FREE STEP-BY-STEP GUIDE

Rank on Google and in AI search.

SEO, AEO and GEO explained simply,
with the exact steps, tools and links.

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START HERE

Why a ranked website is no longer enough

Building a website and doing basic SEO used to be enough. Today people also ask ChatGPT, Gemini, Perplexity and Google's AI Overviews. An AI answer can mention your brand, link to you, or skip you completely. This guide shows how to make your website work for both: classic search and AI search.

	What it means	Goal
SEO Search Engine Optimization	Make your pages easy for Google and Bing to crawl, understand and rank.	Appear in the normal search results.
AEO Answer Engine Optimization	Write content that directly answers a question, in a clear and structured format.	Be used as the answer: AI Overviews, featured snippets, voice answers.
GEO Generative Engine Optimization	Make your brand and facts clear and consistent across the web so AI models can describe you correctly.	Be mentioned and cited in ChatGPT, Gemini, Perplexity answers.

How they connect

SEO is the foundation. AEO makes each page answer-ready. GEO makes your brand understandable and trusted. Nobody can guarantee a ranking or an AI mention, but these steps remove the most common reasons a site is ignored.

HOW IT WORKS

How Google and AI answers actually work

You fix things faster when you know what happens behind the search box. Every search engine does three jobs, in this order.

Job	What happens	What can go wrong
1. Crawl	A bot (Googlebot, Bingbot) visits your pages by following links and your sitemap.	Page blocked in robots.txt, no links pointing to it, site too slow or down.
2. Index	The engine reads the page, understands the topic and stores it.	Thin or duplicate content, wrong canonical tag, "noindex" tag, content that only appears after heavy JavaScript.
3. Rank	When someone searches, the engine picks the most relevant and trustworthy pages and orders them.	Content does not match the question, weak trust signals, slow or hard-to-use page.

How AI tools find answers

ChatGPT, Gemini, Perplexity and Google AI Overviews use two sources of knowledge. Understanding both tells you what you can control.

Source	Meaning	Can you influence it?
Training knowledge	What the model learned from large amounts of text before its release date.	Slowly. It depends on how widely and consistently your brand was written about on the web.
Live retrieval	The tool searches the web (or its own index) for the question, reads the top pages and writes an answer from them.	Yes, and much faster. Clear, crawlable, well-structured pages get picked up and cited.

What this means for you

Most of your quick wins come from **live retrieval**: pages that rank, load fast, answer the question clearly and are easy to quote. Over months, consistent mentions of your brand across the web also help the **training knowledge** side.

What AI answer engines tend to prefer

- **Clarity:** a direct answer in plain language, not marketing fog.
- **Structure:** headings, lists, tables and schema markup that make facts easy to extract.
- **Consistency:** the same facts about your brand on every site that mentions it.
- **Trust:** real author or company details, original information, mentions on respected third-party sites.
- **Freshness:** up-to-date pages with a visible updated date where it matters.

Keyword and question research (free)

Do this before writing. You want to write about what people really type or ask.

1

Google autocomplete

- Type your topic in Google and note the suggestions. Add a letter (a, b, c) after your topic to see more.

2

People also ask and related searches

- Scroll the results page and copy the "People also ask" questions and "Related searches". These are ready-made headings for your page.

3

Your own Search Console data

- Open Performance, then Queries. Queries with many impressions but few clicks show topics where a better title or a dedicated page can win.

4

Google Trends and the AI tools themselves

- Use Google Trends to compare topics. Ask ChatGPT or Gemini "what do people ask about [topic]?" for more question ideas, then check them against real search results.

5

Group questions into pages

- One page per main topic. Put closely related questions on the same page as H2 headings with short answers.

STEP 0

Measure first: check your score

Before changing anything, run your website through Google's free tool. This is the performance and insights page I showed in the video.

