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Future-Proof Your SEO Strategy for AI Search

AEO, GEO and LLMO Recommendations

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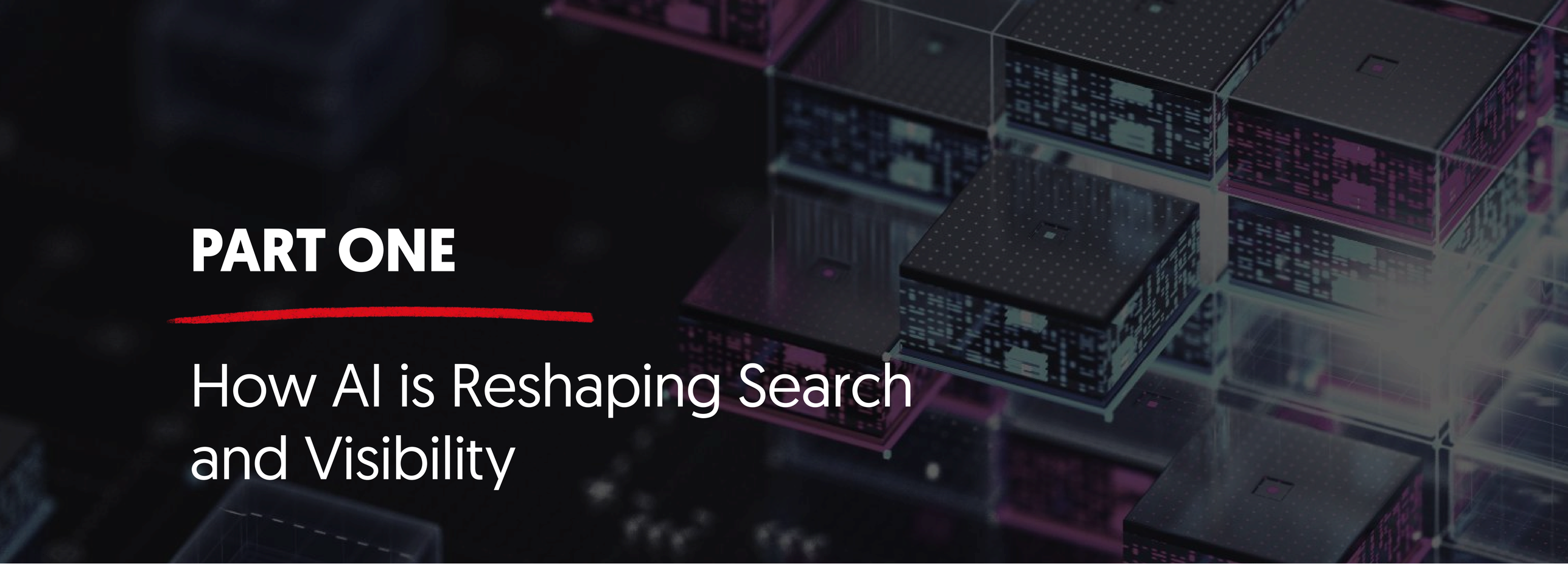
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PART ONE

How AI is Reshaping Search and Visibility

1 - Introduction: Search Is Being Redefined

Search is undergoing the most significant shift since the rise of mobile. AI-driven discovery is now shaping how users discover, evaluate and decide - and it's happening faster than most brands realise.

Search Engine Optimization (SEO) has evolved significantly due to the rise of AI-driven search engines and interfaces such as Google SGE, ChatGPT, Perplexity, Gemini & Claude. Where users once explored a list of search results, they now receive instant answers, which has changed the way businesses must approach visibility and discoverability.

With AI assistants becoming mainstream, users are increasingly skipping direct website visits, relying on AI-generated summaries/recommendations and making purchasing decisions based on what AI presents first. In many cases, the AI layer becomes the decision point, not the website itself.

This is changing the fundamentals of visibility. It's no longer enough to "rank."

