prominently at the very top of the page.

Create "Atomic Units" of Content - Avoid massive walls of text. Break your content down into "atomic units," meaning each short paragraph should focus entirely on one specific topic or idea.



Heavy Use of Structure - Break up your text with clear headings, bullet points, and tables. This structured formatting makes it significantly easier for an LLM to parse your information and extract it for a direct answer.

Add FAQs - Including an FAQ section at the bottom of your page is highly effective. Because AI models respond conversationally to specific questions, a well-structured FAQ helps capture the highly specific sub-queries users are asking.



How will agents affect AEO?



A maturing AI space

Search is shifting from passive answers to active task execution via autonomous agents.

The upcoming **WebMCP** standard allows your website to expose "agent-specific paths," enabling AI to seamlessly complete transactions on your customers' behalf, bypassing traditional UI friction.



The Executive Mandate

Generative AI isn't shrinking the search pie, it's **expanding** it.

Winning market share requires transitioning from simply "trying to rank" to architecting your data for both human buyers and autonomous AI agents.



**Mastering legacy
SEO, generative AEO,
and emerging
protocols like
WebMCP requires a
sophisticated
strategy.**



We help forward-thinking teams audit their digital visibility.

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Get in touch!



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