1 Open PageSpeed Insights

- Go to https://pagespeed.web.dev
- Paste your website URL and press **Analyze**.
- Check both tabs: **Mobile** and **Desktop**. Google ranks mostly on the mobile experience, so fix mobile first.

2 Read the four scores

- **Performance**: how fast the page loads and becomes usable.
- **Accessibility**: can everyone use the page (contrast, labels, alt text).
- **Best Practices**: security and modern standards, such as HTTPS.
- **SEO**: basic technical checks, such as title, description and crawlable links.
- Green means 90 to 100. Orange and red items under "Diagnose performance issues" tell you exactly what to fix.

3 Know the three Core Web Vitals

- **LCP** (Largest Contentful Paint): main content should load in 2.5 seconds or less.
- **INP** (Interaction to Next Paint): the page should react within 200 ms.
- **CLS** (Cumulative Layout Shift): keep it at 0.1 or lower, so the page does not jump around.

4 Newer reports

- Newer Lighthouse reports can also show an **Agentic browsing** check, which tests whether AI agents can use your page. Treat it as a helpful hint, not an official ranking score.

> **Important**
>
> A 100 score does not mean you will rank number 1. These scores measure the **technical health** of your page. Ranking also depends on content, relevance and trust. There is no single "AI score" from Google or ChatGPT. You check AI visibility by testing it yourself (see Step 4).

STEP 1

SEO: the foundation

1 Add your site to Google Search Console

- Open https://search.google.com/search-console and add your domain.
- Verify ownership (DNS record is the easiest for a domain).
- This is where you see clicks, impressions and your average position.

2 Submit your sitemap

- Make sure `yoursite.com/sitemap.xml` exists and lists your important pages.
- In Search Console go to **Sitemaps** and submit it.
- For a new or updated page, paste the URL in the top bar and click **Request indexing**.

3 Allow crawling with robots.txt

- Put a file at `yoursite.com/robots.txt`.
- Do not block important pages by mistake, and add the sitemap line.

4 Write a strong title and description for every page

- Title: about 50 to 60 characters, main keyword first, brand last.
- Meta description: about 140 to 160 characters, written to make people click.
- Every page needs its own unique title and description.

5 Use clean page structure

- One **H1** per page with the main topic. Use H2 and H3 for sections.
- Short, readable URLs, for example `/blog/what-is-aeo`.
- Add a canonical tag so duplicate URLs do not compete with each other.

6 Make it fast and mobile friendly

- Compress images (WebP or AVIF), set image width and height, lazy-load images below the fold.
- Remove unused scripts and fonts. Use HTTPS everywhere.

7 Add internal links and alt text

- Link related pages to each other with descriptive anchor text.
- Write short, honest alt text for every important image.

8 Publish content people really search for

- Write one page per topic or question. Be specific and useful, not generic.
- Update old pages when something changes.

SEO DEEP DIVE

Anatomy of a page that ranks and gets quoted

Use this table as a template every time you write a page for your website.

Part	What to do
URL	Short, readable, lowercase, with hyphens: /blog/what-is-aeo
Title tag	Main topic first, 50 to 60 characters, brand at the end.
Meta description	140 to 160 characters, tells the reader what they will get. It does not directly rank, but a good one gets more clicks.
H1	One per page, same idea as the title but written for people.
Intro	Two or three lines: the problem, then the direct answer.
H2 sections	Each H2 is a question or a clear topic. Start with the answer, then explain.
Visuals	Original screenshots or diagrams with descriptive file names and alt text.
Internal links	Link to 2 or 3 related pages with clear anchor text, not "click here".
FAQ	4 to 6 related questions with short answers at the bottom.
Author and date	Show who wrote it and when it was last updated.
Schema	Article or product markup that matches what is visible on the page.

Speed fixes in detail

If PageSpeed Insights shows orange or red items, start with these. Each Core Web Vital has typical causes.