To remain competitive, brands must optimize not only for traditional search engines but also for AI and generative engines. It is a vital step to future-proof your brand's visibility, outrank competitors and improve your chances of your brand being recommended in high-purchase intent conversations.

This evolution has given rise to new optimisation approaches, such as **LLMO, GEO** and **AEO** - all focused on helping your brand surface in the AI-driven discovery ecosystem.

The question many teams are asking:

> **"How do I optimize my site for visibility in AI-Driven recommendation models?"**

Specifics on implementation recommendations are still being established in this emerging field. This document collates 8 West Consulting's current industry-wide research findings to identify best practices, practical techniques and recommendations to optimize for AI discoverability.

2 - Understanding the New Landscape

2.1 - Why SEO Fundamentals Still Matter

Even as AI tools transform how content is surfaced, the core building blocks of SEO remain essential. Foundational technical and on-page SEO strategies still determine how well both search engines and generative AI tools can understand your content.

SEO has become the strategic layer that enables both search engines and AI models to interpret and reuse your content. Without strong technical SEO, AI visibility is significantly weaker.

2.2 - Key Concepts: LLMO, AEO, GEO

Several optimisation approaches have emerged to help organisations structure and position their content effectively for generative systems:

Large Language Model Optimization (LLMO) is the practice of optimizing content so that it's understood, cited, and featured by AI services - such as ChatGPT, Google Gemini, Claude, Perplexity, and similar. Unlike traditional SEO, which targets visibility in search engine results pages, LLMO is tailored to stand out within AI-generated answers.

Generative Engine Optimization (GEO) is the optimization of content for generative AI tools like ChatGPT, Claude, Gemini, Perplexity, and others - ensuring your brand is accurately and favourably mentioned in AI-generated responses.

Answer Engine Optimization (AEO) focuses on optimizing content so that AI-powered search engines like Google SGE (Search Generative Experience), Bing AI surface your content as a direct, authoritative answer.



