

FREE GUIDE

THE AEO PLAYBOOK

6 Steps to Get
Your Brand Cited by
ChatGPT,
Perplexity &
Gemini

A Markiverse
Guide for
Growth-Focused
Marketing Teams

Question-Based Content

Topical Authority

E-E-A-T Signals

Schema Markup

Technical AEO

AI Crawler Access

Ready to
become the
brand AI
recommends?

Book a free AEO
Readiness Audit at
markiverse.com

Before You Start: The New Search Reality

Your buyers are no longer just Googling. They're asking ChatGPT, Perplexity, and Gemini to recommend brands, services, and experts—often without a single traditional search result. Answer Engine Optimization (AEO) is the fastest-growing, least-competed channel in digital marketing right now. This playbook gives you our 6-step framework—concrete, actionable, and ready to execute this week.

1

Write Question-Based Content

Core Insight: Google ranks pages. AI answers questions.

When buyers open ChatGPT, they don't type 'digital marketing agency'—they ask 'What should I look for when hiring a digital marketing agency for a B2B startup?' AI models are trained on conversational data. Your content must mirror that format.

Old Keyword Approach	AEO Question Approach
"CRM software"	"What is the best CRM for a small business focused on inbound leads?"
"Digital marketing agency"	"How do I choose a digital marketing agency for a B2B startup?"
"Content marketing tips"	"How can a SaaS company use content marketing to generate qualified leads?"



QUICK ACTION

List 10 questions your sales team hears most on discovery calls. Each one is a content brief waiting to happen.

2

Structure Content for AI Retrieval

Core Insight: AI doesn't skim—it scans for semantic structure.



FAQ Sections

Exact questions as H2 headers, concise answers directly below.



Comparison Tables

Think 'Agency vs. In-house' or 'Tool A vs. Tool B.'



Numbered Checklists

Sequential content is easy for AI to lift.



TL;DR Summaries

A 2–3 sentence summary at the top or bottom of every article.



QUICK ACTION

Add an FAQ section at the bottom of your 3 best-performing blog posts.

3

Demonstrate E-E-A-T Deeply

Core Insight: **AI is trained to trust the trustworthy.**

Generic content competes with millions of other pages. Content anchored in real experience, verifiable data, and named experts is far more likely to be cited. E-E-A-T stands for Experience, Expertise, Authoritativeness, and Trustworthiness.



Named Expert Authors

Every piece of content should have a real person attached, with a bio and LinkedIn profile.



Data-Backed Case Studies

Say 'We helped a B2B SaaS client grow organic traffic by 340% in 8 months' instead of generic claims.



Original Research

Proprietary benchmarks become highly citable assets that competitors cannot replicate.



QUICK ACTION

Reformat your top 3 case studies with named authors, specific metrics, and a clear methodology section.

4

Implement Schema Markup

Core Insight: **Schema markup tells AI crawlers exactly what your page means.**

Schema Type	What It Does for AEO
Organization	Defines your brand as a distinct, credible entity (name, logo, URL).
Article	Attaches author identity, publish date, and topic to your content.
FAQ	Directly marks up question-and-answer content for AI extraction.
Person	Establishes your team members as credible, named experts.
HowTo	Marks up step-by-step instructional content for direct AI retrieval.



QUICK ACTION

Implement Organization Schema on your homepage and Article Schema on your blog. Verify with Google's Rich Results Test.

5

Make Your Site Readable by AI Crawlers

Core Insight: If AI bots can't read your site, you are invisible in AI search.



robots.txt Audit

Verify you are NOT blocking GPTBot, Google-Extended, or Bingbot.



Raw HTML Content

Primary content must exist in raw HTML, not only JavaScript.



Image Alt Text

AI models read alt text to understand visual context.



Clear Heading Hierarchy

Stick to a strict H1 > H2 > H3 structure.



QUICK ACTION

Check your robots.txt file today for any Disallow: / rules blocking AI crawlers.

6

Build Topical Authority

Core Insight: Become the go-to source AI trusts.



Content Clusters

Build one comprehensive pillar page supported by 8+ satellite posts covering every sub-topic.



Answer Everything

Query ChatGPT to find every question being asked on your topic, then answer all of them.



Update Regularly

AI models favor current information. Refresh old content quarterly.



QUICK ACTION

Map out a content cluster for your most important service: 1 Pillar Page + 8 Satellite topics.

Your AEO Readiness Checklist

- ✔ Pages structured around buyer questions
- ✔ FAQ Schema on FAQ pages
- ✔ FAQ sections on core service pages
- ✔ robots.txt allows GPTBot & Google-Extended
- ✔ All content attributed to a named author
- ✔ Primary content in raw HTML
- ✔ 3+ case studies with verifiable metrics
- ✔ All images have descriptive alt text
- ✔ Organization Schema live on homepage
- ✔ Consistent H1 > H2 > H3 hierarchy
- ✔ Article Schema live on all blog posts
- ✔ Monthly AI audit of brand mentions

How to Measure AEO Progress

There is no official AEO dashboard yet. Track these proxy metrics to monitor your progress and demonstrate ROI to stakeholders.



Manual AI Audits

Monthly, query ChatGPT, Perplexity, and Gemini with your target questions. Track how your brand appears and in what context.



Branded Search Growth

Monitor rising branded searches in Google Search Console. Increased brand searches often correlate with AI citation exposure.



AI Referral Traffic

Track referral data passing from tools like Perplexity using UTM parameters. Perplexity passes referrer data through correctly.

Ready to Turn Your Brand Into an AI-Cited Authority?

Markiverse's AEO service handles everything from content architecture and schema implementation to topical authority building—so your brand becomes the source AI systems trust and recommend.

[Book Your Free Audit at markiverse.com](https://markiverse.com)

No commitment. Receive a prioritized action plan tailored to your industry.