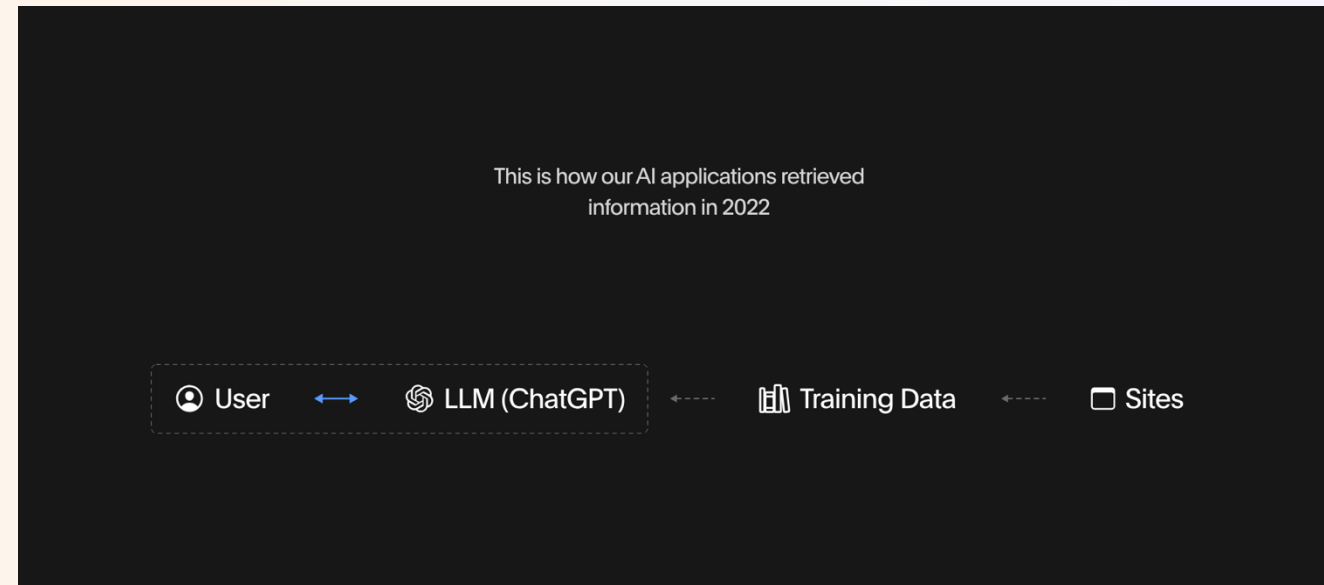


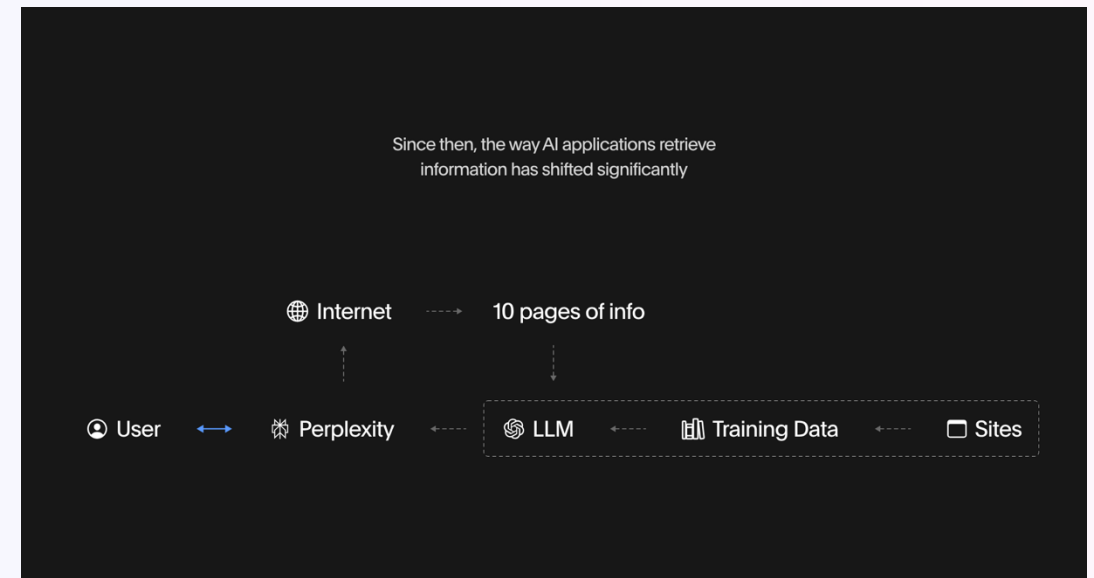
Answer Engine Optimization (AEO)

What is Answer Engine Optimization (AEO)?