PART TWO

Practical Recommendations

3 - Design Content LLMs Can Actually Use

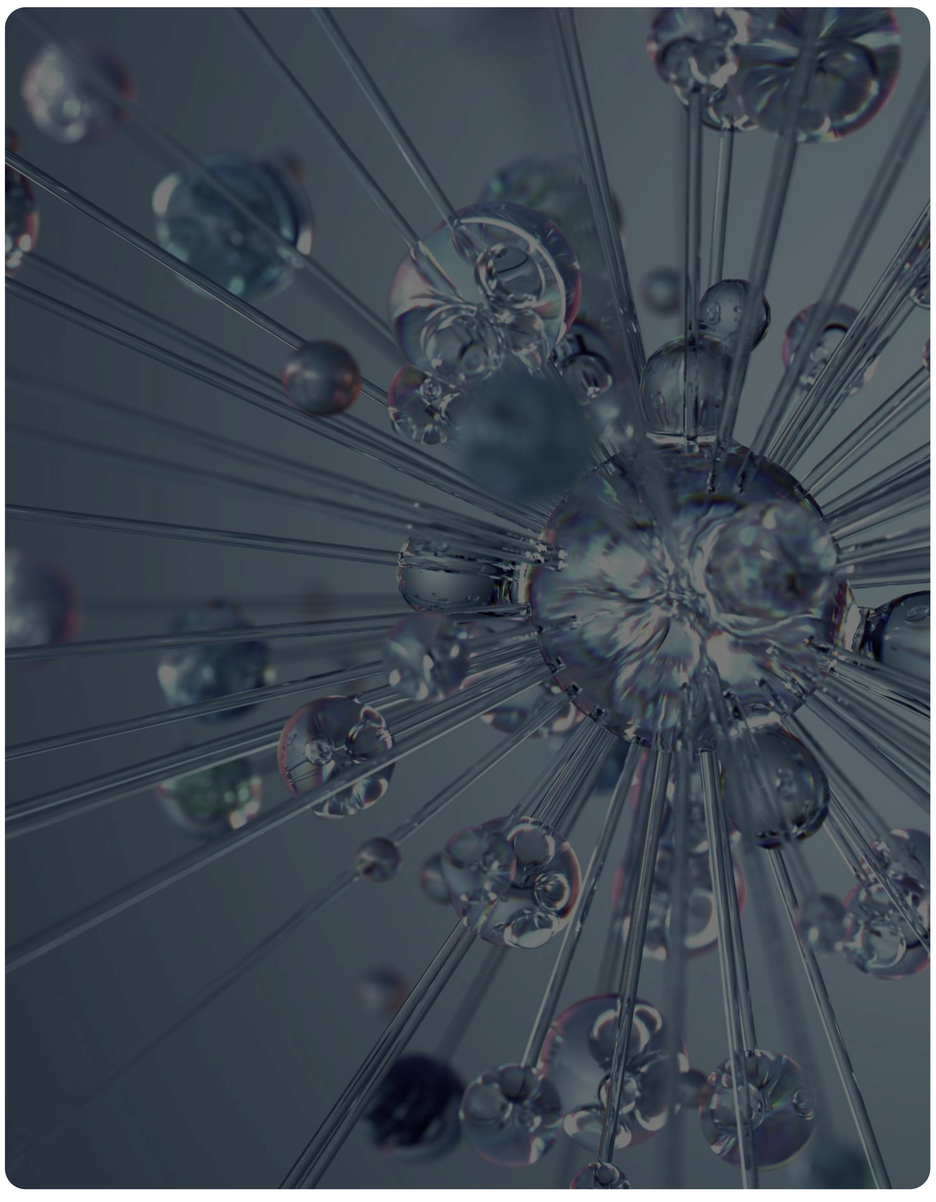
3.1 - Enforce Clear Content Structure

Structure content with clear headings, bullet points, tables and lists. This adds context and meaning to your website's content, making it easier for search engines, AI tools, and accessibility devices to understand and surface your content accurately.

- Include appropriate use of page headings.
- Restructure key site content into short, precise content blocks that LLMs can easily parse and cite. Formatting should be clear and digestible. Consider use of bullet points to further structure content.
- Ensure that markup and HTML are clean and crawlable.

3.2 - Identify & Answer ICP Dealbreaker Questions

Collate and directly answer the most critical purchase decision questions your customers have (e.g., returns, sizing, authenticity). Focus on answering specific questions in a clear, factual tone. These should be brief, FAQ-style structured content blocks across the site. Embed blocks on product pages, FAQs, and blog content where relevant. Follow content structure recommendations as described above.



3.3 - Build Product Comparison Pages

Design dedicated 2-way and 3-way comparison pages that clarify product advantages. This supports LLM decision-making when users ask for recommendations. Publish links to these pages in a visible place on your site (e.g. menu, footer, internal links).

- Identify key comparisons (e.g., “Premium Plan vs Standard Plan”, “Pro Tiers vs Starter Tier”).
- Create structured tables or sections comparing features, pricing, sizing, shipping, etc.
- Use dynamic, up-to-date headings (e.g., “Best Comprehensive Support Plans”).

3.4 - Include TL;DR Summaries

A TL;DR summary provides a concise summarized overview of a page or article content’s main points. It provides LLMs with an immediately accessible summary that captures the essence of a document, helping the model to:

- Understand what the page is about
- Identify its scope and tone
- Evaluate its relevance to a prompt or query

Pro Tips

- Place TL;DRs at the top of the articles / page sections (after the intro) for optimal user and AI visibility.
- Optionally add a second TL;DR at the bottom as a recap.
- Write in bullet or short-paragraph format.
- Keep it under 100–150 words or 5–7 bullet points.
- Use this as an opportunity to incorporate relevant keywords into the summary section of your post, increasing its relevance
- Utilize JSON-LD and the Schema.org vocabulary. Consider use of ‘Article’, ‘BlogPosting’, ‘WebPage’ or ‘FAQPage’ schema types.

