



# BROWORKS AEO METHODOLOGY

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# WHO WE ARE

# Broworks is a Webflow–focused strategy and growth partner founded in 2019.

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We specialize in B2B website architecture that integrates SEO, AEO, CMS structure, and conversion logic into one unified system. As AI tools increasingly influence buying decisions, our role is to ensure B2B brands are not only ranked but cited, summarized, and surfaced in AI–driven research journeys.

# Who this methodology is built for

## Healthcare



**Frontera**

Supported by government facilities



**Noze**

Funded by NASA and Bill & Melinda Gates Foundation

## Telecommunication



**EPIQ Solutions**

Partnered with US Military and Deffence



**Xiphos**

Partnered with NASA & ISS

## Enterprise platforms



**EyeSee**

Award-winning company for behavioral & market research



**MINT**

Global leader in advertising resource management

## Industrial & Automotive



**Express Hail Repair**

Vehicle body repair using advanced techniques



**M&N Excavators**

Excavation and site preparation services for route building

## Blockchain & Web3



**Alpha Kongs Club**

NFT & crypto token community platform



**THORWallet**

Web3 crypto asset management platform

## Franchise & Consulting



**Visa Franchise**

Visa advisory and franchise matching services



**Vetted Biz**

Data and research platform

# OUR AEO FRAMEWORK

# The Browworks AEO Framework

Our AEO process mirrors how B2B buyers research. It begins with ICP clarity and ends with AI citations and high-intent leads.

WE MOVE THROUGH FIVE STRUCTURED STAGES:

**ICP & Intent  
Research**

**Structured  
Keyword &  
Sitemap  
Alignment**

**AI-Ready  
Content  
Architecture**

**AI Integration &  
Interaction  
Layer**

**Authority  
Amplification  
& Citation  
Growth**

# Before we optimize for AI, we understand your buyer

AEO starts the same way a high-performing B2B website starts.

## 1 We conduct:

- Thorough ICP and persona mapping
- Competitive positioning analysis
- Search intent categorization
- Sitemap architecture planning
- Keyword research mapped to buyer journey

## 2 We map:

- What ICP wants to know and how your persona behaves
- What objections they have
- What alternatives they evaluate
- What terminology they use in AI tools
- What comparisons they search

*A research-backed foundation aligned with B2B decision-making.*

# We structure content around intent clusters

## 1 Once research is complete, we build:

Keyword-aligned page structures

Intent-driven blog architecture

Topic clusters

Entity optimization

Service and industry entity pages

## 2 Each core page includes:

Clear primary keyword focus

Use cases

ICP oriented content

Comparison blocks

Structured FAQs

Decision-support content

*Pages designed to answer, not just rank.*

# We structure content around intent clusters

## 1 We structure content so AI tools can:

Summarize it accurately

Quote it cleanly

Cite it confidently

## 2 Then we implement:

AI action modules for ChatGPT, Perplexity, and Claude

Structured AI action prompts

"Continue your research" sections

AI-share blocks embedded within pages

Schema markup on all pages

FAQs customized for each page

*This allows users to move directly from your site into AI tools with structured prompts that include your brand and context.*

# AEO compounds with authority

## 1 We align:

- Structured publishing cadence
- Off-page authority building
- Topic cluster expansion
- Strategic link acquisition
- Internal linking logic

*AEO-driven leads with stronger qualification.*

## 2 As authority strengthens:

- AI citations increase
- Higher-intent engagement and faster decision-making
- Organic impressions growth
- Leads are of higher intent
- High-intent referral traffic from AI tools increases
- Leads are further along in decision-making

# WHY AEO WINS

# Competitive advantage

Our AEO methodology delivers measurable structural benefits:

- 01 High-Intent Inbound Leads**

Buyers who discover you through AI and generative search arrive pre-educated and high-intent, accelerating qualification and compressing decision timelines.

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- 02 Increased AI Citations**

Structured content, schema implementation, and entity clarity improve the likelihood of being referenced in AI-generated responses.

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- 03 Improved Extractability**

Clear summaries, FAQs, and logical hierarchy allow AI systems to parse and reuse your content accurately.

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- 04 Higher Organic Authority**

Topic clustering and consistent entity reinforcement strengthen domain relevance across related search queries.

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- 05 Compounding Visibility**

As structured content expands, internal linking and authority signals amplify ranking and citation strength over time.

# HOW WE DELIVER IT

# Engagement models

1

## Build

**AEO implemented during full rebuild or migration.**

Designed for companies that need a full website rebuild or migration. This model includes strategy alignment, structured UX, modular Webflow development, CMS architecture, and foundational SEO/AEO setup.

2

## Grow

**Ongoing AEO expansion.**

A continuous framework designed to increase generative search visibility, strengthen AI citation signals, and compound authority across large language model ecosystems.