Answer Engine Optimization (AEO), is the process of ensuring that a brand, product, or service is accurately represented in AI-generated responses on platforms like ChatGPT, Perplexity, or Google's AI Overviews.



Before



Now

SEO: Focuses on **optimizing entire web pages** to rank higher in search engine results through keywords, meta tags, and backlinks.

AEO: Requires **optimizing specific chunks of content** to be picked up by AI retrieval systems. Since AI answer engines extract snippets rather than whole articles, brands must ensure consistent presence throughout all relevant content sections **by integrating brand mentions and messaging broadly**, not just in isolated parts.

2025 update: AI engines now favor structured, **comparison-driven, and expert-led content (tables, FAQs, side-by-sides)**. Content must be easy for AI to parse and cite. (see: [AEO Guide for Marketers 2025](#)).

Area	SEO (2023)	AEO (2025)
Primary ranking	Organic position (SERP)	Visibility score (AI citations)
Trust signals	Backlinks, Domain Rating	Citation authority, E-E-A-T, platform-specific trust
User input	Keywords	Conversational prompts, long-tail, context
Success benchmark	Traffic volume	AI citations, share of voice, brand mentions
Ranking transparency	Ranked list	Probabilistic, dynamic, personalized answers
Personalization	Low/Medium	High (contextual, user-specific)
Backlink importance	Critical	Reduced, focus on authority and content quality
Content format	Whole-page optimization	Chunk/snippet optimization, structured, comparison, expert-led
Platform strategy	One-size-fits-all (Google-centric)	Platform-specific (ChatGPT, Perplexity, Google AI Overviews)
Measurement	SERP tracking, analytics	AI visibility tools, citation/source tracking, sentiment
Distribution	SEO, PR, backlinks	Owned, earned, influencer, high-citation/overlap sources
Iteration	Slow, periodic	Continuous, quarterly, agile

Important differences

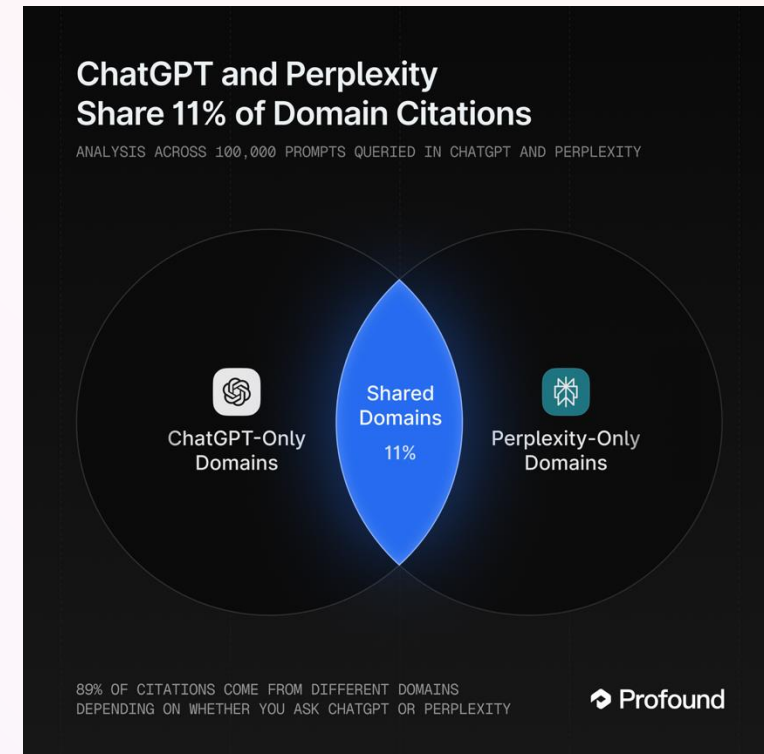
- AI systems don't follow a fixed ranking system, making it **unpredictable** when or how a brand's content will appear in answers.
- We should **map real user prompts** and optimize for both awareness and conversion queries.
- **AI visibility** tools for real-time tracking, citation/source analysis, and competitive benchmarking.
- Unlike traditional search engines that provide "the best answer," AI Answer engines aim to deliver "the best answer for you."
- Focus on **earning citations** from respected domains and overlap sources. Distribution to high-citation and influencer platforms is key.
- **E-E-A-T** (Experience, Expertise, Authoritativeness, Trustworthiness) is now a core ranking factor for AEO.

