



VRMA

25

Las Vegas

OCTOBER 12-14

Be the stay that AI recommends

“AI doesn’t find you because you exist.
It finds you because it understands you”

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AEO

AEO = SEO





Thank You

(Just Kidding)



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About Me

- I love SEO but sometimes SEO doesn't love me back
- Co-Founder of One Oak Flow
- Build high performance SEO-first websites, fast
- Jumped out of an airplane at 14,000 ft (with a parachute)

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What We'll Cover Today

- AI Travelers & Changes In Consumer Behavior
- How AI Search & Recommendations Work
- Site Audits & Fixes, Step-by-Step
- Proven Methods to Get Recommended by AI

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What You'll Leave With

- Smart Questions to Challenge Your Tech & SEO Teams
- An Exact Process to get better at AEO
- Ability To Improve AEO Visibility in 30 days

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The Org Chart No One Asked For: Group Trip Edition

- **Culture** - Here for the pool, brings the music and the Tequila
- **Finance** - “Do we really need a private cabin?”
- **Passive Stakeholder** - Disappears till check-in
- **Project Manager** - Builds itineraries, finds stays, researches everything

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Meet the AI-Empowered Travelers

They ask AI

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What their Numbers Say (Right Now)

- 1 in 5 U.S. travelers has used generative AI for planning a trip
- Usage of AI tools for travel is up 40% YoY
- Generative AI usage is up 64% YoY
- 28% of global travelers currently use AI to plan their trips
 - 96% of those are satisfied, I'm the 4%

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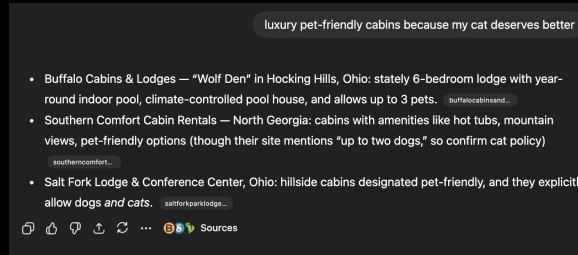
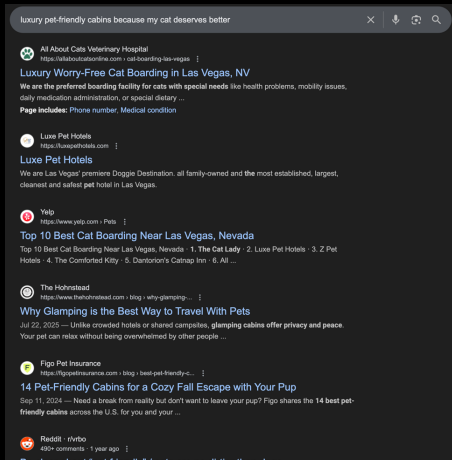
(Phocuswright)TravelPulse, PR Newswire, Amadeus, Kaspersky

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What This Means For Us

AI Isn't Changing Travel, It's Changing The Discovery Funnel.

Traveler → AI Assistant → Curated Shortlist → Booking



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How AI Search Works

It doesn't just search. It remembers, relates, and reasons.

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How AI Thinks? Copycat!

When you plan a trip, how do you create an itinerary?

- Who's coming, Dates, Location, Amenities, Budget
 - Amenities
 - Reviews & Ratings
-
- From an AI Perspective
 - Short-term memory: Trip-specific details
 - Long-term memory: Listing & Business details
 - Reasoning layer: Just like us

AI doesn't read your website, it reads your data relationships.

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How AI Finds the Answer

- ChatGPT (OpenAI)
 - Pulls real-time data from Bing Search
 - References Google Maps, schema markup, review text, & booking links via indexed data
- Gemini
 - Uses Google Search Index + Knowledge Graph + Maps
 - Prioritizes verified businesses & structured data (schema.org, GMB profiles)
- Bing Copilot (Microsoft)
 - Uses Microsoft Bing's web index (same as ChatGPT's browser mode)
 - Prefers secure, fast-loading, HTTPS-verified sites

Together, they combine this info to:

- Verify business existence (NAP consistency)
- Extract details (schema, descriptions, amenities)
- Read reviews for sentiment
- Rank by relevance + trust + completeness

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How We Fit Into This System

- Indexing
- Security
- Speed
- Mobile
- Sitemap
- Schema
- Metadata
- NAP Consistency
- Image Optimizations
- Reviews
- Topic Authority
- Bonus Tips

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AI Isn't Your Guest. It's Your Auditor.

