

Unified Website Content Framework for SEO, AEO & GEO



communications@codeandpeddle.com



www.codeandpeddle.com

Table of Contents

01

Why this matters

02

Page-Level Structure

03

Content Body Structure

04

AEO Optimization Checklist

05

GEO Optimization Layer

06

Meta & On-Page SEO

07

Performance & Evaluation

08

Expert Rationale

09

Framework Overview

Why this matters

As Gartner predicts a 25% drop in traditional search volume by 2026 , relying solely on classic SEO means losing visibility in AI-driven answer engines and generative summaries. Our triple-threat framework ensures your content performs across **Search Engine Optimization (SEO), Answer Engine Optimization (AEO), and Generative Engine Optimization (GEO)**.

1. Page-Level Structure

✓ Hero Section

- **H1 Title:** Embed primary keyword for relevance and ranking.
- **One-line Summary:** A direct answer to the user's top question—ideal for AI Overviews and voice search.
- **CTA:** A clear next question or action: "Schedule a Demo," "Contact Us," etc.

✓ Intro Paragraph (70–120 words)

- Clarify what users will learn and match their intent (informational vs transactional).

✓ AI Answer Snapshot

- A 40–50 word factual summary (e.g., statistics, benefit statement).
- Optimized for AEO/GEO and Speakable schema, ensuring pick-up in AI feeds.

2. Content Body Structure

✓ H2 Subsections (Intent-Focused):

- What & Why It Matters.
- Core Benefits.
- How It Works – Step by Step.
- Industry Use Cases (with local cues).

Best Practice: Use concise text, bullets/tables, and GEO cues (e.g., regional stats, city references). Include schema: FAQ, HowTo, Service.

✓ Geo-Targeted CTA

“Looking for AI solutions in [Dubai]? Our team understands your regional logistics challenges—let’s chat!”

3. AEO Optimization Checklist

- Write conversationally, aiming to answer questions directly.
- Use structured data (FAQ, HowTo, Speakable) to boost answer pickup.
- Include a minimum of 4-6 FAQs with schema for full AEO coverage.

4. GEO Optimization Layer

- Include location mentions, local statistics, maps, and quotes from regional clients.
- Use LocalBusiness or Service schema if relevant.
- Ensure content is semantically rich for generative search inclusion.
- Research and work on more AI queries that people are searching for your business.

5. Meta & On-Page SEO

- **Title tag:** Primary keyword + value statement (<60 chars).
- **Meta description:** 140–160 chars—clear, benefit-driven, keyword included.
- **Headings:** Logical H1 → H2 → H3 structure.
- **Internal links:** 3–5 links to related pages.
- **Alt text:** Optimized, descriptive for visuals.
- **DR Box (Featured Snippet):** 3–5 bullet summary for direct AI snippet eligibility.

6. Performance & Evaluation

- Track search impressions and queries via Google Search Console.
- Analyze engagement: dwell time, bounce rate, conversion events.
- Test with AI tools: ChatGPT, Perplexity, Google AI Overviews—ensure content is cited.

Expert Rationale

- **AI search disrupts traditional traffic:** 80% of users resolve 40% of searches without clicking through.
- **Visibility in AI answers matters:** AEO and GEO ensure brand language appears in AI-generated responses.
- **Structured data wins in AI:** Well-marked-up content (HowTo, FAQ, Speakable) is more likely to be picked up.
- **Local relevance builds brand trust:** GEO captures local audience attention—context clues matter.

Framework Overview

Factor	SEO	AEO	GEO
Goal	SERP ranking	AI answers	AI summaries
Format	Long form	Short answers	Context + citations
Schema	Yes	FAQ/Speakable	LocalBusiness, HowTo

