



# The Enterprise AEO Handbook

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The search game has changed. We all know it by now, but digital leaders are feeling it more acutely. More and more, users are getting direct answers to their questions from ChatGPT, Perplexity, Claude, and Google's AI search experiences, and they're trusting those answers to dictate purchasing decisions.

For brands, that means success looks different. It's more about overall brand visibility, sentiment, and authority than basic SERP rankings and organic traffic. The good news: many of the principles from your SEO playbooks still apply. The better news: the brands that treat AEO as an extension of their existing SEO strategy (rather than a replacement) are the ones pulling ahead.

This enterprise guide walks you through assessing where you stand in AI search today, actionable strategies mapped to the four pillars that define a strong AEO strategy, operationalizing it with AI and agents, and safeguarding your visibility long-term, whether you're increasing investments or looking to implement agentic AEO workflows.

# Take stock of your AEO strategy

Whether your legal team just OK'd leveraging [AI in your content workflows](#) or you're already going fully agentic, you need to know where your brand currently stands in AI search before you can advance your enterprise AEO strategy.

That means understanding your AEO maturity, clarifying the prompts you want to appear for, and setting a baseline you can measure against. Skip these steps, and every tactic that follows is based on guesswork.

## Determine your AEO maturity

Not every brand starts its AEO journey from the same place, so success won't look the same across the board. A B2B SaaS company that just started measuring its AI visibility last month shouldn't hold itself to the same standard as an enterprise retailer that's been operationalizing AEO for a year.

Knowing where you're at helps you set realistic expectations, prioritize the right moves, and define what winning actually looks like for your team.

Based on an analysis of hundreds of enterprise brands and customers, we have created an AEO Maturity Matrix to help you determine where you're at now and how to advance. Each stage reflects a different level of investment, organizational alignment, and capability—so find the description that most closely matches where your team is today, not where you'd like to be.

## The AEO Maturity Matrix

### Stage 1: Reactive

You're just beginning to understand how to get visible in AI search. This is where most companies are today.

**Contextual Examples:** You're losing organic traffic and aren't sure why, you're publishing content but have no idea if it's being cited in ChatGPT, Claude, or Perplexity, and SEO and content are managed in silos by individual contributors or agencies. You don't have a formal AEO strategy yet, just one-off visibility checks and a growing sense that this matters.

### Stage 2: Operational

You're building strategies and organizing AEO operations across your team.

**Contextual Examples:** An SEO Manager and Content Lead have established basic operational policies. You're tracking AI visibility through mentions and citations, your content team is using an AI writing assistant weekly, and SEO and content are aligned on a quarterly content plan. Executives are aware but not yet actively sponsoring the work.

### Stage 3: Strategic

You've developed cross-functional AEO at scale to drive real business value.

**Contextual Examples:** Your C-suite increasingly views search authority as critical to growth. Brand, PR, product, web dev, and analytics teams are all engaged in AEO. Your platform is integrated with your CMS, CRM, and BI tools, and shared dashboards keep every stakeholder aligned. Executives are asking about AI search market share vs. competitors, and you have the data to answer.

### Stage 4: Authority-First

You've built enough authority to become the answer in AI search.

**Contextual Examples:** Executives have mandated that being the authoritative AI answer matters more than anything else. AI engines consistently cite you as the primary source for your category. Every customer-facing team uses AI search intelligence in their workflow, and the company communicates a single authoritative brand voice across all search surfaces. Your focus has shifted to building a technological moat and future-proofing your content and website.

### Stage 5: Agentic

Agentic processes drive your AEO program with humans in a governance role.

**Contextual Examples:** A small, senior team governs the program and sets strategy while AI agents handle routine monitoring, alerting, content scoring, and reporting. MCP and APIs feed real-time intelligence into agentic pipelines, and humans focus on exception handling, brand governance, and strategic pivots.

Your maturity defines your priorities. **Reactive brands** should focus on baselining performance and building quick wins. **Operational brands** should focus on tightening cross-functional workflows and scaling consistency across teams. **Strategic brands** should focus on driving measurable business impact and tying AEO performance to pipeline, revenue, and ROI. **Authoritative brands** should focus on defending their position and scaling what works. **Agentic brands** should focus on governing their AI agents, refining the rules and prompts that drive them, and maintaining brand authority through automated, self-correcting systems.

## Determine the prompts you want to appear for

AI search is deeply personalized, so you can't measure visibility the way you measured keyword rankings—two users asking a similar question can get completely different answers depending on their context, history, and phrasing.

That's why prompt tracking matters. You need to identify the prompts your audience is actually using, configure tracking around them, and revisit that list on a pre-determined timeline (quarterly, monthly, etc.) to ensure accuracy. As your audience shifts, your tracked prompts should shift with them—otherwise your reporting will quickly drift from reality.

### Useful resources:

Discover [how to set up AI prompt tracking](#) the right way, from choosing the right topics, balancing branded and unbranded prompts, selecting the best engines to monitor, and building a tracking strategy that reflects real customer conversations.

Solutions like Conductor's [AI Search Performance](#) let you customize prompt generation by persona, intent, region, and domain, so your tracking reflects how your specific buyers are searching—not a generic view of the market.

## Measure your AI readiness and visibility

Your industry, AEO maturity, and target prompts are key to helping you understand how you're actually performing in AI search. With that as your starting point, you can measure your current visibility and assess your site's AI readiness. To do that, you need to start by getting a baseline of your AEO performance and your brand sentiment in AI search.

### Get a baseline of your AEO performance

Owning your AI narrative starts with knowing what that narrative is. Unfortunately, tracking your AI visibility isn't as simple as asking ChatGPT key questions and seeing if your brand is mentioned in the answer. You can't meaningfully track AEO performance by asking LLMs how you're doing.

LLMs on their own don't have the grounded, historical data needed to give you a reliable read on visibility. Plus, getting this baseline isn't as simple as it was in traditional search. AI search is far more personalized, with users searching hundreds of millions of unique prompts that can make it difficult to understand how you're performing for key topics.

The only way to get accurate insights directly from a chatbot is through an AEO provider's LLM app—like [Conductor for ChatGPT](#)—that's powered by a unified data infrastructure. Without that foundation, the insights you get are as good as guesswork.