Let's Fix What It Actually Sees.



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Is Your Site Indexed?

- Quick Checks on Google & Bing Search
`site:yourdomain.com`
- Tools
 - Google Search Console → search.google.com/search-console
 - Bing Webmaster Tools → bing.com/webmasters
- Critical files
 - `sitemap.xml` - `yourdomain.com/sitemap.xml`
 - `robots` - `yourdomain.com/robots.txt`
 - `llms.txt` - `yourdomain.com/llms.txt`

Critical Files

SITEMAP.XML

```
<?xml version="1.0" encoding="UTF-8"?>
<urlset xmlns="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://beststayever.com/</loc>
  </url>
  <url>
    <loc>https://beststayever.com/hottub-cabin</loc>
  </url>
  <!-- Because even AI needs directions -->
</urlset>
```

LLMS.TXT

```
<html>
  <body>
    <h2>🏠 Properties</h2>
    <a href="/hottub-cabin">Hot Tub Cabin</a> – 2BR, killer mountain view<br>
    <h2>🗺️ Local Guides</h2>
    <a href="/best-hikes">Top Hikes Nearby</a> – Guests love these trails
    <!-- Skip cookie policy, it's just crumbs 🍪 -->
  </body>
</html>
```

ROBOTS.TXT

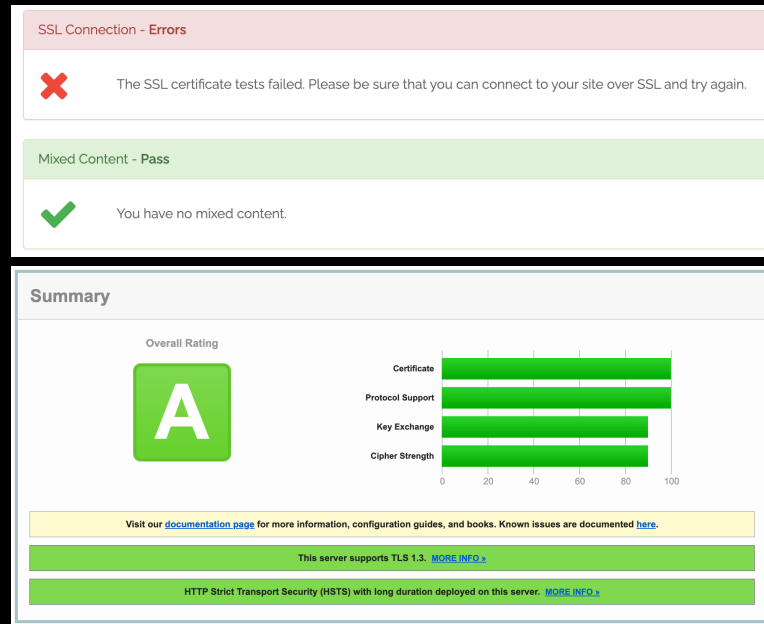
```
User-agent: *
Allow: /
# Welcome, robots. Just don't break anything.
```

