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BUSINESS GROWTH MAESTRO

AI TIPS & TRICKS · NO. 05

Get your brand into the AI answer.

SEO gets you into the index. AEO gets you into the answer. A 10-point checklist and 8 copy-paste prompts to find out what AI says about your brand and to fix it.



10 point checklist

8 prompts

4 assistants to track

₹0 to start



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THE DIFFERENCE

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Two layers. One goal.

Your buyers search on Google, ask an AI assistant a few questions and then open the websites themselves. SEO is the foundation. AEO is built on top of it. Work on both.

	SEO	AEO
What it competes for	The top 10 links	The answer itself
Where it shows	Google and Bing results	ChatGPT, Gemini, Claude, Perplexity, Google AI Overviews
What it measures	Keyword rankings · click-through rate · organic traffic · domain authority	Citation rate · share of voice · brand sentiment · AI referral traffic
What wins	Useful, crawlable, fast pages and links	Clear answers, consistent facts and mentions on sources AI trusts
The catch	Rankings do not show if AI recommends you	You can be named in an answer and never get the click

Keep the SEO foundations. Then check every month whether they are turning into mentions in AI answers.

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The AEO checklist

1 Let AI crawlers in
Open robots.txt and check you are not blocking GPTBot, OAI-SearchBot, ClaudeBot, PerplexityBot or Google-Extended by accident. Decide deliberately which ones you allow.

2 Serve real HTML
Many AI crawlers do not run JavaScript. View your page source: if your headline, prices and FAQs are not in the raw HTML, AI cannot read them. Pre-render or server-render key pages.

3 Answer first
Use the buyer's question as the heading and answer it in the first 40 to 60 words. Detail comes after. AI quotes the clean answer, not the clever intro.

4 Add schema
Mark up Organization, Product or Service, FAQPage, HowTo and Article with JSON-LD so machines know exactly who you are and what you offer.

5 Publish an llms.txt
A short plain-text file at yoursite.com/llms.txt that lists your key pages and what each covers. Cheap to add and helps assistants find the right page.

6 Be the same everywhere
Use one brand name, one description and one address across your site, LinkedIn, Google Business Profile, directories and marketplaces. AI trusts what agrees.

7 Get cited where AI reads
Answers lean on Reddit, Quora, YouTube, review sites, news and industry lists. Earn real mentions there: answer questions, collect reviews, pitch stories.

8 Publish original numbers
Surveys, benchmarks and price indexes get quoted. One honest data point from your own business beats ten generic blog posts.

9 Show real expertise
Named authors with bios, dates, sources and real case studies. Experience, expertise, authority and trust count for AI answers too.

10 Track it monthly
Keep a fixed list of 20 buyer questions. Each month ask ChatGPT, Gemini, Claude and Perplexity. Log if you appear, who appears instead and which sources they cite. Watch AI referral traffic in GA4.

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Find out what AI says about you

Run these in an assistant with web search turned on. Replace every [bracket].

01 What AI says about you

```
Using web search, tell me what you know about [brand] at [website]: what we sell, who we serve, our strengths and complaints. List the sources you used. Flag anything wrong or out of date.
```

02 Find the buyer questions

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I sell [product] to [ICP] in [market]. List the 25 questions buyers ask an AI assistant before choosing a provider like us, grouped by awareness, comparison and decision.
```

03 Who gets recommended instead

```
For each of these questions [paste 10], answer as a buyer's AI assistant would. Then list every brand you would mention and the sources behind each. Where are we missing?
```

04 Map the sources

```
From the answers above, list the websites, forums, review sites and publications AI relies on in our category. Rank them by influence and suggest how we earn a genuine mention on each.
```

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Fix it and track it

05 Answer-ready page brief

Write a brief for a page that answers [question]: H1 as the question, a 50-word direct answer, a comparison table, FAQs with short answers, the schema types to add and the proof we need.

06 FAQ and schema

Turn this page copy [paste] into 8 FAQ pairs with crisp answers under 50 words. Then output valid JSON-LD for FAQPage and Organization using our real details only.

07 Fix my entity

Here is how we describe ourselves on our site, LinkedIn, Google Business and two directories: [paste]. Find inconsistencies in name, category, services and location. Write one canonical description in 50 and 150 words.

08 Monthly AI visibility report

Here is this month's log of 20 questions across ChatGPT, Gemini, Claude and Perplexity [paste]. Calculate our mention rate and share of voice versus [competitors], show changes since last month and pick three actions.

WHAT NEXT

Want your brand in the answer?

Fabulous Media has run digital and search for brands since 2008. We audit what AI says about you, fix the foundations and earn the mentions that put you in the answer your buyer is reading.

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