Once you have the right tooling in place, focus on the metrics that actually tell you something. We get more specific about each of these in the related pillar section, but here are the top metrics to leverage when measuring your AEO performance:

- **Citations:** How often AI responses actually link to your website or content for key prompts.
- **Brand mentions:** How often your brand or content is sourced or referenced in AI responses.
- **Share of voice:** How your visibility in AI responses compares to your competitors.
- **Brand sentiment:** How LLMs discuss your brand and which sources are driving that sentiment.
- **Persona and intent coverage:** How well your content performs across specific buyer personas and funnel stages.
- **AI bot crawl activity:** How often AI crawlers like GPTBot, ClaudeBot, and PerplexityBot are visiting your site.
- **Traditional search performance alongside AI:** Rankings, organic traffic, and SERP visibility in Google and other traditional engines.

## How to do this with Conductor:

**AI Search Performance** tracks brand mentions and website citations across ChatGPT, Perplexity, Google AIO, and more, benchmarks your share of voice against competitors by topic, and surfaces prioritized recommendations so you're never stuck staring at a dashboard wondering what to do next.

Because it's built on an API-first data foundation rather than fragile scraping, the insights you report to leadership give an accurate picture of your current performance that's grounded in reality and holds up to scrutiny.

If you're looking for an initial snapshot of your AEO performance, you can run a **free AI Visibility Report** to see how AI search and LLMs are surfacing, citing, and referencing your brand today. It's the fastest way to see your current standing against the competition.

## Assess brand sentiment

Brand reputation isn't a soft metric anymore. It's a [key ranking signal in AI search](#). LLMs want to surface sources users can trust, and sentiment is one of the clearest trust signals they have.

This is also where AEO measurement gets more complicated than traditional SEO. Success doesn't hinge on MSV, rankings, and organic traffic. **You need to track how your brand is being talked about across every surface your audience touches:** AI answers, third-party review sites like Google Reviews, G2, Yelp, and TrustRadius, social platforms like Reddit and LinkedIn, and beyond. Offsite and third-party content shape sentiment just as much as your owned content does, so it's critical to measure and monitor both.

[Conductor's Brand Sentiment Analysis](#) ties sentiment directly to the cited sources, so you can see exactly where negative perception is coming from and take targeted action to fix it.

Plus Conductor's [partnership with Noble](#) lets you take action on the third-party sources driving your AI narrative. Noble automates the outreach side of the equation, helping brands secure placements in the publisher content, reviews, and industry articles that AI engines pull from.

## Monitor your technical health and AI crawlability

Technical issues don't just hurt UX; they can make critical pages or your entire domain invisible in AI search. A slow-loading page, broken structured data, or a misconfigured robots.txt file can make it harder for LLMs to understand your content or prevent them from crawling it altogether. And when LLMs can't crawl and understand your content, they promote someone else.

We'll get into more technical considerations in the related pillar section, but here are a few examples of what to watch for:

- **Crawl blockers** like robots.txt misconfigurations or JavaScript-heavy pages that AI bots can't render
- **Slow page speeds** that cause bots to bounce before they finish reading your content
- **Missing or broken [schema](#)** that makes it harder for LLMs to parse what a page is actually about
- **Broken links and 404s** that signal low quality to [answer engines](#)

You can track all of these factors with real-time monitoring. Weekly crawls aren't enough in the AI era, where [bots crawl your content faster](#) and revisit it more frequently than in traditional search. You need to know the moment an issue appears on a key page, not days later when you've already lost visibility.

### How to do this with Conductor:

[Conductor Monitoring](#) delivers 24/7 site monitoring with real-time alerting and intelligent prioritization, so your team focuses on the issues that actually move the needle.

Paired with [AI Bot Crawling Reports](#), you can see exactly how bots for AI engines like ChatGPT and Perplexity are interacting with your site, from visit frequency, and what's getting crawled, to what's getting ignored, and where to optimize so your most important pages are seen and understood by AI.

# The four pillars of AEO: Actionable optimization strategies

Once you know where you stand, the work of building and scaling your AEO strategy comes down to four pillars: **content, technical, authority, and measurement**.

- **Content** is what LLMs actually surface, cite, and pull from. Without high-quality, unique, well-structured, and fresh content, AI has nothing to base its answers and output on.
- **Technical** is what makes your content accessible to LLMs in the first place. Without a technically sound site, even the best content stays invisible.
- **Authority** is what earns you the citation. LLMs prioritize trusted, expert sources—so reputation, E-E-A-T, and third-party validation directly shape whether you get mentioned.

- **Measurement** is how you know any of it is working. Without the right metrics and reporting approach, you can't prove impact, set benchmarks, or course-correct.

Each one is distinct, but they're only powerful when they work together. Strong content without technical soundness won't get crawled. Strong authority without the right measurement approach will leave the success of your strategy unclear, and leave you guessing where to focus your optimization efforts, which will ultimately harm long-term visibility.

Let's dive into the actionable strategies enterprises are using to find success today

# Content

Content is a critical AEO pillar because it's what LLMs are actually drawing from when they create answers and output. Strong AEO content isn't just well-written—it's structured, substantive, and unique enough to stand out in a sea of AI-generated sameness. Here's how to build content that earns citations.

## Map content to the intent behind each prompt

AI search is deeply personalized, which means two users can arrive at the same output, citation, or page through completely different prompts if they share the same intent. LLMs are good at making connections and understanding how ideas relate, so you don't need to stuff prompt language into your articles for coverage. In fact, like keyword stuffing, it can often backfire.

The better move is to understand the intent driving the prompts your audience is using, then build content that serves it directly.

Intent generally falls into a few categories: informational, comparative, evaluative, and transactional. A single topic usually spans all four, and most brands over-invest in one and under-invest in the others.

Here's how to focus on intent in practice:

- **Audit your existing content** by intent, not just topic. Pull your top-performing pages and label each one by the intent it serves. If 80% of your content is informational, you're likely missing the comparative and evaluative prompts where buyers make decisions.

- **Identify the intent gaps your competitors are filling.** If a competitor is getting cited for "best CMS software for small teams" and you aren't, that's an evaluative-intent gap worth closing with a purpose-built page.
- **Match format to intent.** Informational intent usually wants long-form guides. Comparative intent wants side-by-side tables. Evaluative intent wants honest pros and cons. Transactional intent wants specific recommendations for specific use cases. Don't use one format to serve all four.
- **Build for broad, long-tail intent, not just the main term.** A broad prompt like "best running shoes" is crowded and hard to win. But high-intent variants like "best running shoes for a flat-footed beginner marathon trainer" are where specific, helpful content actually gets cited.