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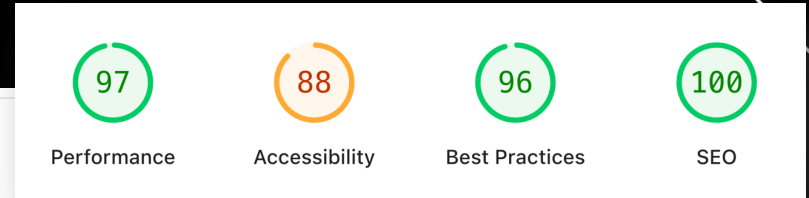
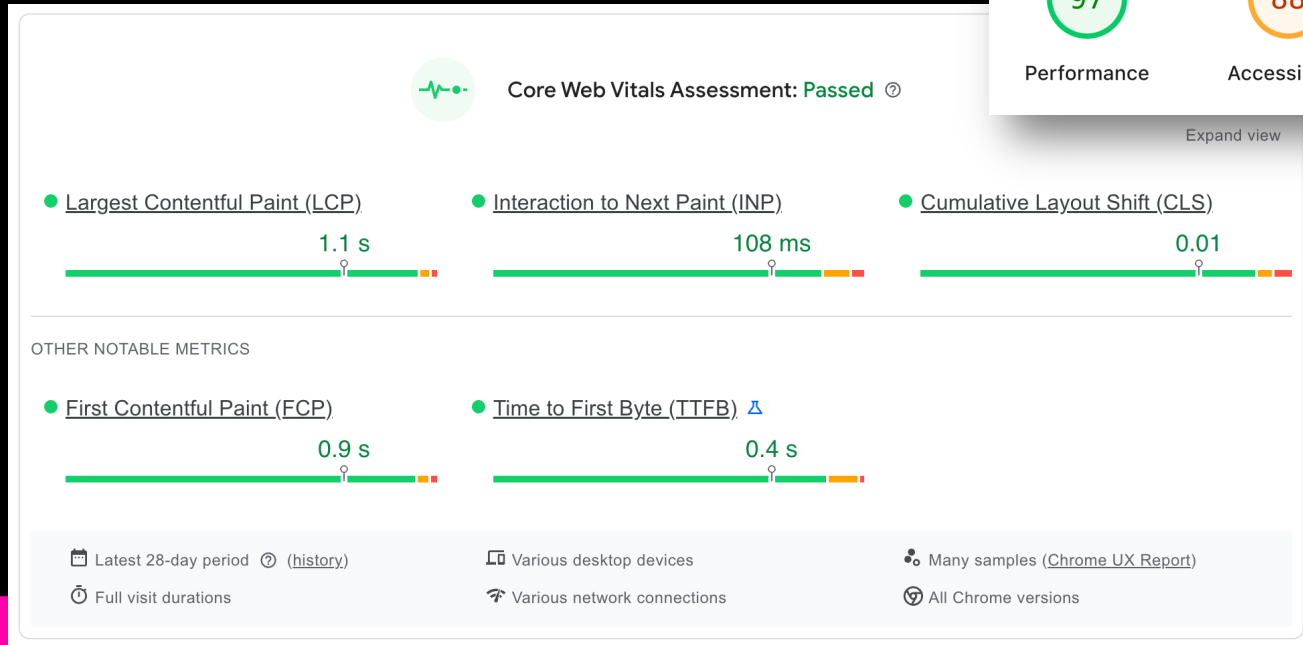
Is Your Site Secure (HTTPS)?

- Does the URL start with https://
- Page Security Test
 - whynopadlock.com
- Check Server Reputation
 - sslabs.com/ssltest/



Site Speed & Core Web Vitals

- Test your site on - pagespeed.web.dev



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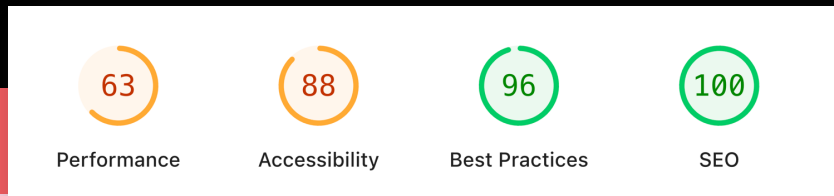
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Is Your Site Mobile-Friendly?

- Bing Friendliness Test Tool

bing.com/webmaster/tools/mobile-friendliness

Problem	Fix
Text too small	Increase base font to 16px or more
Elements too close	Add spacing between buttons, links, and CTAs
Horizontal scrolling	Use responsive layouts (flex or grid)
Slow on mobile	Compress images and remove video backgrounds
Full-screen popups	Replace with small top/bottom banners only



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5 Biggest Ways to Fix Web Vitals Fast

Custom Builds

- Compress hero images (under 250 KB, use WebP or AVIF)
- Use a global CDN (Cloudflare, Netlify, Vercel) for caching and delivery
- Optimize server response by enabling full-page caching
- Preload above-the-fold content (hero image, key font)
- Remove or defer heavy scripts and animations

