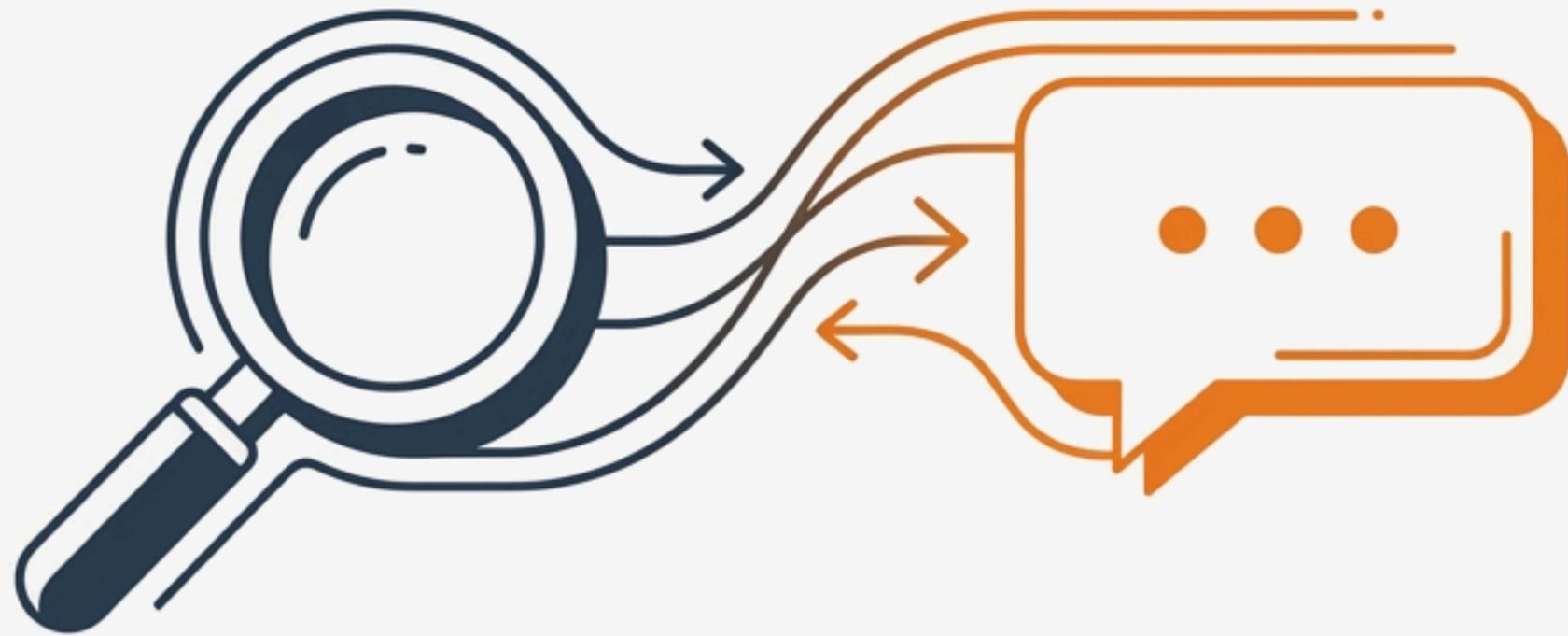


From Searching to Asking

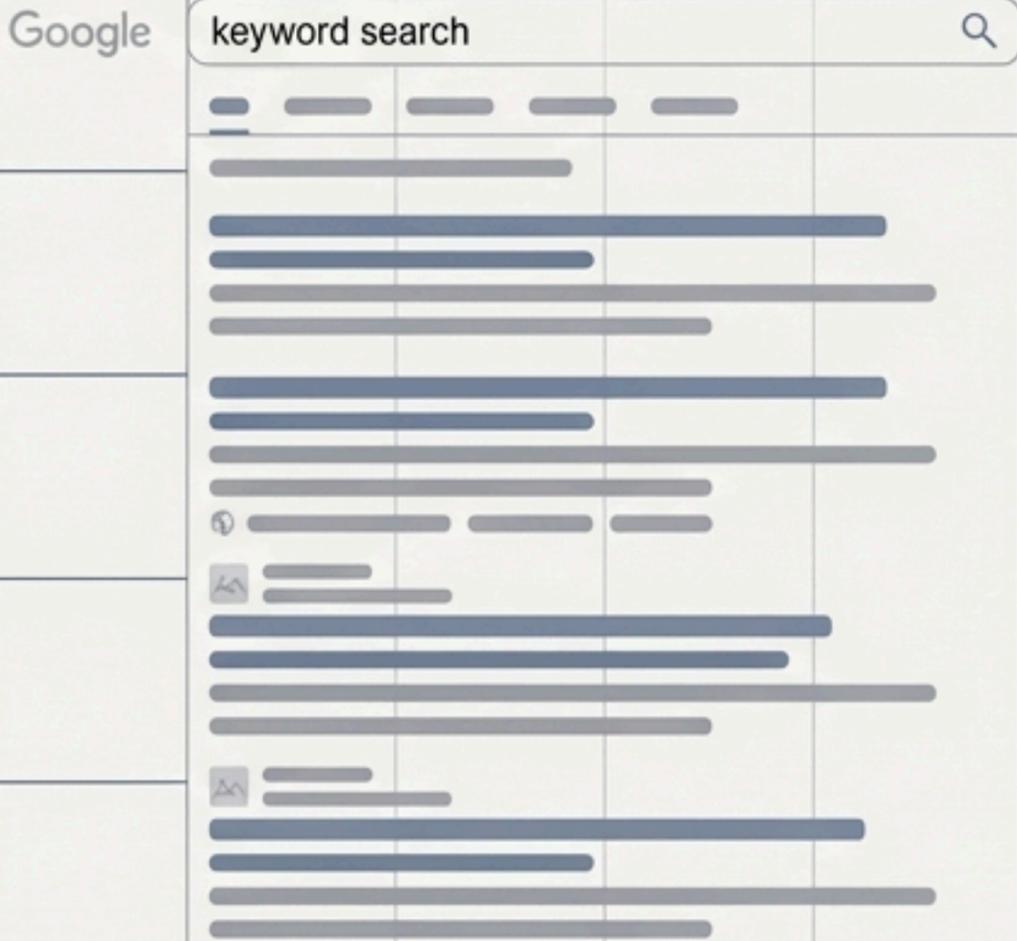
The Playbook for Generative & Answer Engine Optimisation (GEO/AEO)



The Behavioural Shift: We No Longer Just “Google” It.

Users are migrating from keyword-based hunting to conversation-based asking.

Searching for Resources



← Old Way

Asking for Solutions

Optimizing for Large Language Models involves structured data, clear semantic HTML, and comprehensive, authoritative content. Focus on answering user intent directly. Implement schema markup for better understanding by AI. Prioritize readability and factual accuracy.



← New Way

How do I optimize my site for LLMs? ➔

The Goal: Prepare websites to be read and recommended by Large Language Models.

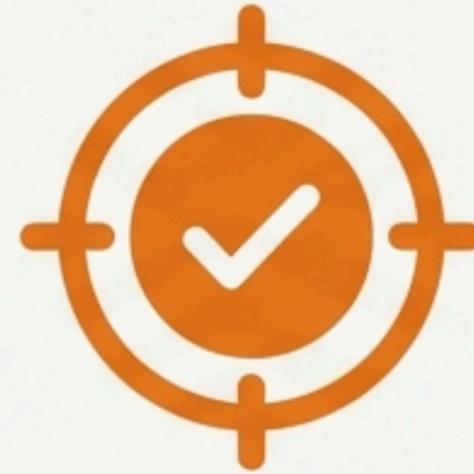
The New Optimisation Vocabulary



GEO

Generative Engine
Optimisation

- **Focus:** Authority & Context
- **Goal:** Optimise site content to establish trust with the AI.