## How to do this with Conductor:

**Audience & Intent Insights** in Conductor's AI Search Performance help you understand the why behind every search, analyzing performance across journey-aligned intents like education, comparison, purchase, and support, and let you customize those classifications to match your specific buyer journey.

Filter visibility by persona to see exactly how you're performing for the audiences that matter most, identify intent gaps where competitors are winning, and build targeted content plans to close them—so your strategy is grounded in who is searching and why, not just whether you show up.

## Prioritize proprietary research and unique content for reliable citations

Don't just write the same article your competitor wrote. Your unique perspective is a big part of what drives visibility. Anyone can go to ChatGPT and have it generate an article on a given topic. What sets your content apart is your POV, **your brand's expertise, and the original data only your brand can provide.**

Embedding these unique insights is a great way of conveying **Google's E-E-A-T** (experience, expertise, authoritativeness, and trustworthiness) framework in your content. Originality is one of the clearest ways to demonstrate real expertise, and LLMs are increasingly weighing those signals when deciding which sources to trust.

Unique content that answers real questions aligned to your audience's needs is more likely to get highlighted and promoted in search, and few things are more authoritative than data-backed research reports. Nobody can repurpose your stats or data without citing you, which is great for your owned and third-party visibility.

LLMs and external sources like news outlets look for original sources providing the freshest data and expert insights, and being one earns you backlinks, citations, and a steady lift to your domain and entity authority.

For example, if a B2B healthcare SaaS company creates a data-backed report on the state of hiring in the healthtech industry, then that makes it much more likely that they'll be cited and referenced not only by AI search for relevant prompts but also within news articles, LinkedIn posts, and review sites as well.

## Think in entities and topics, not just keywords

AEO requires a different mental model than keyword-led SEO. LLMs don't match queries to pages word-for-word; they understand the world in terms of entities (people, places, products, concepts) and the relationships between them.

When someone asks ChatGPT, "*What are the best running shoes for a flat-footed beginner marathoner?*" the LLM isn't looking for pages that exactly match those keywords. It's identifying the entities in the question (running shoes, flat feet, beginner, marathon training) and pulling from sources that establish clear expertise across those connected concepts.

Instead of building around individual keywords, build around topics and the entities that make up those topics. An athletic eCommerce brand shouldn't have one page targeting "*running shoes for flat feet*" and another targeting "*best beginner marathon shoes*"—they should have a connected topic cluster of content and product pages covering foot types, training levels, race distances, and shoe categories, with clear relationships between them. That signals to LLMs that the brand has genuine depth across the full topic, not just coverage of isolated keywords.

## Engineer your content for AI citations

Your content's structure matters more than ever, and it was always critical even in the days before AI. If your content has a logical structure and is easy to read, LLMs have a much easier time crawling, understanding, and surfacing it. Here are the strategies we recommend.

### 1. Write for chunkability

LLMs don't read pages the way humans do. They break content into small, semantically coherent chunks—passages, sections, or Q&A pairs—that can be retrieved and recombined to answer a user's prompt. The more chunkable your content is, the more likely LLMs are to pull a specific section into a response and cite you as the source.

Writing for chunkability means making every section stand on its own. A reader or an LLM should be able to drop into the middle of your article, read a single section, and come away with a complete, useful answer. That means leveraging clear topic sentences, self-contained paragraphs, and headers that accurately preview what's underneath.

### 2. Use a clear hierarchy and scannable formatting

The goal is to make it effortless for AI to parse your content and **pull whole sections into responses**. That means leveraging bulleted lists where they make sense, employing a clear H2–H6 hierarchy, and opting for shorter, more digestible paragraphs rather than long walls of text.

Making sure your paragraphs are easily digestible is only part of the battle. Clear headings and a logical content structure show how concepts relate to each other and which ones carry the most weight. Headers should align with the real questions your audience is asking.

That makes it easier for both readers and bots to find what they need, and if your headers align well with how your audience prompts AI, the LLM might pull directly from those sections—and ideally cite you.

### 3. Build in FAQ sections where they fit

FAQ sections are one of the biggest impact formats for AEO. They map directly to how users ask AI questions, they're naturally chunkable (question in, answer out), and when paired with FAQ schema, they give LLMs an unambiguous signal about what each section is answering.

That doesn't mean every page needs an FAQ. But for pricing pages, product pages, buying guides, and any content aimed at consideration-stage research, an FAQ section at the bottom covering five to ten real questions can meaningfully increase your chances of being cited.

### 4. Use strategic internal linking

Internal links tell LLMs how your content connects and relates to each other, which pages are most important, and how authority flows across your site. A page with strong internal links from other relevant, high-authority pages on your site gets interpreted as more important, just like it does in traditional search.

### 5. Don't overlook titles and meta descriptions

Titles and meta descriptions still matter in AEO, maybe even more than they did for SEO. They're often the first thing an LLM reads about a page, and they're doing double duty: signaling relevance for traditional search rankings and helping AI quickly understand what a page is about when deciding whether to cite it.

A few principles that apply to both:

- Write titles that clearly and specifically describe what the page answers.
- Craft meta descriptions that genuinely summarize the page.
- Match titles and meta descriptions to the actual questions your content addresses.

Titles and meta descriptions are small pieces of real estate, but they're very powerful in both SEO and AEO. Treat them as strategic pieces of content, not afterthoughts.

## Keep content fresh—and keep optimizing it after publish

Publishing a great piece of content isn't the end of the job. It's the start of it. LLMs weigh recency heavily when deciding which sources to cite, which means last quarter's definitive guide can quietly lose ground to a competitor's newer article unless you actively keep it current.

Content optimization is just as important as creating net-new content. Often, it's more important when it comes to AI search visibility. The pieces you've invested significant resources in are the ones most worth protecting, and the easiest way to lose visibility on them is to treat the publish step as the finish line.

A few practical habits to maintain content freshness:

- **Audit your top-performing content quarterly.** If a piece is driving citations, keep it healthy with regular optimizations. If a piece used to drive citations and no longer does, figure out why and take the necessary action.
- **Update publish dates meaningfully.** When you make significant updates to a piece of content, update the external-facing publish date. But don't game the system by changing dates without real updates. LLMs and search engines both pick up on the inconsistency.
- **Refresh stats and examples on a set cadence.** Data-backed content loses authority as statistics age out or get replaced with more recent studies. Build refresh cycles into your editorial calendar.
- **Monitor which pieces are losing citations.** Use the right AEO platform like Conductor's [AI Search Performance](#) to identify content that's slipping so you can refresh it before it disappears from AI answers entirely.