Wordpress

- Use WP Rocket or NitroPack (handles caching, compression, lazy load)
- Use ShortPixel + WebP for media and enable “Serve next-gen formats”
- Limit plugin load per page with Asset CleanUp or Perfmatters
- Switch to a LiteSpeed or NGINX-based host (SiteGround, Kinsta, or WP Engine)
- Preload critical CSS + fonts and defer non-essential JavaScript in WP Rocket

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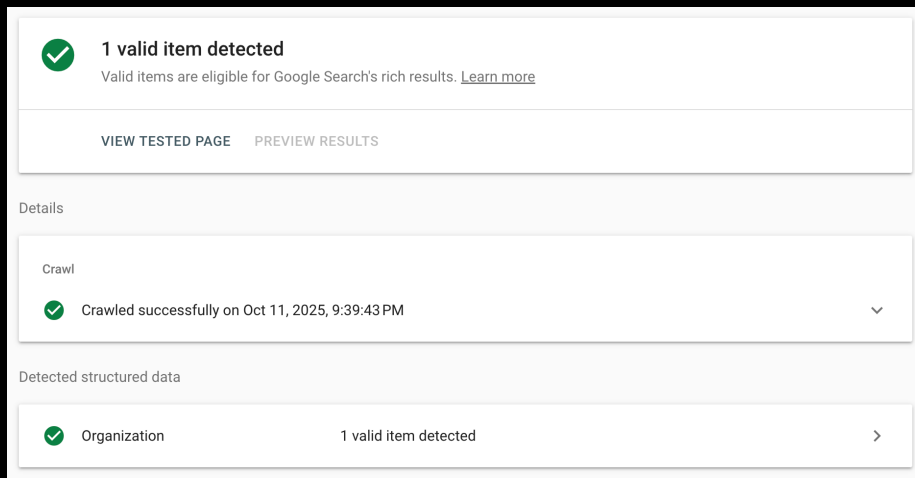
Can AI Understand Your Website?

- Schema Testing Tools

- Google Rich Results Test
search.google.com/test/rich-results

- Schema Markup Validator
validator.schema.org

- ChatGPT
What is yourdomain.com



The screenshot displays the Google Rich Results Test interface. At the top, a green checkmark icon is followed by the text "1 valid item detected". Below this, a message states "Valid items are eligible for Google Search's rich results. [Learn more](#)". There are two buttons: "VIEW TESTED PAGE" and "PREVIEW RESULTS".

Below the buttons is a section titled "Details". Under "Crawl", there is a green checkmark icon and the text "Crawled successfully on Oct 11, 2025, 9:39:43 PM".

Below the "Details" section is a section titled "Detected structured data". It shows a green checkmark icon, the text "Organization", and "1 valid item detected".

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What is Schema?

Block of hidden code that tells search engines:

- What your page is (a property, a company, a review, etc.)
- Where it's located
- What it offers
- Which questions it answers

```
Blue Ridge Cabin – Sleeps 6  
Pet-friendly mountain cabin in Asheville with a hot tub.  
Book direct for best rates.
```



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Help AI Understand Your Website

No Schema

All AI sees is a paragraph

Blue Ridge Cabin – Sleeps 6
Pet-friendly mountain cabin in Asheville with a hot tub.
Book direct for best rates.



With Schema Markup

AI sees a real, bookable property

```
{
  "@context": "https://schema.org",
  "@type": "LodgingBusiness",
  "name": "Blue Ridge Cabin",
  "description": "2-bedroom vacation rental in Asheville, NC with a private hot tub",
  "image": "https://blueridgecabin.com/images/hero.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Mountain View Rd",
    "addressLocality": "Asheville",
    "addressRegion": "NC",
    "postalCode": "28801",
    "addressCountry": "US"
  },
  "amenityFeature": [
    { "@type": "LocationFeatureSpecification", "name": "Hot Tub" },
    { "@type": "LocationFeatureSpecification", "name": "Pet Friendly" },
    { "@type": "LocationFeatureSpecification", "name": "Mountain View" }
  ],
  "url": "https://blueridgecabin.com",
  "telephone": "+1-828-555-4321"
}
```



Implementing Schema (JSON-LD)

Technical SEO Tool's Schema Generator

- technicalseo.com/tools/schema-markup-generator
- Wordpress Tools
 - RankMath Pro
 - Schema Pro
 - Yoast Pro
- Test it

Which Schema.org markup would you like to create?
Local Business

Use this [Schema.org](#) structured data generator to create JSON-LD markups, including all of the required properties. Click on the Google icon to test your markup with the [Structured Data Testing Tool](#) and/or the [Google Search Console](#).