AEO

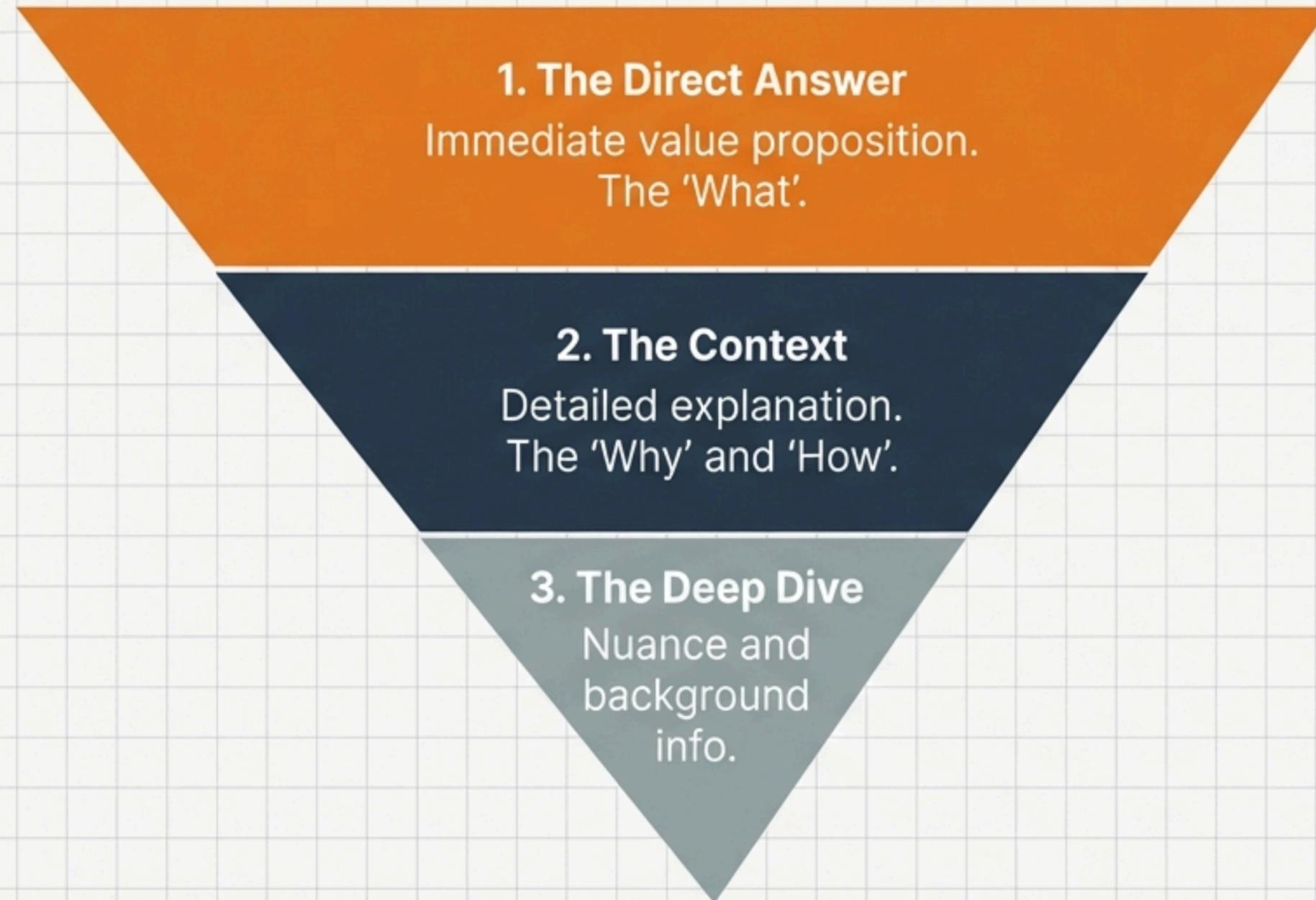
Answer Engine
Optimisation

- **Focus:** Accuracy & Clarity
- **Goal:** Format answers for easy extraction by AI.