The brands that win in AI search aren't just the ones publishing the most. They're the ones making sure their best content stays fresh and citation-worthy.

## Don't hide content in formats LLMs can't read

Some of the most important content on your site might be invisible to AI, and you may not even realize it. LLMs generally can't read:

- **Images used as tables or infographics**, where the information is baked into the image rather than coded as text
- **Content rendered only in JavaScript**, especially interactive elements, accordions, or tabs that require user interaction to reveal the information
- **Gated content** behind forms, paywalls, or login walls, like PDFs that aren't paired with an HTML version of the same content
- **Videos** without a transcript or structured captions

If your best research report lives only in a gated PDF, or your most important product comparison is an image-based infographic, AI engines likely can't cite it, no matter how good the content itself is.

This creates a real strategic tension for content marketing teams: some content is intentionally gated for lead generation. But you can't have it both ways. If a piece needs to drive pipeline through gated downloads, it won't drive AI visibility. If it needs to drive AI visibility, it has to be crawlable.

- **For AI visibility:** Publish in HTML, with clear structure, schema markup, and all key information accessible without interaction.
- **For lead gen:** Gate the full asset, but publish an HTML summary with unique data points and key insights that can be crawled, cited, and used to drive people toward the gated version.

The brands that figure out this balance get both. The ones that don't end up with beautiful, well-researched content that AI will never surface

## Prioritize video and machine-readable content formats

LLMs often can't read or interpret images, so make sure you're including concise but detailed alt text and looking for opportunities to add videos and transcripts where it makes sense.

For example, an eCommerce brand that sells athletic apparel might have videos with influencers to announce and promote a new pair of sneakers.

They shouldn't just post them on the site; they should also publish them on the company's YouTube channel with the transcript alongside them—not just to help SEO, but to give LLMs something to actually work with when answering questions about what the product is, how it works, and who is recommending it.

## Prioritize white hat AEO within content

Shortcuts don't work in AEO any more than they did in SEO. Brands that chase gamified tactics to inflate visibility are setting themselves up to fail. There are **no quick wins in AEO**—only scalable, high-quality work that builds over time.

Instead of black hat tactics like creating thin, self-promotional listicle content, creating AI slop at scale, or spammy structured data, focus on the following white-hat AEO tactics that lead to sustainable success:

- **Focus on E-E-A-T:** Answer engines prioritize information from trusted sources. Demonstrate your experience and expertise by sharing proprietary data, original research, and unique perspectives that cannot be found elsewhere.
- **Establish authorship and brand authority:** Ensure every piece of content is tied to an expert. Build your brand's digital footprint through internal thought leader author profiles, high-quality backlinks, positive mentions on authoritative third-party sites, and consistent entity representation across the web.

- **Implement a human-in-the-loop approach to AI:** Using AI to generate content isn't bad as long as you're doing it responsibly. Mass-publishing unedited AI content is a recipe for disaster. Always keep a human in the loop to edit, verify, and infuse your brand voice into any AI-assisted content.
- **Leverage agentic workflows powered by robust data:** The pace of innovation in AI isn't slowing down, and leaders are expecting results fast, but you can't sacrifice your white hat tactics. To stay ahead, brands need to start experimenting with ways to leverage **agentic AI** to streamline their workflows. The **MCP** revolution is changing how systems interact. Connecting your enterprise data directly to AI agents allows you to scale your content optimization tactics securely and efficiently.

Ensuring strong AEO content performance is hard work. Focus on a value-driven approach that provides users with the answers they need, without games, tricks, or spam.

This is also a good moment to be honest about AI-generated content. While they make it easier than ever to publish at volume, AI slop at scale isn't the goal, and LLMs are increasingly good at recognizing and deprioritizing generic, low-value content. Quality over quantity matters more in AEO than it ever did in SEO, because you're not just competing for a ranking anymore—you're competing to be the source AI actually trusts.

## How to do this with Conductor:

**Conductor Creator** is built to help enterprise teams generate, optimize, and scale content that performs in search and LLMs without sacrificing quality or introducing unnecessary risks. Writing Assistant generates drafts grounded in real-time search insights and your brand voice, and Content Score evaluates every draft against the factors that matter most to AI and search visibility—so you're never publishing on a hunch.

# Technical

Technical health is the foundation of your AI visibility. Even the best content won't show up in AI search if bots can't access, crawl, or understand it, and because AI crawlers behave differently than Google, the bar has shifted. Here's what to prioritize to make sure your content is actually discoverable and crawlable.

## Leverage schema markup

As we mentioned earlier, [schema markup](#) makes it easier for LLMs to understand what a piece of content is and what its purpose is. It's important to note that schema could also fit under the content pillar above, as it's a key component of an AEO content strategy as well. We opted to include it here because of its function in the back-end of content creation, rather than user-facing.

Since schema makes it easier for LLMs to understand the value of your content, they can get the information they need and synthesize it into a response much more quickly. The faster an LLM can parse your content, the more likely it is that you'll be included in an AI response. The longer it takes for bots to understand your content, the worse the signals look to them, and the less likely they are to include your brand in a response.

The right schema to include depends on the type of content you're publishing. Some of the most impactful types to implement for AI search specifically are:

- **Article Schema** for blog posts, news, and editorial content—tells LLMs what the piece is, who wrote it, when it was published, and what it's about.
- **Product Schema** for product pages. This schema covers price, availability, sizing, reviews, and SKU info, which is critical when AI is answering where can I buy or is this in stock questions.
- **Organization Schema** for brand-level information, like your company name, logo, founding date, and official social profiles, helps LLMs consistently recognize and reference your brand.
- **FAQ Schema** for Q&A sections. One of the highest-leverage types for AEO, since it maps directly to how users ask AI questions.
- **HowTo Schema** for step-by-step content like tutorials and guides. Helps LLMs pull structured instructions into responses.
- **Review and AggregateRating Schema** for customer reviews and ratings to send clear trust signals and help your product stand out in AI-generated recommendations.
- **Person/Author Schema** to establish authorship and expertise, which is increasingly important as LLMs weigh E-E-A-T signals.