AI Visibility

Answer Engine Citation Overlap Strategy: How to Win at AI Visibility

This means nearly 89% of AI citations come from completely different sources depending on which model users query. You could be visible in one model but completely invisible in another, and you'd never know without monitoring your visibility across all platforms.

AI Platform	Average Domains per Response
Google AI Overviews	~7.7 domains
Perplexity	~7.3 domains
ChatGPT	~5.0 domains
Copilot	~2.5 domains



Overlap sources

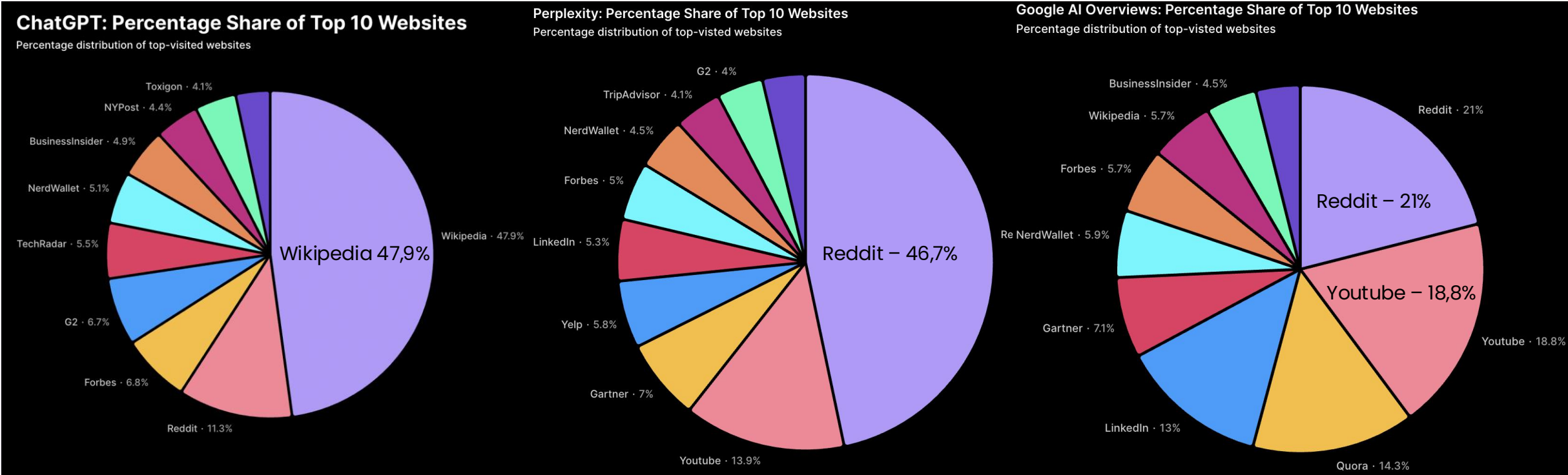
Universal Heavy-Hitters (High Overlap):

- [Reddit and similar community platforms](#)
- Major news outlets and authoritative sources like **Forbes and G2**
- **Wikipedia** and educational resources

Think of overlap sources as your "citation insurance policy." They're the closest thing to guaranteed AI visibility you can get.

- [Platform-Specific Opportunities](#)
- Perplexity prioritizes YouTube and LinkedIn
- ChatGPT cites TechRadar and BusinessInsider often
- Google AI Overviews leans on Quora and Gartner

Citation Patterns



Citation overlap strategy

1. **Audit** your current **presence** across high-overlap citation sources
2. Identify which **AI platforms your audience uses** most frequently
3. Prioritize **content creation for overlap sources first**, platform-specific sources second
4. Track citation patterns quarterly to catch emerging trends
5. Test and measure your visibility across different AI platforms

Sources

<https://www.tryprofound.com/guides/what-is-answer-engine-optimization>

<https://www.tryprofound.com/blog/citation-overlap-strategy>

<https://www.tryprofound.com/blog/ai-platform-citation-patterns>



Thank you

Reach out!

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