While distinct, the execution is often identical. This playbook covers both disciplines.

The Golden Rule: Answer First, Explain Second

Users expect immediate value proposition and direct responses in conversational AI interactions.



The Score Framework Example

User Query: "How do I get the best prompts?"

- **Correct Response:** "**The best way to get results is to use my SCORE framework.**" (Answer provided immediately).
- **Incorrect Response:** "Prompt engineering has a long history starting in..." (Answer buried).

Structuring Content for the Machine Eye



Strategic Headings (H2/H3):
Phrase these as specific user questions.

Block Writing:
Avoid walls of text. Use concise, digestible blocks.

Scannable Formatting:
AI models favour bullet points and numbered lists for data extraction.

The Authority Trigger: Replace Feelings with Data

AI prioritises 'fact density'. Specifics signal authority.

The Fluff (Low Authority)

Our customers in Ireland love the cost reductions we have saved them with our solar panels.



Vs.

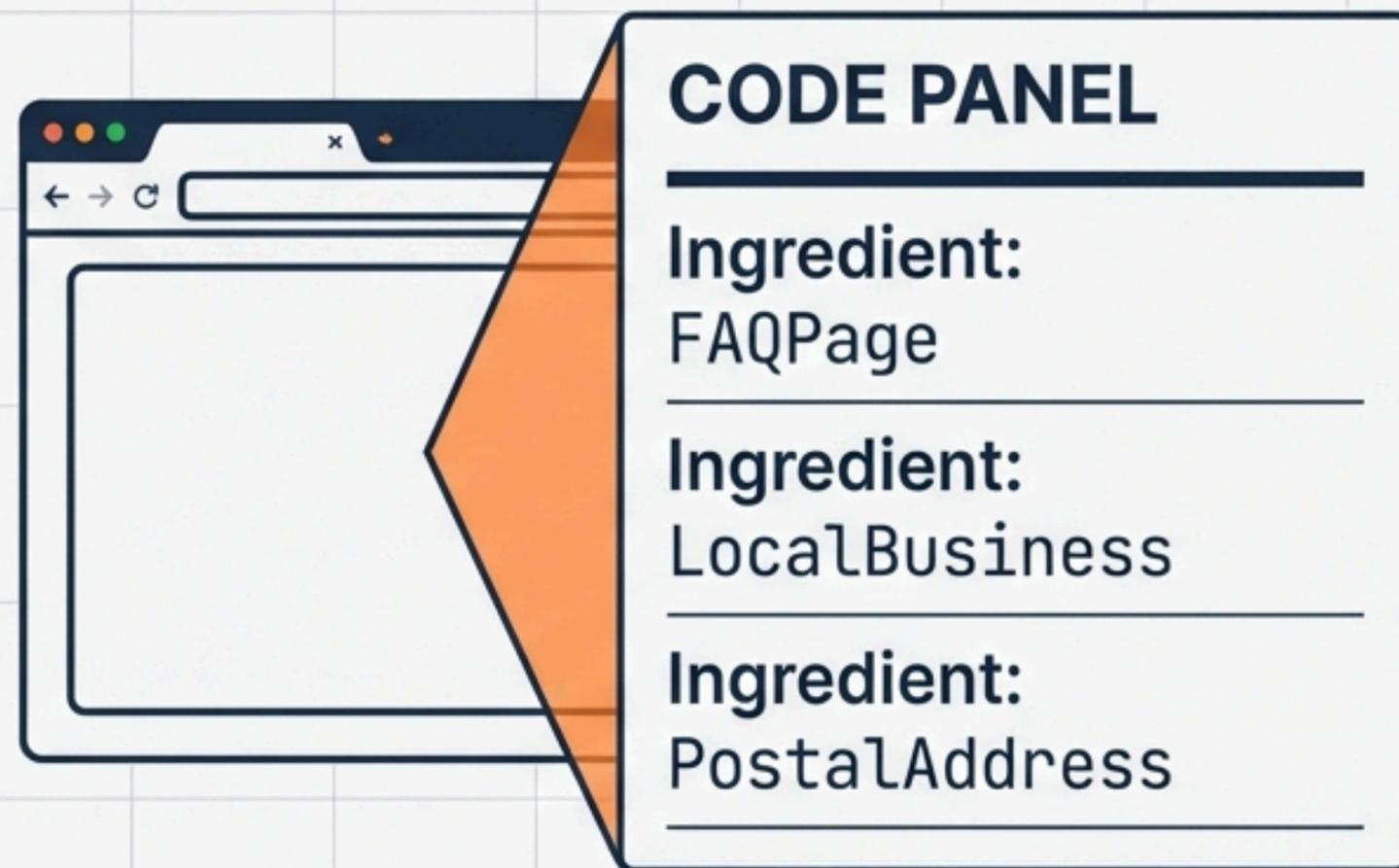
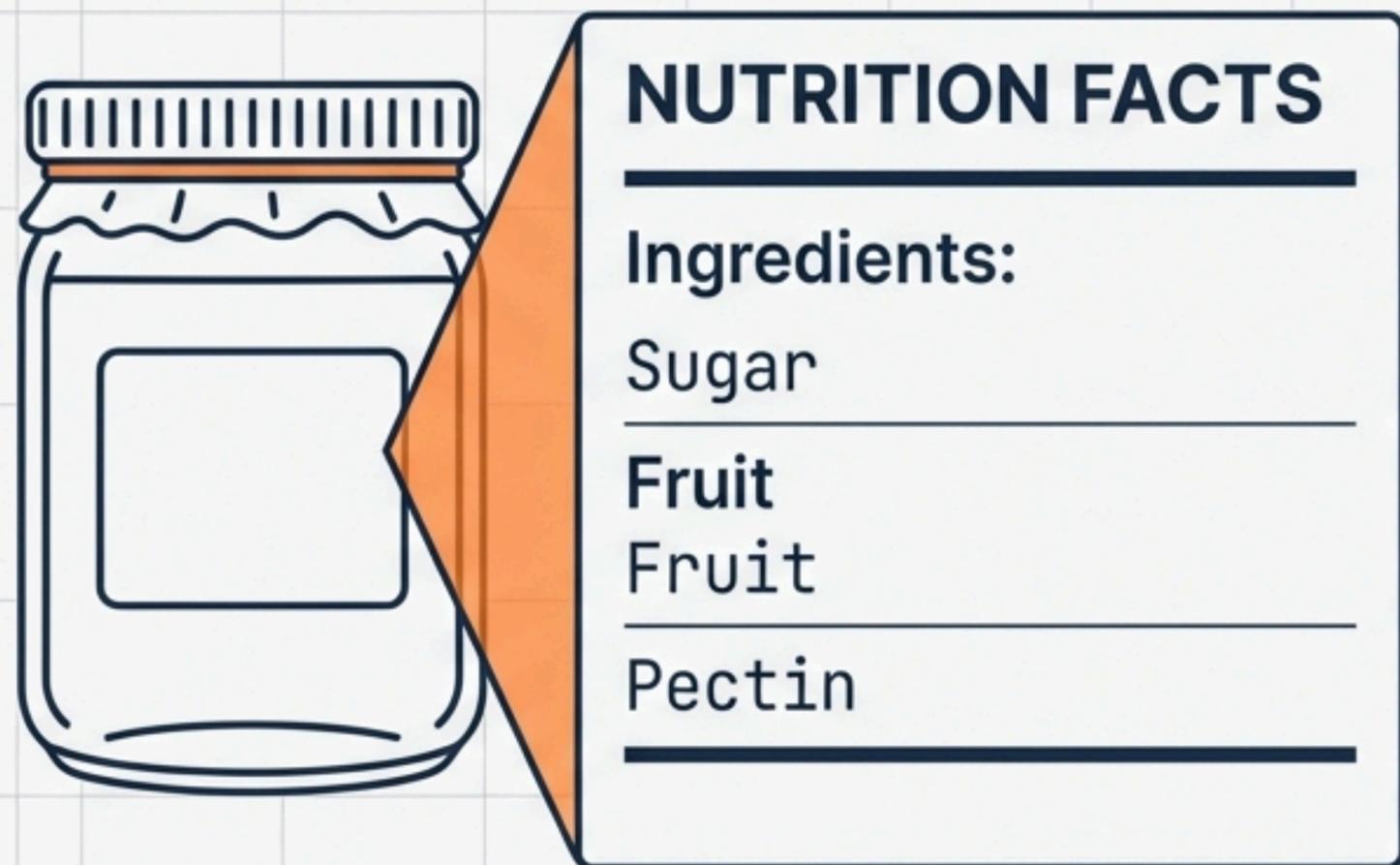
The Fact (High Authority)