As an example, let's go back to our athletic apparel eCommerce brand. They should employ Product, Review, and AggregateRating Schema on every product page; FAQ Schema on sizing and return policy pages; and Organization Schema sitewide to help LLMs parse each page. In each example, the schema is making it easier for LLMs to understand, source, and reference the content, which leads to improved visibility, mentions, and citations.

## Monitor AI bot crawler activity

Check how quickly LLMs visit your pages after publish and how often they return. Both signals tell you something important: how fast they visit indicates how quickly new or updated content can start appearing in AI responses, and how often they return tells you whether LLMs view your content as fresh, authoritative, and worth re-crawling for future answers.

[Research into our own content at Conductor](#) has shown that AI crawlers often visit pages much more frequently than traditional search engines. In one case, ChatGPT crawled a newly published page eight times more often than Google in just five days, and Perplexity crawled it three times more often.

That means new or freshly optimized content can start influencing AI responses within hours of going live. But that also raises the stakes if your content isn't high-quality and technically sound the moment it publishes, AI crawlers may not return to re-evaluate it. Unlike Google Search Console, there's no "request re-indexing" button for AI bots.

Take a SaaS brand, for example. Digging into their AI bot crawler activity might reveal that Perplexity is crawling their blog daily but ignoring their feature pages. This could point to a schema or structure issue on the pages that matter most for conversion and help the brand prioritize optimizations.

## How to do this with Conductor:

[AI Bot Crawling Reports](#) in Conductor Monitoring let you track crawler activity across ChatGPT, Perplexity, Google, and more, so you can see whether your top pages are actually getting visited, and how frequently.

If AI crawlers aren't returning, that's likely a signal that something is blocking them—or that the content on the page isn't sending the right quality signals.

## Optimize on-page AEO & SEO

The fundamentals of [on-page SEO](#) still apply, and they're the foundation for on-page AEO, too. For example, considerations like crawl speed, robots.txt, and logical internal linking structure send signals to Google and LLMs about the quality of your site. If a bot can't easily access or parse your page, it doesn't matter whether it's coming from Google or OpenAI—you're invisible either way.

But AEO also introduces a new set of best practices specific to how LLMs read the web, and both sets need to be handled.

### For on-page SEO, make sure you're:

- Optimizing page speed and [Core Web Vitals](#)
- Keeping your [XML sitemap](#) current and properly submitted
- Auditing your robots.txt so you're not accidentally blocking crawlers you want on your site
- Writing clear, descriptive title tags and meta descriptions
- Using targeted topics naturally in titles, headers, and body content
- Adding descriptive alt text to every image
- Building a logical internal linking structure

### For on-page AEO, layer in:

- Moving critical content into raw HTML (most AI crawlers don't render JavaScript, so JS-dependent content is invisible to them)
- Using semantic HTML tags (<article>, <section>, <header>, <nav>) to explicitly signal content structure
- Structuring content in LLM-friendly formats—FAQs, bulleted lists, clearly labeled sections, Q&A blocks
- Implementing schema markup matched to the page type
- Adding author bylines with Person Schema to strengthen E-E-A-T signals
- Keeping content fresh and updated, especially on high-traffic pages

These are the baseline; everything else in your AEO strategy is built on, and the brands that skip it will quietly lose visibility, no matter how strong their content strategy is.

## Set up 24/7 monitoring for technical issues

Technical issues will quietly drag down your AI visibility if you don't know they are happening, even the small ones. Something as tiny as a broken schema tag, or as big as a key page suddenly returning a 404, can take days or weeks to notice without the right monitoring solution. And by then, the damage is done.

For example, say your brand is rolling out a new AI security monitoring tool. If the product or feature page doesn't load correctly or takes too long, AI crawlers will likely bounce and be unlikely to cite or mention your brand for related prompts going forward.

And slow pages, missing schema, and the occasional broken link aren't the only risks that can arise. When you're evaluating technical monitoring tools for AEO, make sure they can do the following:

- **Monitor 24/7 with real-time alerting.** You need to know the moment a critical issue appears on a key page, not days later, when AI has already moved on.
- **Intelligently prioritize issues by business impact.** Without prioritization, your team spends resources on low-impact fixes while the issues that actually move the needle go unaddressed.
- **Track HTML structure.** Your monitoring solution should flag broken or missing structural tags that make your content harder for AI to parse.
- **Measure content depth.** Your monitoring solution should help you identify pages that need to be enriched or consolidated.
- **Surface JavaScript rendering diffs.** Most AI crawlers don't render JavaScript, so anything that only lives in JS is invisible to them. Your tool should show you

the gap between what's in your HTML and what's in your JS, so you can move critical content where AI can actually see it.

- **Cover your full site at scale.** Make sure your monitoring solution can actually handle the volume without sampling or missing coverage.
- **Integrate with your existing workflows.** Look for solutions that can push alerts and reporting into Slack, your project management tool, or your BI stack.

Monitoring your technical health isn't a one-time audit. It's an always-on discipline, and the brands that treat it that way are the ones that stay visible.

## How to do this with Conductor:

Conductor Monitoring does all of the above and more. With 24/7 monitoring, real-time alerting, intelligently prioritized issues, and AI Bot Crawling Reports across ChatGPT, Perplexity, Google, and other major engines, it's purpose-built to safeguard AI visibility at the scale enterprise brands actually operate at.

That kind of always-on protection is also what helps brands progress through the AEO Maturity Matrix. Reactive monitoring keeps you stuck reacting; continuous monitoring is what unlocks the operational consistency, strategic confidence, and authority-defending discipline of the later stages. [Schedule a demo](#) to see it in action.

# Authority

Building authority is all about moving from getting your content crawled to ensuring your content is the answer LLMs trust and source insights from. LLMs prioritize sources they trust, and that trust is built through expertise, reputation, and third-party validation—on your site and everywhere else your audience looks. Here's how to build the kind of authority that earns you a place in AI answers.

## Prioritize your brand reputation in owned experiences

According to our [2026 AEO & Content Marketing Trends Guide](#), brand reputation may now be the single biggest content priority in the age of AI.

If LLMs see your brand as an authority on key topics, your authors as experts in their fields, and your content as genuinely useful, you're much more likely to be cited.

