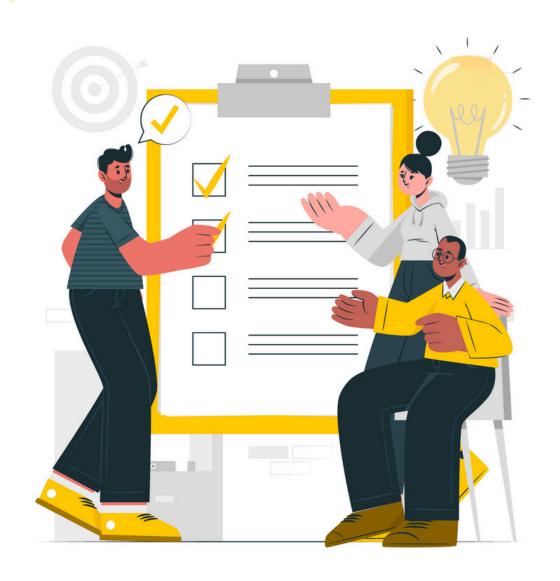


# Unified Website Content Framework for SEO, AEO & GEO





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# Why this matters

As Gartner predicts a 25% drop in traditional search volume by 2026, relying solely on classic SEO means losing visibility in Al-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

- HI Title: Embed primary keyword for relevance and ranking.
- One-line Summary: A direct answer to the user's top question—ideal for Al 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).

#### Al 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**

- Al 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 Al:** 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	Al answers	Al summaries
Format	Long form	Short answers	Context + citations
Schema	Yes	FAQ/Speakable	LocalBusiness, HowTo

