



AEO Uncovered

*Using ChatGPT, Google Bard, and More
to Dominate AI-Driven Searches*



adrianasoler.com

Hi there,

I'm Adriana, "AKA Lid Lifter," a marketing professional with a passion for making digital strategies approachable. In today's rapidly evolving AI landscape, businesses of all sizes deserve tools and insights to thrive—and that's exactly what this guide is about.

This "AEO Uncovered" lifts the lid on Answer Engine Optimization (AEO)—a powerful way to optimize your content for platforms like ChatGPT, Microsoft AI, Google Bard, and more.

These tools use natural language processing (NLP) to deliver precise answers, making it essential for your business to stand out.

Whether you're new to AEO or exploring its potential, this general overview guide provides simple, actionable steps to help you gain visibility in this evolving digital landscape.

However, this guide does not cover how to properly set up your content (e.g., HTML elements like H1s, H2s, and ALT tags). For that, you'll need to follow another set of guidelines tailored to content structure and optimization. Hmm, now there's a thought—maybe that will be my next project!

If this resonates, let's connect on LinkedIn—I'd love to hear your thoughts and see how your journey unfolds. Together, we'll make your business the answer people are searching for.

Let's dive in!



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1. Becoming the Answer to User Questions

AEO is all about answering the exact questions users are asking. Companies can tailor their content to address common pain points and queries from potential clients.

FOR INSTANCE:

- *'What is multi-site facility maintenance?'*
- *'How can I reduce costs across multiple retail locations?'*
- *'Top facility maintenance tips for regional chains.'*

By providing clear, actionable answers, these companies can increase their chances of being surfaced in ChatGPT responses and other conversational AI tools. Creating FAQ pages, blogs, and guides with a conversational tone ensures the content aligns with how users interact with AI tools.

2. Optimizing Content for Conversational Queries

Traditional SEO often focuses on short, high-competition keywords. In contrast, AEO prioritizes conversational and intent-driven queries.

FOR EXAMPLE:

- *Instead of ‘facility maintenance services,’ optimize for long-tail queries like:*
 - ‘How do multi-site maintenance services work for retail stores?’
 - ‘Benefits of outsourcing HVAC maintenance for regional offices.’

Smaller facility maintenance companies can implement schema markup like FAQPage and HowTo on their websites, making it easier for AI tools to pull their content as direct answers.

3. Leveraging Local and Regional SEO for AEO

Companies often serve specific geographic areas. Optimizing for regional searches ensures AI tools like ChatGPT consider them when users search locally.

STEPS INCLUDE:

- *Claiming and optimizing Google Business Profiles for every location served.*
- *Including location-specific keywords like 'Facility maintenance in Texas' or 'Regional janitorial services in California.'*
- *Publishing localized content, such as case studies or success stories tied to specific regions, ensures relevance to both clients and AI indexing.*

4. Building Authority Through Data-Driven Content

AI tools prioritize authoritative and trustworthy content. Companies can establish their expertise by:

- *Publishing data-backed insights, such as cost-savings achieved for clients.*
- *Highlighting case studies and testimonials from national or regional clients.*
- *Sharing how-to guides on preventative maintenance or energy efficiency in multi-site operations.*
- *Engaging on platforms like Quora and Reddit: Answering questions like 'How do multi-site maintenance services save costs?' or 'What are the benefits of outsourcing HVAC services?' positions your company as an industry leader. Include links to your site for detailed guides or case studies when relevant.*
- *Why It Matters: While these platforms might not be common in your niche, they play a crucial role in AEO (Answer Engine Optimization). By engaging here, you create authority signals that conversational AI tools, like ChatGPT, use to surface relevant answers.*

5. Tracking and Adjusting to Search Trends

To stay ahead, companies should monitor how users interact with their content using tools like:

- *Google Analytics: Track organic traffic and query referrals.*
- *Search Console: Identify top-performing content and make adjustments as needed.*
- *AnswerThePublic and Semrush: Discover trending questions and conversational queries in the facility management space.*
- *Quora and Reddit: Monitor these platforms for real-time insights into customer questions and concerns.*

FOR EXAMPLE:

- *'How can I choose the right facility maintenance provider?'*
- *'What are the top preventative maintenance tips?'*
- *'These queries can inspire new content ideas or help refine existing material.'*

6. Establishing a Feedback Loop with AI Tools

For smaller companies without access to enterprise-level APIs, the focus should be on making content publicly indexable and conversationally relevant.

FOR INSTANCE:

- *Writing detailed guides with headers that reflect natural language queries.*
- *Monitoring user feedback on blog posts or FAQs to refine content.*
- *Using tools like Hotjar or Crazy Egg to track which parts of their website users engage with the most after being directed from AI-powered tools*

7. Personalizing the Customer Journey

AI tools like ChatGPT don't just surface answers—they can guide users further into the buyer's journey. Companies can enhance this by:

- *Embedding call-to-action buttons in their content (e.g., 'Request a Quote').*
- *Offering downloadable resources like checklists or whitepapers tailored to AI-driven questions.*
- *Creating interactive content like calculators for estimating maintenance costs for multi-site operations.*

8. How Companies Can Track and Improve Performance

Tracking the effectiveness of AEO strategies is critical. Even smaller companies can implement these strategies to measure success:

- Use *Google Search Console* to identify which queries are driving traffic from conversational AI tools.
- Deploy **first-party cookies*** to track user behavior and refine audience segments for personalized follow-ups.
- Incorporate feedback from AI-driven customer interactions into CRM platforms like *Insightly* or *Salesforce* to refine marketing and outreach efforts.

* First-party cookies are compliant with privacy regulations like GDPR in Europe and CCPA in the USA when used transparently and with user consent. They are stored by the website the user visits and only track behavior on that site, making them essential for refining audience segments and delivering personalized follow-ups in a privacy-friendly way.

Conclusion:

AEO and tools like ChatGPT represent a game-changing opportunity for companies. By answering specific questions with data-backed, localized, and actionable content, these companies can position themselves as leaders in their industry. Whether it's improving organic visibility, generating leads, or building trust with regional and national clients, these strategies help ensure long-term success in an increasingly AI-driven world.

Stay Ahead—Keep AEOing Boldly! 