On the other hand, if you're pumping out generic AI-generated content without weaving in your brand's expertise and POV, it'll get lost in the growing backlog of AI slop, and LLMs will be more likely to ignore your content going forward.

Let's look at a couple of examples:

- **For B2B brands**, authority and brand reputation usually come from thought leadership, internal subject matter experts/authors, original research, and substantive customer case studies. For example, this could look like a SaaS brand's CPO publishing a definitive guide to async engineering workflows with a bylined author page, original POV, and evidence of real expertise, which is classic B2B authority-building.

- **For B2C and eCommerce brands**, authority and brand reputation are built differently. It shows up in detailed, accurate product pages with specs and sizing; verified customer reviews and ratings surfaced directly on product pages; buying guides and comparison content that genuinely help shoppers decide; and clear policies on shipping, returns, and warranties. For an athletic apparel eCommerce site, a product page with real reviews, detailed sizing data, care instructions, and a linked fit guide is a much stronger authority signal than a stripped-down page with just a product description and a buy now button.

In both cases, the same principle applies: if you're pumping out generic AI-generated content—whether it's long-form articles or product pages—without weaving in your brand's expertise, evidence, or POV, LLMs will mostly ignore you and promote someone else's content or products instead. To stand out, you need to have something unique to say.

## Prioritize E-E-A-T

E-E-A-T stands for experience, expertise, authoritativeness, and trustworthiness, and is a [framework created by Google](#) for brands to ensure their content is helpful, high-quality, and answers the audience's questions. Not only is it a visibility signal for Google and LLMs, but it's also central to brand reputation.

E-E-A-T consists of building and cultivating authorship by putting your internal subject matter experts front and center in your content, repurposing their expertise across mediums, and making sure the byline on every piece of content actually means something.

Take a B2B SaaS brand, for example. Say their CPO wrote the guide to async engineering workflows. With the CPO's bio, LinkedIn profile, and Person schema tying it all together, that signals to AI and readers that the writer knows what they're talking about and their point of view is valuable.

## Improve your brand sentiment in third-party sources

Brand sentiment isn't just shaped by what's on your site. It's shaped by what third-party review sites, reputable publications, affiliate sites, and community platforms like Reddit say about you, as well as how you're perceived by your audience on social media.

For B2B brands, those sources usually include review platforms like G2 and TrustRadius, analyst coverage from firms like Forrester and Gartner, industry publications, podcasts, and peer/social communities like Reddit.

For B2C brands, the third-party landscape looks different. Affiliate roundups and best of content, as well as marketplace listings and their review ecosystems, news coverage, social proof on platforms like Reddit and TikTok, and influencer content, all shape how AI describes B2C brands.

For example, the third-party site [theruntesters.com](#) created a guide of the [Best Running Shoes of 2026](#). When I searched for the "best running shoes of 2026" in Claude, their article was one of the top citations alongside industry giants like Sports Illustrated. For any athletic brands and retailers that aren't included in The Run Testers list, that's a gap that their competitors will fill instead.

Despite a dropping citation rate, Reddit conversations still dominate the conversation when they're cited, according to our [Reddit AI Citations Report](#). That shows that LLMs are considering authentic audience opinions when sourcing information. The worse the sentiment around your brand is on the platforms LLMs trust, the more likely your brand is to be invisible in search.

Best of all, there are solutions out there that will help you improve your brand sentiment at scale.

## How to do this with Conductor:

[AI Search Performance's](#) recommendations, including the new Affiliate Mentions recommendation, help you identify exactly which third-party sources are shaping your AI narrative. From there, brands can leverage [Noble](#), a Conductor partner, to automate outreach to third-party sources and track their inclusion in the content.

# Measurement

Measurement is how you ensure your AEO strategy is actually working. The catch: the metrics that defined SEO success don't translate cleanly to AEO, and the metrics some AEO platforms are pushing aren't reliable either. Here's how to measure what actually matters and translate it into language your execs care about.

## Focus on the metrics that matter

No matter what you've heard from other platforms or social media conversations, [prompt or conversation volume isn't a reliable metric](#).

Because of how personalized and nuanced AI search is, it's extremely difficult to accurately tally how often a given prompt is searched to create a clean parallel for MSV in traditional search.

So don't sweat prompt volume. Instead, focus on impact and intent by tracking the following metrics:

- **Citations:** Measures how often AI responses link directly to pages on your website as a source. Citations are the clearest indicator that LLMs are treating your content as authoritative, and they're one of the few AEO metrics that drive direct referral traffic.
- **Brand mentions:** Measures how often your brand name appears in AI-generated responses, with or without a link back to your site. Mentions are a primary signal of whether LLMs are recognizing your brand as relevant to the topics you care about.
- **Share of voice:** Measures your share of brand mentions and citations relative to competitors across the prompts and topics that matter to your business. Share of voice is how you quantify whether you're

- **Brand sentiment:** Measures how LLMs discuss your brand—positive, neutral, or negative—and which sources are driving that sentiment. Sentiment has become a real ranking signal in AI search, and understanding where negative perception is coming from is the first step to correcting it.
- **Persona and intent coverage:** Measures how well your content performs across specific buyer personas and funnel stages, not just at the topic level. This tells you whether you're showing up for your actual buyers in the actual moments that matter—or just for broad, generic queries.
- **AI bot crawl activity:** Measures how often AI crawlers like GPTBot, ClaudeBot, and PerplexityBot are visiting your site, which pages they're hitting, and which they're ignoring. Strong crawl activity is a precursor to visibility; if AI isn't crawling your top pages, they can't be cited.
- **Traditional search performance alongside AI:** Rankings, organic traffic, and SERP visibility in Google and other traditional engines. AEO isn't a replacement for SEO, so tracking both together is how you see the full picture of your visibility in search.

Target the prompts and conversations where you have something unique and helpful to say, or where a gap in your own content is letting competitors fill the space. Volume metrics are fickle and don't tell the whole story of how people are actually searching.

LLMs are good at interpreting meaning and context, so even if a broad prompt like *"Which running sneakers are the best?"* is common, our athletic apparel eCommerce brand can still win for more specific, high-intent prompts like *"What are the most comfortable running sneakers for a beginner marathon trainer living in Wisconsin?"* In short: Intention beats volume.

It's much more useful to focus on your AI search visibility holistically.