Local Business

LocalBusiness @type	More specific @type	
LodgingBusiness	BedAndBreakfast	

Name	Image URL	@id (URL)
Best Vacation Homes	https://tenor.com/search/rickroll-gifs	https://bestvacationhomes.com
URL	Phone	Price range
https://bestvacationhomes.com	999999999	150-1200
Street	City	Zip code
123 Mountain View Rd	Asheville	28801
Country	State/Province/Region	
United States	North Carolina	
Latitude	Longitude	
35.5951	-82.5515	

[GEO COORDINATES](#)

[+ ADD OPENING HOURS](#) ☐ Open 24/7 [Social profiles](#)

[+ ADD DEPARTMENT](#)

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "BedAndBreakfast",
  "name": "Best Vacation Homes",
  "image": "https://tenor.com/search/rickroll-gifs",
  "@id": "https://bestvacationhomes.com/#organization",
  "url": "https://bestvacationhomes.com",
  "telephone": "999999999",
  "priceRange": "150-1200",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Mountain View Rd",
    "addressLocality": "Asheville",
    "addressRegion": "NC",
    "postalCode": "28801",
    "addressCountry": "US"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": 35.5951,
    "longitude": -82.5515
  }
}
</script>
```

Metadata: An Elevator Pitch to AI

- Title Tag - *Name, Location, Selling Point*
 - Blue Ridge Cabin | Pet-Friendly Asheville Cabin with Hot Tub
- Meta Description - *short, persuasive summary*
 - 2BR cabin with hot tub & mountain views. Book direct for best rates.
- Open Graph (OG) Tags - *control how your page looks in ChatGPT & socials*
 - `<meta property="og:title" content="Blue Ridge Cabin | Asheville Stay">`
 - `<meta property="og:image" content="https://.../hero.jpg">`
- Canonical & Robots Tags - *tell AI which version to index*
 - `<link rel="canonical" href="https://yourdomain.com/page"/>`
 - `<meta name="robots" content="index, follow">`

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Do's & Don'ts: Titles

✓ Blue Ridge Cabin | Pet-Friendly Asheville Cabin with Hot Tub

✗ Pet Friendly Asheville Mountain Vacation Cabin Hot Tub
Jacuzzi Rental Blue Ridge Views Book Now 2025 Deal North
Carolina USA Best Stay Cabin

✗ The Ultimate Unforgettable Luxury Escape of Your Dreams in
the Majestic Hearts of the Blue Ridge Mountains

Do's & Don'ts: Descriptions

- ✅ 2-bed cabin with private hot tub & mountain views near downtown Asheville. Book direct for best rates
- ❌ Book our pet friendly Asheville NC cabin with mountain view hot tub firepit wifi parking deck and discount rates for summer vacation family getaway 2025 deals today direct rental special.”
- ❌ Experience the epitome of tranquility and rejuvenation amidst whispering pines and celestial skies where time stands still and magic begins

Do's & Don'ts: OG & Canonicals

Canonicals – Point to the right page



OG Tags – Choose your preview image or AI will



Are You “NAP Consistent”?

- NAP = Name, Address, Phone
- Google Search
 - Your Business Name + phone
 - Your Business Name + address
 - Your Business Name + city
- Achieve consistency across channels you control