Metric	Common cause	Fix
LCP slow main content	Huge hero image, slow server, render-blocking CSS or fonts.	Compress and resize the image (WebP or AVIF), preload the hero image, use a CDN, inline critical CSS, limit font weights.
INP slow reaction	Heavy JavaScript running when users click or type.	Remove unused libraries, split large scripts, load third-party scripts late, avoid long tasks.
CLS page jumps	Images or ads without size, late-loading fonts, banners pushing content down.	Set width and height on images and embeds, reserve space for banners, use font-display: swap.

Indexing problems and how to fix them

In Search Console open **Pages** (indexing report). These are the common statuses.

Status	Usually means	What to do
Discovered, currently not indexed	Google knows the URL but has not crawled it yet.	Add internal links to it, submit the sitemap, improve overall site quality, wait.

Status	Usually means	What to do
Crawled, currently not indexed	Google read it but decided not to store it.	Make the page more useful and unique, add depth, link to it from important pages, then request indexing.
Duplicate without user-selected canonical	Several URLs show the same content.	Set a canonical tag on the main version and redirect extra versions.
Blocked by robots.txt	Your robots.txt stops the crawler.	Remove the block if the page should be public.
Excluded by noindex	The page tells search engines not to index it.	Remove the noindex tag if you want it in search.
Soft 404	The page looks empty or like an error.	Add real content or return a proper 404 or redirect.

Important for React, Vite and single-page sites

If your content is created only by JavaScript in the browser, some crawlers (and many AI crawlers) may see an almost empty page. Use server-side rendering or pre-rendering so the important text is already in the HTML. Test: open "View page source" in your browser. If you cannot find your main text there, crawlers may not see it either.

STEP 2

AEO: make your content answer-ready

Answer engines look for a clear question and a clear answer. Make your page easy to quote.

1 **Use question-style headings**

- Write headings the way people ask: "What is Vayli?", "How do I add a notch to Windows?".

2 **Answer first, details after**

- Put a direct answer in the first 40 to 60 words under the heading.
- Then explain with steps, examples and screenshots.

3 **Use easy formats**

- Short paragraphs, bullet lists, numbered steps and comparison tables are easy for AI to extract.
- Define your terms in one clear sentence.

4 **Add an FAQ section**

- Add 5 to 8 real questions people ask about your product or topic, with short answers.
- Mark it up with FAQPage structured data (snippet at the end). Google now shows FAQ rich results only for a few site types, but the markup still helps machines understand the page.

5 **Add structured data (JSON-LD)**

- Structured data tells search engines exactly what a page is: an organization, an app, an article, a FAQ.
- Test it with the Rich Results Test and the Schema Markup Validator.

6 **Keep one source of truth**

- The text on the page should match the structured data. Do not mark up content that users cannot see.

AEO DEEP DIVE

How to write answers that get picked

Answer engines pull short, self-contained passages. Your job is to make each section work as a quote on its own.

Before and after

Weak (hard to quote)	Strong (answer first)
Heading: Our Amazing Solution "We are passionate about innovation and bring the best experience to modern users with our powerful product."	**Heading:** What is Vayli? "Vayli is a notch-style app for Windows 10 and 11. It sits at the top of the screen and gives quick access to music, clipboard and other tools."

The strong version names the thing, says what it is, who it is for and what it does in two sentences. A model can copy it directly into an answer.

Five answer patterns you can reuse

Question type	How to answer
What is X?	"X is a [category] that [main job] for [audience]." One or two sentences, then details.
How do I do X?	A short intro line, then numbered steps. One action per step.
X vs Y	One summary sentence, then a comparison table with the same rows for both.
Best X for Y	A short list with one-line reasons. Say who each option is best for.
How much / is it free?	State the price or trial clearly in the first sentence. Keep it updated.