90% of our customers based in **Dublin** in **2026** stated we saved them **€500** off their electricity bill.



Action: Audit your content. Are you providing citational facts (dates, locations, figures)?

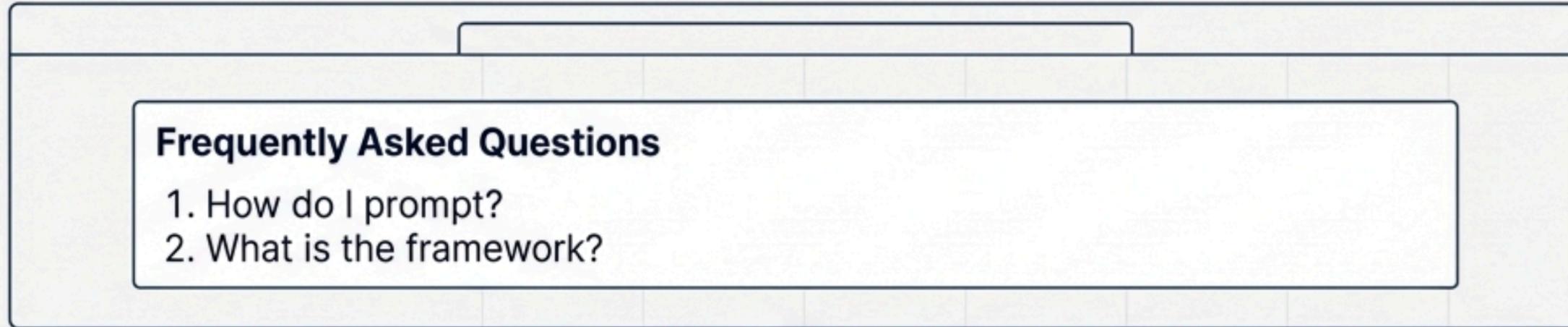
Schema: The Nutrition Label of Your Website



Just as a shopper reads a label to know what's in a jar, an AI reads Schema to **understand exactly what content is on your page.**

The FAQ Strategy: Bridging Content and Code

Human View



Same Content, Different Format.

Machine View

```
<script type="application/ld+json">{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    { "@type": "Question", "name": "How do I prompt?",
      "acceptedAnswer": { "@type": "Answer", "text": "Concise 'Answer First'
        response." }
    } },
    { "@type": "Question", "name": "What is the framework?",
      "acceptedAnswer": { "@type": "Answer", "text": "The framework..." }
    } }
  ]
}</script>
```

1. Identify 3-4 specific questions your audience asks.
2. Draft concise "Answer First" responses.
3. Embed as visible text for humans AND Schema markup for machines.

Pro Tip: Use Google AI Studio / GEO Schema Forge to generate questions based on fact density.

Generating the "Invisible Code"

User: Ask Google Gemini to "Create FAQ Schema markup for these questions..."

```
<script type='application/ld+json'>
{
  '@context': 'https://schema.org',
  '@type': 'FAQPage',
  'mainEntity': [{
    '@type': 'Question',
    'name': 'What is the best prompting framework?',
    'acceptedAnswer': {
      '@type': 'Answer',
      'text': 'The best results come from the SCORE framework...'
    }
  }]
}
</script>
```

Technical Validation: Is the Machine Reading You?