 - Google Business
 - Bing Places
 - Apple Business
 - Facebook
 - Yelp
 - OTAs

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Are Your Images Optimized?

- Image URL & Name
 - ✓ /images/blue-ridge-cabin-hot-tub.jpg
 - ✗ /uploads/IMG_8292-final-v2.jpg
- Image Alt Tags
 - ✓ Living room with mountain view and hot tub”
 - ✗ Asheville cabin hot tub mountain view best rental deal
- Image Sizes
 - Ideal display size (on site): 1200–1600 px wide, JPEG or WebP format < 300 KB
 - Thumbnail / preview: 400–800 px wide, < 100 KB
 - Hero / full-width banner: < 2000 px wide, ≤ 500 KB if it's your top image

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Do You Have Any Reviews?

- Business Reviews for Domain Authority
 - Google Business, OTAs, Tripadvisor, *Bing Places*, Yelp, Facebook
- Unit-Level Reviews (Secondary, but valuable)
 - Airbnb, Vrbo, Booking.com - Property-specific experience
 - Used when AI recommends specific stays or generates comparisons
- *Review Content & Consistency*

Do You Have Strong Internal Linking?

- From your Homepage, can you reach every property page in 3 clicks or less?
- On each property page:
 - Do you see a breadcrumb trail?
 - Do you see “Related Stays” or “You Might Also Like”?
 - Does it link back to your main “Our Properties” page?
- Are all important pages (About, Contact, Blog) linked from the footer?

Your AI Readiness Checklist

- Indexing
- Security
- Speed
- Mobile
- Sitemap
- Schema
- Metadata
- NAP Consistency
- Image Optimizations
- Reviews

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Will My Website Show Up Now?

Ask ChatGPT

What are the best [Niche] rentals in [Area Name]?

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Will My Website Show Up Now?

Ask ChatGPT

Not Just Yet

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Building Topical Authority

SEO all over again

- SEMRush/Ahrefs/ScreamingFrog
- AnswerThePublic
- ChatGPT Search

“What are the most frequently asked questions about XYZ?”

- Competitor Research on GPT's Results

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Methods That Have Actually Worked

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Methods That Have Actually Worked

- Brand/Website Level
 - Travel Guides
 - Destination Pages
 - Travel Help
 - Business Level FAQs
 - Internal Linking with Core Keywords
- Unit-Level
 - Match Descriptions to Reviews
 - Property FAQs On Keywords

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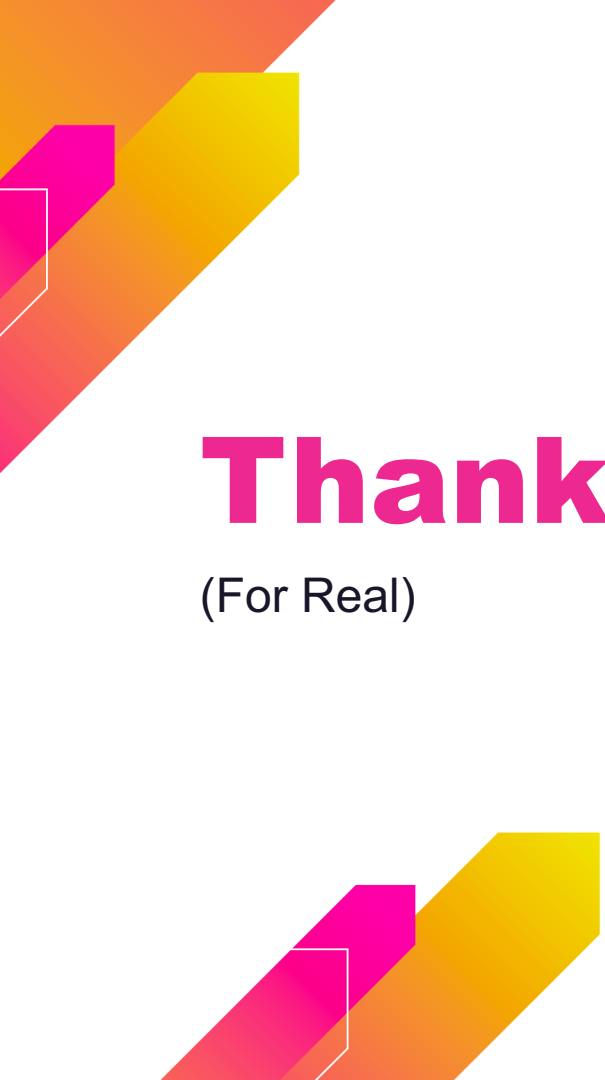
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Thank You



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Thank You

(For Real)



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Don't Ghost Us, Drop Some Feedback!

QR CODE

Before you leave

- Check In to your flight
- Hydrate!
- Apply Sunscreen
- Connect with me on LinkedIn ➔



And Remember!

The airport slot machines are not your redemption arc!

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