Writing rules that help

- Put the answer in the first 40 to 60 words under the heading.
- Keep paragraphs to 2 or 3 sentences. Use lists when you list things.
- Write numbers and facts exactly. Avoid vague words like "many" and "best" without proof.
- Say the brand name in full instead of "it" or "we" when you define it.
- Use the words people use in questions, not internal jargon.
- Update the page when facts change and show the updated date.

Page outline template for a product page

```
H1: [Product] - [what it is in 5 words]
Intro: [Product] is a [category] for [audience] that [main benefit].
H2: What is [Product]?              -> 2-sentence definition
H2: Key features                    -> bullet list, one line each
H2: How does [Product] work?        -> numbered steps + screenshot
H2: Who is it for?                  -> 3 short use cases
H2: Pricing and trial               -> exact plan, free trial info
H2: How to download / get started   -> store link, system requirements
H2: Frequently asked questions      -> 5 to 8 Q&A (FAQPage schema)
Footer: company name, contact, last updated date
```

STEP 3

GEO: make AI describe you correctly

AI models learn about your brand from your site and from the rest of the web. If the facts are unclear or different in different places, the answer will be unclear too.

1

Write a clear "what we are" statement

- One or two plain sentences on the home page and About page: what the product is, who it is for, who made it.
- Example format: "[Product] is a [category] for [platform/audience], built by [company]."

2

Keep your brand facts consistent everywhere

- Use the same name, description, links and category on your website, Microsoft Store or Play Store listing, Instagram, YouTube, LinkedIn and GitHub.

3

Add Organization and product schema

- Add `Organization` and `SoftwareApplication` (or Product) markup with name, URL, logo, description and social profiles (`sameAs`).

4

Let AI crawlers read your site

- In robots.txt, do not block the crawlers you want, for example OAI-SearchBot and GPTBot (OpenAI), PerplexityBot, ClaudeBot and Google-Extended.
- Make sure important content is in plain HTML, not only loaded later by JavaScript.

5

Build real mentions on other sites

- AI answers lean on trusted third-party sources. Get listed in directories, write on LinkedIn or Medium, answer questions on Reddit and Quora, publish on YouTube.
- Be helpful and honest. Spam does not work and can hurt.

6

Add original facts and proof

- Publish your own numbers, screenshots, changelogs and case studies. Original information is more likely to be cited than copied text.

7

Optional: add an llms.txt file

- `llms.txt` is a proposed plain-text summary of your site for AI tools. It is new and not confirmed to affect rankings, so treat it as a small extra, not a must.

GEO DEEP DIVE

Build one clear identity for your brand

AI systems connect your name to facts. The more places say the same true thing, the safer it is for a model to repeat it. Start with a fact sheet and copy it everywhere.

Brand fact sheet (fill this in once)

Field	Your answer (example format)
Official name	Exact spelling and capitalization, used everywhere.
One-line description	[Name] is a [category] for [audience] that [main benefit].
Category	The 1 or 2 words people would search, for example "notch app for Windows".
Platform	Windows 10 and 11 / Android / Web.
Company and founder	Company name, founder name, country.
Pricing and trial	Exact price and free trial length.
Official links	Website, store listing, Instagram, YouTube, LinkedIn, GitHub.
Contact	Support email.

Where to publish your facts

Place	Why it helps	What to do
Your website	The main source AI reads first.	Home, About, product pages and FAQ all use the fact sheet wording.
Store listing (Microsoft Store, Play Store)	A trusted platform page that mentions the exact name and category.	Use the same one-line description and link back to the website.
YouTube	Video titles, descriptions and transcripts are indexed and used by AI.	Put the brand name and a clear description in the first lines of the description.
Instagram and LinkedIn	Profile bios confirm who you are and link to your site.	Same name, same one-line description, same link.
GitHub, Product Hunt, AlternativeTo and similar directories	Independent pages that list your product.	Create honest listings with accurate information.
Reddit, Quora, forums	AI answers often refer to real discussions.	Answer real questions helpfully and mention your product only when it truly fits. Follow each community's rules.