## Determine your benchmarks for success

Setting the right KPIs for AEO is tricky because the metrics themselves are still maturing. A good starting point is to look into recent research reports, like [The 2026 AEO Benchmarks Report](#), to see where top players in your industry stand in terms of mentions, citations across answer engines, and AI Overviews.

Dive into how your top competitors are performing. Industry-specific competitor research gives you a realistic sense of what good looks like in your space, but also keep AEO maturity in mind. Measure yourself against the brands you feel are positioned well for AEO. You'll be able to tell by the way they post, what content they create, and how they speak to core product functions.

Overall, it pays to look for small improvements in your overall visibility. It's not as simple as saying that a piece of content needs X number of downloads or website visits to be successful. Look to improve your visibility over time, roll with the punches, and be realistic about what kind of improvements you're after.

## Translate performance into exec-ready reports

The more informed your execs are on your AEO performance, the easier it'll be to explain your strategy and its impact, which will make it that much easier to secure buy-in for future investment. But that only works if you're speaking their language.

Most execs don't care about prompt-level visibility because it's too abstract and feels removed from core business goals. Your job is to translate AEO performance into pipeline, revenue, conversions, and ROI. For a B2B brand, that means connecting AI visibility and citations to demo requests, trial signups, and ultimately pipeline.

This is where solutions like [Conductor AgentStack](#) make a real difference: it unifies AI visibility, search performance, content intelligence, and technical signals into a source of truth that plugs directly into your BI tools, dashboards, and agentic workflows. That means exec reports can pull from the same data foundation as the rest of the business—so AEO stops looking like a siloed marketing metric and starts looking like the growth channel that it is.

# Unify your AI visibility with Conductor

Don't rely on flawed volume data to measure your AEO performance.  
Get a complete view with website, search, and business metrics all in one place.

[Request a demo](#)

# How to operationalize enterprise AEO

Knowing the four pillars of AEO is one thing, but actually executing them at scale is another.

That's where the recent shift towards [agentic AEO](#) comes in. No matter how strong your content team is, they can only work so fast on so many things at once. Autonomous workflows powered by [AI agents](#) can run an entire end-to-end workflow in minutes that might have taken a human team days. And as more brands leverage them, the ones that don't are going to fall behind quickly.

But you can't operationalize AEO on your own. You need a partner with the right data and infrastructure to power agents that actually drive value. Agents are only as powerful as the data behind them, and generic agents built on thin or unreliable data will produce thin, unreliable results.

To operationalize enterprise AEO at scale, brands need a solution like Conductor's AgentStack. It provides a unified suite of MCP and API infrastructure, native apps for ChatGPT, Claude, and Copilot, and turnkey agents for content and technical AEO—all powered by a decade of proprietary search intelligence.

These are three things that can help you execute faster and cross-functionally: LLM apps, your martech stack,

## Integrate AEO into your LLM workflows

Most of your team is already using ChatGPT, Claude, or Copilot for some part of their day, but you can get even more out of these apps by connecting them to real AEO intelligence to streamline workflows through enterprise AEO LLM apps.

Investing in the right AEO LLM app makes the following use cases possible:

- **AI visibility audit.** Run a comprehensive audit of your brand's visibility, citation share, and sentiment across ChatGPT, Gemini, Perplexity, Google AIO, and Google AI Mode in minutes and get back a prioritized action plan, all from a single prompt.
- **AI content gap analysis.** Have the LLM pinpoint exactly where competitors are outperforming you in AI search by topic, persona, and intent—and where you're close to taking the lead—so your content team can plan your next steps.
- **Weekly competitive briefings.** Configure automatic weekly briefings that surface your top three competitors for key prompts and get back a prioritized list of topics to focus on without ever leaving the LLM.
- **Exec-ready reporting.** Generate exec summaries, competitive benchmarks, and branded slides in minutes by asking your LLM to pull from your real search performance data, turning what used to be days of manual reporting into a single prompt.
- **Always-on visibility check-ins.** Ask Claude for the week's top-cited pages, your lowest-performing pages by citation rate, or your AI visibility percentage across core topics, and get back real insights grounded in actual performance data without hallucinations or stale numbers.

## How to do this with Conductor AgentStack:

Conductor's **AgentStack** makes every use case above possible without writing a line of code. AgentStack's LLM Apps bring real AEO and SEO data directly into ChatGPT, Claude, and Copilot, so your team can identify content gaps, generate optimized drafts, build reports, and automate workflows without ever leaving the tools they already live in.

**The core differentiator:** Conductor builds and ships pre-made Skills that plug directly into your LLM and run end-to-end workflows on your real performance data, so you have the whole, fully-built workflow at your fingertips.

Our **AEO Developer Experience** provides full documentation, ready-to-use templates, and a growing library of Skills that support everything from generating board-ready AI search decks to product page citation scoring to AI shopping demand analysis. The future of agentic AEO starts here.

## Power your martech stack with high-quality data

For many organizations, their goal for 2026 and beyond is to weave AEO insights directly into the workflows and tools they already use. That means BI platforms, analytics dashboards, custom internal apps, and the agents they're building to power their business.

Whether you're piping AEO data into Looker, powering a custom internal agent, or building AEO functionality into a product you sell, the foundation required is the same: real-time, enterprise-grade AEO intelligence that meets your systems where they are.

That's the role of [Conductor AgentStack](#), specifically the MCP Server and Data API. Together, they give enterprise IT teams, technology vendors, and agencies an AEO intelligence layer they can build on, including access to intent signals, content signals, and technical signals through whichever surface makes sense for their stack.

## Leverage turnkey AEO agents

As the [agent economy](#) continues to take shape, more and more SaaS brands are beginning to release their own proprietary agents that teams throughout businesses can leverage to perform specific functions autonomously. For marketing teams that want agentic workflows without writing code, turnkey agents are the fastest path from insight to action.

Here are a few key considerations when assessing and implementing turnkey AEO agents:

- **You need different agents for different functions.** A single do-everything agent sounds appealing, but in practice, workflows for content optimization and technical monitoring are completely different and need different expertise.
- **But those agents can't be siloed.** The real power comes when these agents communicate as part of a connected workflow. For example, a technical agent surfaces that AI bots can't crawl a key page and hands that insight to a content agent to suggest and implement optimizations to resolve those crawlability issues.
- **Data quality is non-negotiable.** AI agents are only as powerful as the data behind them. This is why agentic AEO with generic tooling tends to disappoint—the agents work, but they're working on a shaky foundation.