3

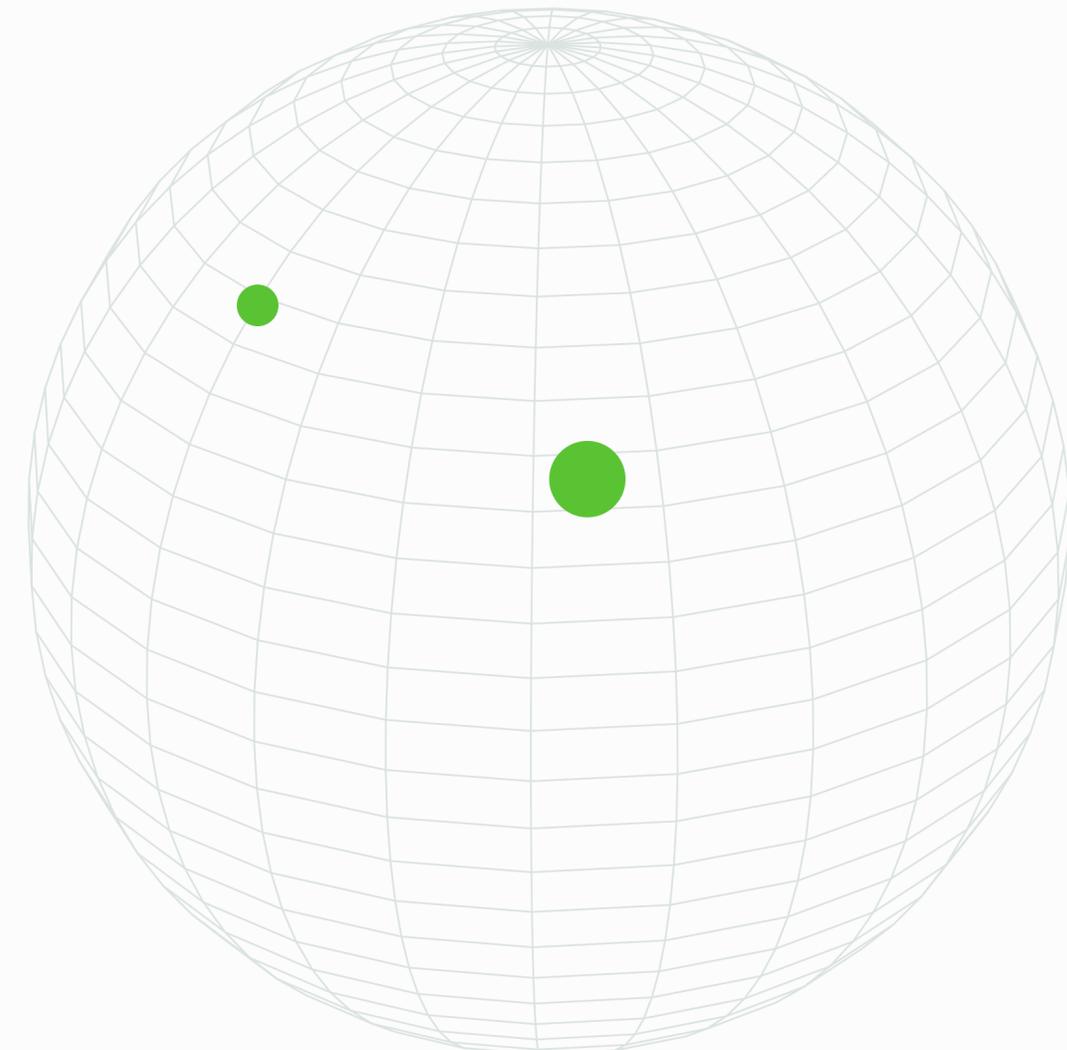
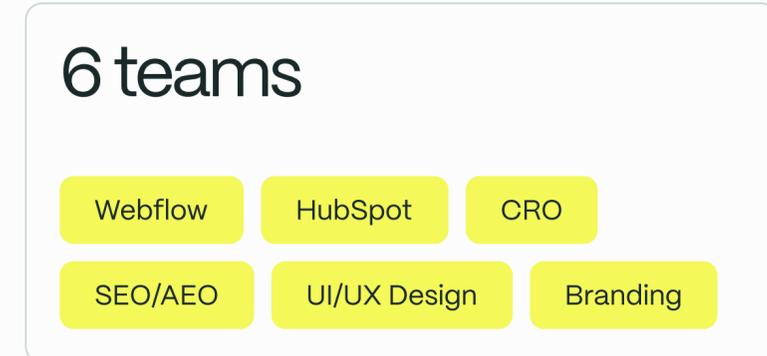
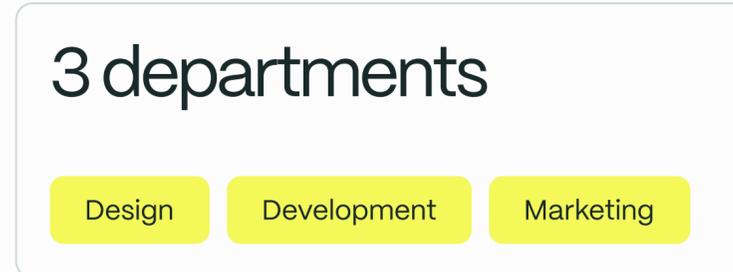
## Hybrid

**Rebuild + structured AEO growth roadmap for 6–12 months.**

We redesign and re-architect the website first, then continue with CRO testing, search expansion, AI visibility refinement, and performance iteration. This model ensures the system not only launches strong, but compounds over time.

# WHY CHOOSE US

# Browworks: A Strategy-First, ROI-Driven Webflow Partner



- ✓ Webflow certified experts
- ✓ Migration specialists
- ✓ AI focused resources
- ✓ Structured sprint methodology
- ✓ Transparent collaboration
- ✓ Multi-disciplinary in-house team
- ✓ All team members are seniors with 10+ years of experience



# LET'S BUILD FOR AI VISIBILITY

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