

Get Found in the Age of AI Search

Why AEO (Answer Engine Optimisation)
is the Future of Visibility

**Traditional SEO
is no longer enough.**

Learn how to make your brand
discoverable in AI-powered
tools like ChatGPT, Perplexity,
and Google SGE.

Presented by

VisionEight

Web & Email Development Agency

visioneight.co.uk

From Search Engines



to Answer Engines

Google used to dominate how we searched. Now, AI-powered “answer engines” like ChatGPT, Perplexity, and Google’s Search Generative Experience (SGE) are taking over. These tools give users direct, AI-generated answers - and they don’t always show links.

That means the question is no longer:

How do I rank on Google?

It's now:

How do I get cited by the AI itself?

Attach

Search

↑



By 2026,

50% of online search traffic is predicted to come from AI assistants and answer engines.

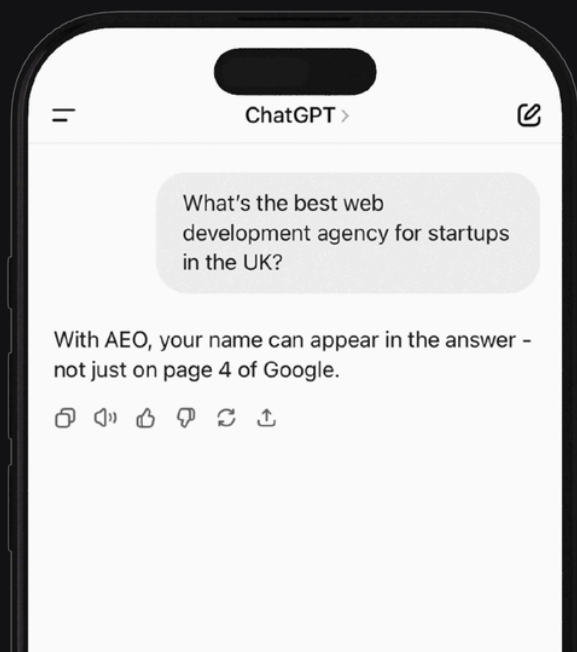
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What is AEO - and how is it different from SEO?

Comparison Table

	Traditional SEO	Answer Engine Optimisation (AEO)
Goal	Rank in search Results	Be cited in AI answers
Audience	Human Readers on search engines	AI models generating answers
Focus	Keywords, backlinks, traffic	Entities, clarity, credibility
Tactics	Blog SEO, link building, metadata	Structured content, Q&A formats, schema markup
Output	Website clicks	Direct brand mentions in AI responses

Example



Key AEO tactics We Use at VisionEight

- ✓ Schema Markup & Structured Data
- ✓ Clear Entity Recognition (So AI understands your business)
- ✓ Expert-led Q&A-style content
- ✓ Knowledge panel targeting
- ✓ Ongoing testing in AI tools (e.g. ChatGPT, perplexity)

Is your Brand Ready for AI Search? Here's how VisionEight can help.

We offer AEO audits, consulting, and full implementation to get your business AI-search-ready.

Packages include:



AI Search Visibility Audit



Schema Implementation & Structured Data Setup



Website & Content Optimisation for AEO



Reporting & Monitoring across tools like ChatGPT, Bing Copilot, Perplexity, Google SGE



“VisionEight helped us appear in ChatGPT answers within 6 weeks. It's opened a whole new pipeline of discovery.”

— Aaron D

Founder, B2C Brand

Book Your Free AEO Audit

See where your brand stands in AI search - and how to improve it.

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