Whether you're leveraging agents to research, outline, and generate exec-ready AEO reports with competitive benchmarks or using them to monitor your technical health, recommend solutions based on impact, and autonomously resolve them, what used to take days of manual work now takes a single prompt.

For example, [Conductor AgentStack](#) offers a **Content Agent** and a **Technical Agent**, each built to run end-to-end workflows through a guided, point-and-click experience.

## Pro Tip:

### **A quick pro tip for teams deciding whether to build or buy:**

If you have the engineering resources, deep AEO expertise, and the time to maintain custom agents as the landscape evolves, building your own can work.

But, for most marketing teams, turnkey agents get you from insight to action faster and keep you focused on strategy instead of maintenance.

## Implement a human-in-the-loop AEO approach

No matter how powerful your AI workflows or agents become, you still need a human in the loop.

Just like with AI chatbots, agents can hallucinate. They can misread nuance. They can follow instructions too literally or apply the wrong brand voice to the wrong audience. Your teams are the safeguard against those risks—reviewing drafts for accuracy, validating recommendations before they go live, and making sure the output stays on-brand.

**Human-in-the-loop** isn't a limitation of agentic AEO. It's what makes agentic AEO trustworthy enough to operationalize in the first place.

# Safeguarding your AEO strategy

AI search moves fast, algorithms shift, and what's working today can quietly stop working tomorrow. Safeguarding your strategy means staying on top of performance, thinking holistically across SEO and AEO, and keeping pace with an industry that's constantly in flux.

# Monitor your performance

AEO is an always-on project. On the technical side, you need to monitor your health and performance 24/7 to stay on top of key issues. For content, you need to understand how key pages are performing in AI search. Different signals need different cadences. Here's a look at what to monitor and how often.

## Monitor continuously (24/7, with real-time alerting):

- **Site uptime and availability.** If your site goes down, so does your visibility. Catch outages the moment they happen.
- **Broken schema on high-impact pages.** A broken product or article schema tag can strip your page of the signals LLMs rely on to cite it.
- **Unexpected spikes in 404s or crawl errors.** These quietly erode AI crawlability and authority.
- **Critical technical health issues** like Core Web Vitals regressions, JavaScript rendering failures, or indexation changes on priority pages.
- **AI bot crawl activity on top pages.** If AI crawlers suddenly stop visiting a key page, that's a signal worth investigating immediately.

## Monitor weekly:

- **Brand mentions and citations across AI engines.** Are your most important pages still being cited? Are mentions trending up or down across key AI engines?
- **Share of voice shifts.** Weekly check-ins on your share of voice relative to competitors help you spot momentum changes before they become trends.

- **Newly published content performance.** How is this week's content performing in AI search? Is it being crawled and cited, or sitting invisible?
- **Crawl frequency changes.** Week-over-week shifts in how often AI bots visit your site can signal content freshness issues or new technical problems.

## Monitor monthly:

- **Brand sentiment trends.** Are conversations about your brand in AI responses trending more positive, negative, or neutral? Which sources are driving that sentiment?
- **Competitive movement.** Are specific competitors gaining citations you've lost? Are new competitors entering the conversation?
- **Topic-level performance.** How are you performing across your priority topics and personas? Where are the biggest gaps?
- **Content audit priorities.** Which pages are underperforming and due for a refresh, consolidation, or retirement?

## Monitor quarterly:

- **Strategic benchmarks against industry peers.** How is your overall AEO performance tracking against category leaders?
- **KPI alignment with business outcomes.** Are your AEO metrics still tied to the pipeline, conversion, and revenue goals that matter to your execs?
- **Prompt strategy reviews.** Are the prompts you're tracking still reflective of how your audience is actually searching, or has behavior shifted?

Ultimately, you can't protect what you're not watching. The brands that stay visible in AI search are the ones that treat monitoring as a continuous effort, not a one-and-done project.

## Don't adopt AEO at the expense of SEO

**AEO is an extension of SEO**, not a replacement for it.

Both come down to visibility in search, and the brands that treat them as two sides of the same strategy are the ones positioned to win.

In practice, that means measuring, monitoring, and reporting on visibility holistically. How is your traffic performing in traditional search? How are your mentions and citations trending in AI search and AI Overviews? Where do the two reinforce each other, and where are there gaps? You need to be able to answer all of these questions and more to get an accurate view of your visibility.

## Follow industry trends

AEO is still in its early stages of development, and a lot is changing. New AI engines launch, existing ones update their models, and the way LLMs weigh different signals evolves constantly. It's a lot like Google algorithm updates—except now it's happening across half a dozen platforms simultaneously.

Staying ahead of those shifts is part of the job. Follow **trusted voices** in the space, pay attention to how industry leaders are framing new developments, and treat your AEO strategy as a living thing that gets updated as the landscape changes.

Another great resource is Reddit and social media. When AEOs, SEOs, and content marketers have something to say (or complain about, let's face it), they'll often turn to social media to provide unfiltered ideas on the latest updates, news, and products in the space.

The brands that find success will be the ones that can evolve their strategy and pivot to create new content and solutions as the market shifts and needs arise.

# Summary

Ultimately, AEO is an evolution of SEO. The brands that take the next step and start optimizing for the future will be the ones that find long-term success. The ones still watching from the sidelines, with no insight into their visibility, will be the ones playing catch-up.

But no matter where you are in your AEO journey or maturity, there are clear next steps you can start actioning today:

- **Reactive brands** should focus on baselining performance and quick wins.
- **Operational brands** should focus on coordinating cross-functional workflows.
- **Strategic brands** should focus on driving business impact.
- **Authority-first brands** should focus on defending and scaling what works.
- **Agentic brands** should focus on governing AI agents and maintaining authority through automated, self-correcting systems.

As AI evolves, the landscape will keep shifting. New engines will launch, algorithms will update, and best practices will change. But the fundamentals of AEO: strong content, technical soundness, real authority, and accurate measurement, aren't going anywhere. The brands that commit to doing the work well and keep doing it as the ground moves are the ones that will stay visible for the long haul.

Conductor is the only end-to-end, enterprise AEO platform built on the industry's most complete data engine. **Leading enterprises use Conductor to grow authority and visibility in AI and traditional search through AEO & SEO intelligence, AI content generation, and real-time website monitoring—all from one platform.**

[Schedule a demo](#)