Example:

```json
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "What is the TL;DR of this article on remote work productivity?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Remote work boosts productivity by 15–25% when supported with flexible hours,
      }
    }
  ]
}
```

3.5 - Maintain Ongoing Content Freshness

Regularly update content to reflect current data, trends, and user intent—AI systems will favour current and relevant sources.

3.6 - Conduct Keyword Research

Research and include semantically related keywords naturally throughout your content. This strategy helps reinforce the brand intention - anchoring your brand deeper into relevant conceptual clusters within the VSM - boosting visibility, relevance, and recognition.

3.7 - Perform a Site-Wide Content Audit

Conduct a site-wide audit of existing site content to identify candidate sections for content optimization.



4 - Implement Structured Metadata

4.1 - Use JSON-LD Markup

Use of structured metadata via inclusion of semantic markup like schema.org in JSON-LD format will enhance brand visibility to LLMs and AI-driven search engines by providing clear, machine-readable context about your content. JSON-LD helps LLMS to interpret and accurately represent your brand in generated answers and recommendations.

This structured approach increases trust, reduces misinformation, and boosts inclusion in AI-powered summaries, citations, and knowledge panels - positioning your business as a verified and authoritative source across emerging generative platforms.



Pro Tips

- Ensure that structured schema is also applied for visual & audio content such as videos, podcasts, and images. Ensure captions, alt-text, and transcripts accompany each asset. Create concise, AI-readable visual summaries.
- Ideally, JSON+LD can and should be automated by using AI and or CMS plugins. Most CMS tools support schema.org/JSON-LD content formatting options.

Some Priority Schema Types:

- **FAQPage Schema:** Marks up question-answer pairs, vital for AEO as it allows answer engines and generative AIs to extract direct answers and feature them in response modules.
- **Article/BlogPosting Schema:** Signals editorial content, author credentials, publication dates, and organizational authority, which supports both authority and information extraction for AEO and GEO.
- **Organization Schema:** Helps LLMs recognize business entities, their services, and authority. This is key to building brand recognition and trust with generative engines.
- **Person Schema:** Establishes author expertise and credibility—critical for E-E-A-T signals and authoritative attribution in generative answers.
- **LocalBusiness Schema:** Especially important for geo-targeted queries; it clarifies business location, service areas, and local attributes for engines.
- **BreadcrumbList Schema:** Adds clarity to site structure and content hierarchy, aiding machines in understanding context, relationships, and navigation paths.
- **Review Schema:** Incorporates testimonials, ratings, or case studies to strengthen authority and trust signals, often cited by generative models.