Rich Results Test

search.google.com/test/rich-results



Valid Item Detected

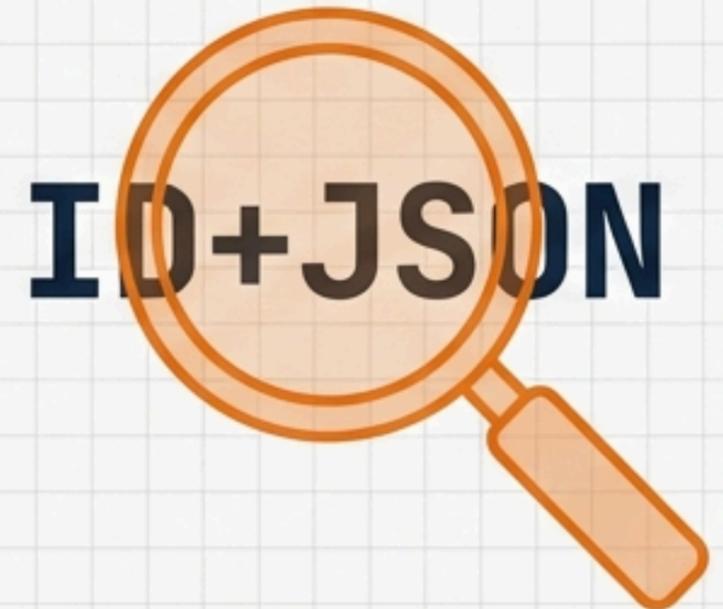
Schema.org Validator

validator.schema.org



Manual Source Check

View Page Source -> Ctrl+F



The AI Audit: Confirming Your Authority

The ultimate success metric is the citation.

Tell me about the prompting framework on [Your URL].

The prompting framework described is the SCORE framework. It involves...