Do and do not

Do	Do not
Use the same name and description everywhere.	Use different product names or descriptions on different platforms.
Publish original screenshots, numbers and changelogs.	Copy text from competitors or generate thin pages in bulk.
Ask real users for honest reviews.	Buy fake reviews or spam links. It can get you penalized.
Keep facts like price and features updated.	Leave old pricing or removed features on the site.

STEP 4

Test your AI visibility

There is no official AI score, so test it like a user. Do this before you start and again every month.

1 Ask the AI tools

- Open ChatGPT, Gemini and Perplexity. Ask: "What is [your brand]?", "Best [your category] for [your audience]?", "Is [your brand] good?".
- Note whether you are mentioned, whether the description is correct, and which sources are cited.

2 Check Google

- Search your brand name and your main keywords. See if an AI Overview appears and what it says.
- Use a private window so personalization does not change what you see.

3 Read Search Console

- Open **Performance** and check clicks, impressions, average position and the queries that bring people to you.

4 Fix and repeat

- If the AI description is wrong or missing, fix the page facts, add the missing structured data and build more consistent mentions. Then test again in a few weeks.

Result I saw on my site (Vayli.in)	Where I checked
PageSpeed Insights: Performance, Accessibility, Best Practices and SEO all showed 100 on desktop.	PageSpeed Insights
Google search "vayli": the AI Overview described Vayli as a Dynamic Island-style notch app for Windows.	Google Search
Search Console (last 7 days when I recorded): 124 clicks, 313 impressions, average position 1.5.	Search Console
I asked ChatGPT "what is Vayli" and it described the app.	ChatGPT

These are my own results at the time of recording. Your numbers will differ, and results can change over time.

COPY AND PASTE

Ready-made snippets

Replace the words in capitals with your own details. Paste JSON-LD inside a script tag with type application/ld+json in your page head.

Organization + app (JSON-LD)

```
{
 "@context": "https://schema.org",
 "@graph": [
  { "@type": "Organization", "name": "YOUR COMPANY",
    "url": "https://YOURSITE.COM", "logo": "https://YOURSITE.COM/logo.png",
    "sameAs": ["https://instagram.com/YOURHANDLE",
               "https://youtube.com/@YOURCHANNEL"] },
  { "@type": "SoftwareApplication", "name": "YOUR APP",
    "operatingSystem": "Windows 10, Windows 11",
    "applicationCategory": "UtilitiesApplication",
    "description": "ONE CLEAR SENTENCE ABOUT YOUR APP.",
    "url": "https://YOURSITE.COM" }
 ]
}
```

FAQ (JSON-LD)

```
{
 "@context": "https://schema.org",
 "@type": "FAQPage",
 "mainEntity": [{
   "@type": "Question", "name": "YOUR QUESTION?",
   "acceptedAnswer": { "@type": "Answer",
     "text": "YOUR SHORT, DIRECT ANSWER." }
 }]
}
```

robots.txt

```
User-agent: *
Allow: /

User-agent: OAI-SearchBot
Allow: /
User-agent: GPTBot
Allow: /
User-agent: PerplexityBot
Allow: /

Sitemap: https://YOURSITE.COM/sitemap.xml
```

PUT IT TO WORK

30-day action plan

Week	Focus	Tasks
Week 1	Measure and fix the base	Run PageSpeed on mobile and desktop and save screenshots. Set up Search Console, submit the sitemap, fix robots.txt and indexing errors. Fix unique titles and descriptions.
Week 2	Content and AEO	List 10 real questions from research. Rewrite your main pages with answer-first sections, add an FAQ block and FAQ schema.
Week 3	Structured data and GEO	Write the brand fact sheet. Add Organization and app schema. Align store listing, YouTube and social bios. Allow AI crawlers in robots.txt.
Week 4	Test and promote	Ask ChatGPT, Gemini and Perplexity your test questions and note the answers. Publish one helpful post or video. Request indexing for new pages. Compare with Week 1.