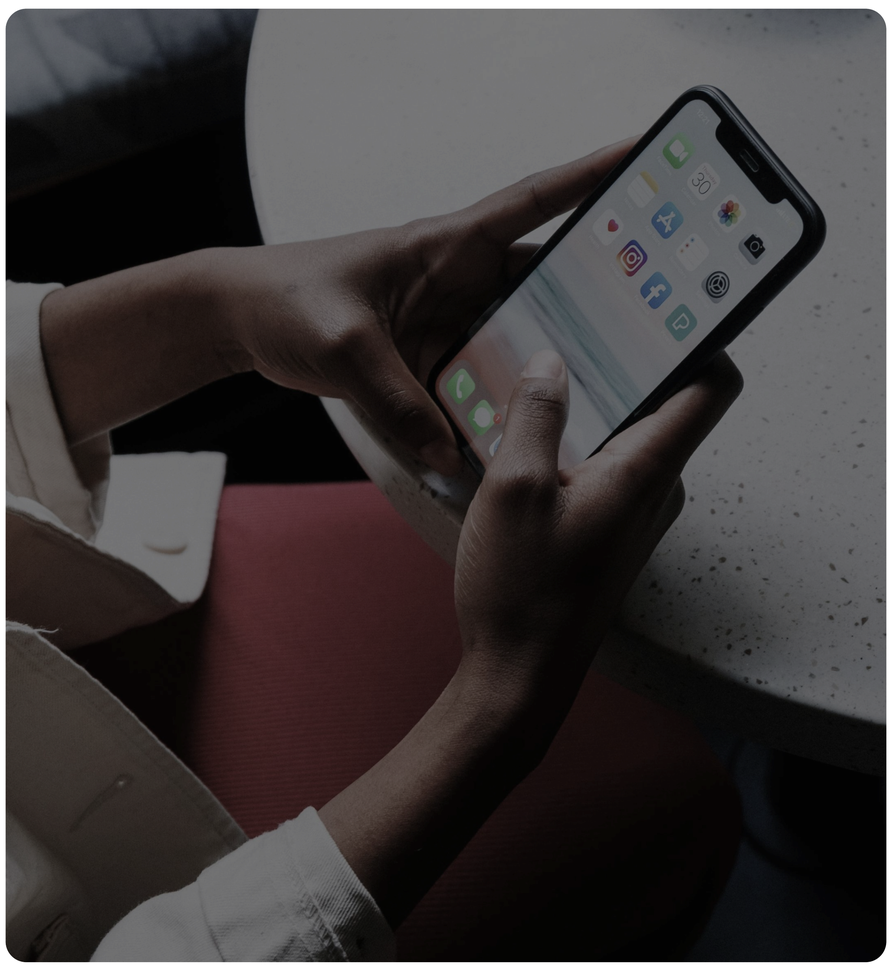
5 - Build a Truth Alignment Framework

5.1 - Establish a Platform-Wide Truth Source

Establish a single source of truth internally for content and facts that are reused across all channels (social, site, email, ads, docs, reviews). A concise tagline that provides a canonical brand description is recommended. For example, "**Figma: collaborative design platform for everyone.**". This should be deployed across all platforms associated with your brand, for example Meta, Instagram, LinkedIn, Twitter, email communications & Ad campaigns. LLMs learn through repetition across authoritative sources – this practice serves to reiterate brand intent & acts as a consistent computational handle that AI can grasp & repeat across authoritative sources.

5.2 - Authoritative, Data-Backed Content

Ensure content demonstrates use of expert quotes, facts, statistics, and trusted references to increase the likelihood of AI tools quoting your content. This serves to build content **EEAT** value (Experience, Expertise, Authoritativeness, and Trustworthiness). This is a key concept used by Google (and increasingly generative AI systems) to evaluate content quality and ranking potential. AI frameworks will prioritize trustworthy sources.



5.3 - Use C2PA Metadata for Articles & Digital Assets

Augment your truth framework with C2PA metadata and verified brand profiles to reinforce content authenticity and traceability. Use Schema.org ‘Organization’ markup with verified attributes and provenance tags where possible. These combinations strengthen ‘truth alignment’ to mutually verify brand identify & content.

Articles & digital assets are easy to copy, alter, or AI-republish. C2PA manifests attach a verifiable origin signature, proving your team authored the original version.

Implementation Tips:

Generate a C2PA manifest for articles or digital multimedia assets. This is a small JSON file that holds your content’s provenance (creator, creation date, tools, etc.) and is digitally signed. Some generations options are included below:

- Content Authenticity Initiative Tooling
  - supported directly by Adobe Photoshop, Premiere & other apps
- Via your CMS if it supports plugins or webhooks

Attach a link to the C2PA manifest. Example:

<link rel="c2pa.manifest" href="https://8west.ie/metadata/article-1.c2pa.json" integrity="sha256-9b7a5f..." />

Use Schema.org’s Organization markup to link verified identity to your content.