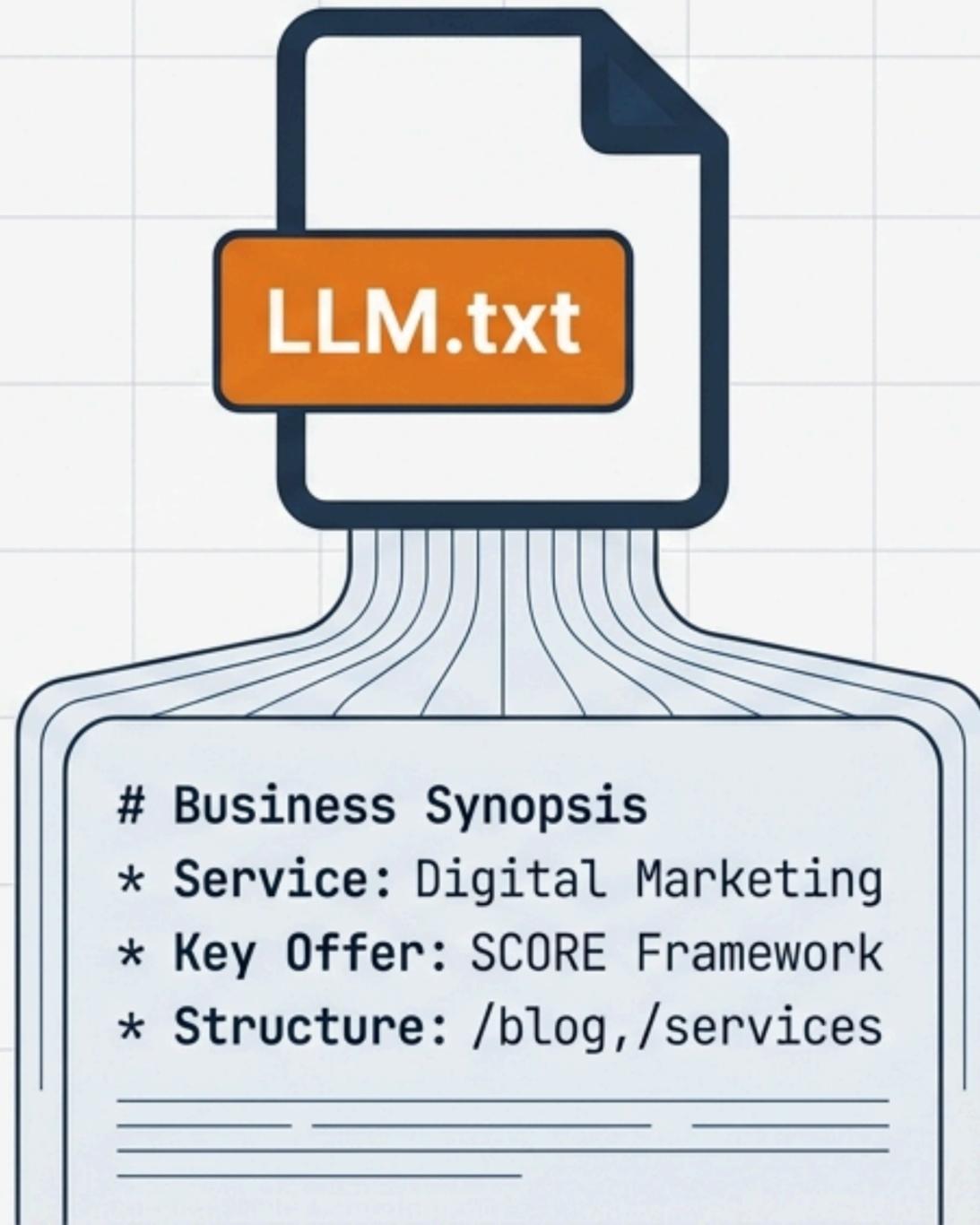
Sources

1. [Your Website URL] - Primary Citation

Success = The AI explains your concept correctly AND lists your URL as the primary source.

The Markdown Synopsis: Introducing LLM.txt

What is it? A text file written in Markdown, specifically for AI crawlers.

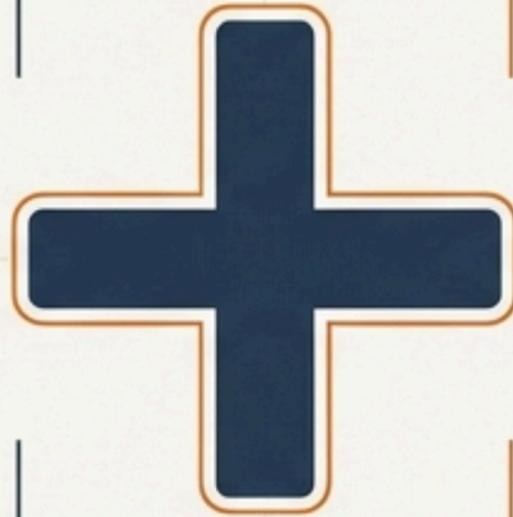


Why? It acts as a distraction-free 'cheat sheet' of your entire business structure.

Integration: Coexistence, Not Replacement

Keep Doing (Traditional SEO)

- 🔑 Keywords & Search Terms
- ⚡ Page Speed & Technical SEO
- 🏷️ Meta Descriptions & Alt Tags
- 🔗 Backlinks & Local Profiles



Start Doing (GEO/AEO)

- ✍️ Answer-First Writing
- 📄 JS Schema & JSON-LD
- 🗄️ Fact Density & Data
- 📄 LLM.txt

AEO/GEO are add-ons. Do not abandon the foundations of search.

The New Goal: Become the Cited Source

Write for Humans

Structure for Machines

Prioritise Answers

Validate with Code



In an era where AI synthesises the web, the most important valuable digital asset is no longer just ranking, it is an answer.

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