Your monthly routine (30 minutes)

- Re-run PageSpeed Insights on your 3 most important pages.
- Open Search Console: check clicks, impressions, average position, and any new indexing errors.
- Ask the same 5 questions in ChatGPT, Gemini and Perplexity. Note mentions, wrong facts and cited sources.
- Update any page where facts, prices or features changed.
- Publish at least one new helpful page or video.

Common mistakes

Mistake	Better approach
Chasing a perfect 100 score and ignoring content.	Scores show technical health. Content that answers real questions is what earns visits.
Publishing many thin pages for different keywords.	One strong, complete page per topic.
Blocking crawlers by accident in robots.txt or noindex.	Check robots.txt and page source for noindex after every redesign.
Structured data that does not match the page.	Only mark up content that users can see.
Expecting results in 3 days.	Indexing and ranking take days to weeks. Track monthly.
Different brand descriptions on every platform.	Use the same fact sheet everywhere.

QUESTIONS

Frequently asked questions

How long does SEO take to work?

It depends on competition and site age. New pages can be indexed in days, but meaningful ranking changes usually take weeks to months.

Is there an official AEO or GEO score?

No. Lighthouse and PageSpeed give technical scores. AI visibility is checked by testing real questions in the AI tools and in Search Console.

Can I pay to appear in ChatGPT or Gemini answers?

You cannot buy placement in organic answers. You earn it with clear content, structured pages and trusted mentions.

Do I still need SEO if I do AEO and GEO?

Yes. Many AI answers are built from pages that already rank and are crawlable. SEO is the base layer.

Does schema markup guarantee a rich result or citation?

No. It helps machines understand your page, but there is no guarantee.

Should I block AI crawlers?

If you want your brand to appear in AI answers, do not block the search crawlers. If you want to opt out of model training, check each company's current crawler documentation and set rules accordingly.

How often should I update content?

Whenever facts change, and review your main pages at least every few months.

Glossary

Term	Meaning
Crawler / bot	A program that visits web pages to read them.
Index	The stored database of pages a search engine can show.
Canonical tag	Tells search engines which URL is the main version of a page.
Schema / structured data	Code (usually JSON-LD) that labels what a page contains.
SERP	Search engine results page.
AI Overview	The AI-written summary Google shows on top of some results.
Entity	A clearly defined thing, such as a brand, person or product, that machines can recognize.
Citation	A link or mention an AI answer gives to its source.
Core Web Vitals	Google's three user-experience metrics: LCP, INP and CLS.

CHECKLIST

One-page action list

	SEO	AEO	GEO
1	[ ] Add site to Search Console	[ ] Question-style headings	[ ] Clear "what we are" statement
2	[ ] Submit sitemap.xml	[ ] Direct answer in first 50 words	[ ] Same brand facts everywhere
3	[ ] Fix robots.txt	[ ] Lists, steps and tables	[ ] Organization + app schema
4	[ ] Unique title + description	[ ] FAQ section	[ ] Allow AI crawlers
5	[ ] One H1, clean headings	[ ] FAQ + Article schema	[ ] Mentions on trusted sites
6	[ ] Fast on mobile (PageSpeed)	[ ] Valid structured data	[ ] Original facts and proof
7	[ ] Internal links + alt text	[ ] Text matches markup	[ ] Test in ChatGPT, Gemini, Perplexity

Useful links

Tool	Link
PageSpeed Insights	https://pagespeed.web.dev
Google Search Console	https://search.google.com/search-console
Rich Results Test	https://search.google.com/test/rich-results
Schema Markup Validator	https://validator.schema.org
Bing Webmaster Tools	https://www.bing.com/webmasters
Schema.org (all types)	https://schema.org

Remember

Do the basics well, stay consistent, and keep testing. Follow **@s0my.modi** on Instagram for more guides like this.