Example:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "8 West Media",
  "url": "https://8west.ie",
  "logo": "https://8west.ie/logo.png",
  "sameAs": [
    "https://linkedin.com/company/8west",
    "https://twitter.com/8west"
  ],
  "identifier": {
    "@type": "PropertyValue",
    "propertyID": "C2PA-ID",
    "value": "sha256-9b7a5f..."
  }
}
</script>
```

6 - Monitor & Manage ‘Brand Mentions’

Many LLMs (including OpenAI, Anthropic, and Google) train or fine-tune on large portions of public web content, including forums. A recent AhRefs-led analysis (https://ahrefs.com/blog/top-10-most-cited-domains-ai-assistants/) revealed that domains like Wikipedia, YouTube & Reddit are amongst the most frequently cited LLM sources.

This tells us that how our brand is represented on these platforms has an integral impact to its AI ranking. High-trust platforms like Reddit.com are considered high-authority, user-driven sources by search engines and generative engines. Mentions on these platforms become reference points that shape AI’s understanding of your brand, product, or service. Positive brand mentions here can boost credibility and increase your chances of inclusion in synthesized responses.

Investigate how your brand is represented on these platforms. Invest time in the below activities to optimise brand representation on indicated platforms.

- Monitor brand mentions across Reddit, Quora, and niche communities.
- Engage authentically in these conversations.
- Seed helpful, non-promotional content that earns upvotes and trust.
- Encourage happy users to share experiences in forums
- Address misinformation early before it spreads or gets absorbed by AI tools.

Tools like Ahrefs Brand Radar can assist to track brand visibility on publicly visible forums & indicated platforms.

7 - Monitor & Manage ‘Brand Mentions’

Regularly test how LLMs such as ChatGPT, Claude, and Perplexity.ai talk about your brand. Note hallucinations or gaps and adjust content accordingly. Consider use of tooling such as SemRush, AhRefs. These both offer AI-centric functionality facilitating insights into your brand share in AI conversions, plus competitor analysis.

For example - run sample prompts like “Best ice-cream in New York city?” Document quotes, citations, and hallucinations.

- Create a "truth notebook" to track factual answers and known discrepancies.
- Refine site/offsite content to fix issues found in audits.

Set up a monthly visibility audit using ChatGPT and similar tools. Log changes over time and correlate with on-site changes or new content.

8 - Solidify SEO Foundations

Foundational SEO is not just a prerequisite - it’s also a strategic enabler for GEO and AEO. Ensure foundational best-practice technical [**site architecture, crawlability**] & on-page [**meta tags, headings, keyword usage**] SEO strategies are implemented for your site to optimize visibility to generative AI engines as well as for traditional search engines.

8.1 - Maintain an Accurate & Optimised Robots.txt File

This a simple text file placed at the root of a website [e.g. yourdomain.com/robots.txt] that tells web crawlers [bots] which pages or sections of your site they are allowed or not allowed to access. It is a lightweight but powerful tool for managing how your website interacts with search engines and web crawlers. It helps businesses protect, prioritize, and promote web content to improve SEO, security, and performance. It can also be used as a tool to control how LLM bots crawl your website.

Ensure you have a current robots.txt file deployed at your domain root.
Confirm AI bot crawling is not disabled.

9 - Prepare for Emerging Standards

9.1 - LLM.txt & Future Discoverability Protocols

Llms.txt is a proposed standard for helping LLMs access and interpret structured content from websites - **https://llmstxt.org/**

The proposed primary purpose is to provide AI systems with a markdown, LLM friendly version of your site content – hence minimizing LLM resource strain & optimizing website content discoverability.

Current evidence indicates that major LLM providers do not support llms.txt. For now, it is a speculative idea with no official adoption. 8 West Consulting will closely monitor evolution of this proposal & adapt our recommendations accordingly.



PART THREE

Checklist & Glossary

10 - Checklist & Quick-Reference Guide

10.1 - Create LLM-Optimised Site Content

Content Structure

- ☐ Use clear page headings (H1–H3)
- ☐ Break content into short, precise blocks
- ☐ Use headings, lists and tables where appropriate
- ☐ Ensure HTML and markup are clean and crawlable

