

AEO is the New SEO

**How to Get Your Product or
Service Recommended by AI
Engines Like ChatGPT,
Gemini, and Grok**

Presented by [The Inner Profit Circle](#)

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Introduction: The Rise of Answer Engines

Every day, millions of people are no longer Googling—they're *asking*. They're asking ChatGPT what business to start, asking Gemini which AI tools to use, and asking Grok where to invest their time and money.

And guess what?

These AI engines are recommending real-world products, services, and content. Not just Wikipedia. Not just Amazon. But blog posts. Videos. Tools. Even affiliate pages.

If you're a business owner, this is the moment to act.

This report shows you how to get your product, service, or content *recognized and recommended* by AI engines—by becoming the source they cite, quote, or link to.

What Is Answer Engine Optimization (AEO)?

AEO is the evolution of SEO.

Where SEO was about ranking on search engines, AEO is about *becoming the answer* inside AI tools. It's how you get surfaced when someone types:

“What’s the best tool to create children’s books with AI?”

“How can I make money online using free tools?”

“What’s the fastest way to build a sales funnel?”

If your product or content shows up in the response, you’ve just won.

LLMO (Large Language Model Optimization) is a closely related term that focuses on optimizing specifically for large language models. Think of LLMO as the method—and AEO as the outcome.

How AI Engines Choose What to Recommend

Here's how some of the major AIs operate:

- **ChatGPT:** Pulls from its training data, plugin integrations, and browsing (if enabled). Prefers clean, structured, cited content—especially from trusted domains and public sources like YouTube, Medium, and Substack.
- **Gemini:** Built on Google's search infrastructure. Prefers Google-owned assets (YouTube, Google Docs, Blogger) and indexed websites with structured schema markup.
- **Grok:** Taps into live X (Twitter) conversations and trending public links. Prioritizes real-time relevance and social signals.

To be picked, your content needs to be:

- Public
- Well-structured
- Useful
- AI-readable

- Indexed (or cited) across trusted platforms
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Building AI-Optimized Content (The Core of AEO)

1. Start with Real Questions

Use tools like:

- Perplexity.ai
- Google “People Also Ask”
- Reddit threads
- ChatGPT prompt histories

Turn those questions into exact-match titles:

“How to Use AI to Create a Passive Income Stream”

“Best Free Tools to Start an Online Business in 2025”

2. Structure for Clarity

Use:

- Headings (H1, H2)

- Bullet points
- Short paragraphs
- TL;DR summaries at the top
- FAQs at the bottom

AI loves skimmable, easy-to-parse content.

3. Put the Answer Up Front

Don't bury your insights. Give the core answer in the first 2–3 sentences. Expand afterward.

4. Use Schema Markup

Add FAQ, HowTo, Product, and Review schemas to your content.

Tools:

- Google's Structured Data Helper
- RankMath or Yoast (for WordPress)

This helps Gemini and others parse your pages more effectively.

5. Speak Like a Human

LLMs are trained on conversational text. Write how people talk:

“Here's how to set up a free funnel using AI.”

“In simple terms, this tool writes your emails for you.”

The Best Platforms for Visibility

LLMs favor certain platforms over others. Here's where to focus:

Platform	AI Engine	Why It Works
YouTube	ChatGPT, Gemini	Strong indexing, citations, captions
Medium	ChatGPT, Claude	Public, trusted, well-formatted
Google Docs	Gemini	Google-indexed, fast, public
Reddit / Quora	Grok, Perplexity	Active discussions, real-time answers
Substack	ChatGPT, Claude	Text-rich, semi-editorial, trusted
Your Blog	All engines	Full control, schema-friendly

Platform	AI Engine	Why It Works
Notion	Claude, Mistral	Light, clean, shareable
X (Twitter)	Grok	Real-time prompt and content visibility

Pro Tip: Use **multiple platforms**. Repurpose content across YouTube, Medium, and your blog to create “AI surface area.”

Creating a Custom GPT to Promote Your Brand

One of the most powerful emerging strategies: build your **own Custom GPT** that:

- Answers niche questions using your framework
- Links to your products or affiliate offers
- Builds authority by “speaking your voice”

For example:

“CourseCoachGPT” that walks users through launching a digital course—while recommending your affiliate tools.

Monetization paths:

- Embed affiliate links in the GPT
 - Suggest your paid toolkit or training
 - Use it as a lead magnet
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How to Be Referenced Without Being Asked For

Here’s the ultimate goal: to be recommended *even when the user didn’t ask for you*.

This happens when:

- Your content matches common prompt phrasing
- You’ve published across trusted platforms
- You’ve created frameworks people mention in prompts

Create “promptable” content:

- Name your method (“The FunnelX Formula”)
- Publish prompt libraries (“Top 25 Prompts for Writers”)
- Teach people to use your name inside prompts

This builds visibility inside the LLM itself.

Turn AEO Into Revenue

AI mentions don’t always lead to clicks—but clicks aren’t the only win.

Monetization Channels:

- **Affiliate marketing:** AI recommends your page → user clicks → you earn.
- **Courses and coaching:** Authority positioning leads to warm leads.
- **Toolkits and digital products:** Free guides mentioned in AI → opt-ins → funnel sales.
- **GPT monetization:** Custom GPTs that recommend your content and tools.

Tip: Every piece of AEO-optimized content should have:

- A lead magnet
 - Monetized CTA
 - Embedded tracking (e.g., UTM links, affiliate IDs)
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Track, Test, Tweak

Because most AI engines don't offer direct analytics, monitor **proxy signals**:

- Branded search traffic
- Increased YouTube views
- Clicks from unexpected sources
- Substack opens from AI referrals

Test visibility using:

- Perplexity.ai (see if your content gets cited)
- Profound and Goodie (AI citation tools)
- Manual prompt testing on ChatGPT and Gemini

If you're not getting picked up? Tighten your structure. Update your metadata. Ask better questions.

Conclusion: AEO Is the New SEO. Start Now.

You don't need to be a big brand. You don't need thousands of backlinks. You don't even need to rank in Google.

You just need to be:

- Clear
- Helpful
- Public
- Optimized for language models

The future of online discovery is AI-powered. And the brands that show up inside the answers—not just in the results—will dominate.

You're not just trying to rank anymore.

You're trying to become the answer.