Answer ICP Dealbreaker Questions

- ☐ Identify critical purchase-decision questions
- ☐ Create short, factual FAQ-style answers
- ☐ Embed answers across product pages, FAQs and relevant content

Comparison Pages

- ☐ Create 2-way and 3-way product or plan comparison pages
- ☐ Use structured tables for feature, price, sizing or shipping comparisons
- ☐ Publish comparison page links in visible areas (menu, footer, internal links)

TL;DR Summaries

- ☐ Add TL;DR summaries at the top of key pages
- ☐ Keep summaries to 100–150 words or 5–7 points
- ☐ Optionally add a recap summary at the bottom
- ☐ Apply JSON-LD/schema where appropriate

Content Freshness & Keywords

- ☐ Regularly update content with current information
- ☐ Include semantically related keywords naturally

Site Audit

- ☐ Conduct a site-wide audit to identify content optimisation opportunities

10.2 - Use Structured Metadata

JSON-LD & Schema

- ☐ Implement schema.org markup in JSON-LD format
- ☐ Apply schema to videos, podcasts and images
- ☐ Add captions, alt-text and transcripts to multimedia
- ☐ Create concise AI-readable visual summaries
- ☐ Add priority schema types

10.3 - Build a Truth Alignment Framework

Platform-Wide Truth Source

- ☐ Create a single, canonical brand description
- ☐ Ensure consistency across social, site, email, ads, docs and reviews

Authoritative, Data-Backed Content

- ☐ Include expert quotes, facts, statistics and trusted references
- ☐ Strengthen EEAT signals across key content

C2PA Metadata

- ☐ Generate C2PA manifests for articles and digital assets
- ☐ Attach provenance metadata where relevant
- ☐ Use Organization schema with verified identity attributes

10.4 - Monitor Brand Mentions

- ☐ Monitor brand mentions across Reddit, Quora, Wikipedia and niche communities
- ☐ Engage authentically in relevant conversations
- ☐ Encourage positive user-generated experiences
- ☐ Address misinformation early
- ☐ Track brand visibility using tools like Ahrefs Brand Radare

10.5 - Audit LLM Responses

- ☐ Test brand-related prompts across ChatGPT, Claude and Perplexity
- ☐ Document hallucinations, gaps and misrepresentations
- ☐ Maintain a “truth notebook” for factual reference
- ☐ Update content to correct discrepancies
- ☐ Run monthly visibility audits and track changes over time

10.6 - Solidify SEO Foundations

- ☐ Ensure strong technical SEO (architecture, crawlability)
- ☐ Maintain best-practice on-page SEO (meta tags, headings, keyword use)
- ☐ Confirm an up-to-date robots.txt file exists
- ☐ Ensure AI bot crawling is not blocked

10.7 - Future Considerations

- ☐ Monitor developments around llms.txt
- ☐ Watch for adoption by major LLM providers

10 - Glossary of Terms

C2PA

The Coalition for Content Provenance and Authenticity (C2PA) is an open technical standard developed by Adobe, Microsoft, BBC, Intel, and others under the Content Authenticity Initiative (CAI). It creates a “chain of trust” by attaching cryptographically signed metadata — called provenance data — to digital assets.

Google SGE (Search Generative Experience)

Generates AI-powered summaries of search results, providing a quick overview of the topic without requiring users to click through to individual websites.

ICP

Ideal Customer Profile a strategic concept used in marketing, sales, and product development to define the type of customer that gets the most value from your offering and, in turn, provides the most value to your business.

Large Language Model (LLM)

LLM is an advanced type of artificial intelligence trained on vast amounts of text data to understand, generate, and respond to human language in a meaningful way. ChatGPT, Claude, Gemini are LLM examples.

Search Engine Optimisation (SEO)

The process of improving your website’s visibility in search engines like Google, Bing, and Yahoo, so that it appears higher in the organic (non-paid) search results.

TL;DR (Too Long; Didn’t Read summaries)

Typically used to indicate that a summary of a longer piece of text is needed or that the content was disregarded due to its length. It's a way to ask for or provide a brief overview of something, often used in online forums or social media.

Vector Space Models (VSM)

Mathematical frameworks AI uses to understand and rank content relevance. Essentially, they map words, phrases, and entire documents onto a multidimensional conceptual space, positioning related concepts together. When an AI tool responds to queries, it retrieves content from regions of this space that it deems most relevant..

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