



SEO → AEO → GEO

A BEGINNER'S GUIDE TO ORGANIC VISIBILITY

How agents, advisors, and FMO teams
stay visible as search behavior changes.



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MARKETING MENTORS



SEO: THE FOUNDATION

SEO helps people find you when they search. If your website appears in search results, SEO is doing its job.

What Still Matters

- Clear page purpose
- Content written for real people
- Pages that answer one main question well

What Matters Less Than It Used To

- Keyword stuffing
- Publishing content just to “stay active”
- Chasing algorithm updates



Quick Action Starts

Choose 3–5 core pages
(Not your entire site)

Keep in Mind

- Who it's for
- What problem it solves
- What action to take

AI Prompt: SEO

“Act as an SEO expert. Review this page [URL]. Is it clear who this page is for, what problem it solves, and what action to take? Suggest SEO improvements in plain English.”

AEO: BEING THE ANSWER

Answer Engine Optimization helps AI tools clearly explain what you do when someone asks a question.

If AI had to describe your business in a few sentences... Would it get it right?

What AEO Looks Like

- Clear questions
- Clear answers
- Simple language



Easy AEO Wins

- Add short Q&A sections to existing pages
- Use natural, conversational wording
- Answer the questions clients actually ask

AI Prompt: AEO

"Act as an AEO expert. Rewrite this page [URL] so it clearly answers common customer questions in a way an AI assistant could confidently summarize."

GEO: GETTING CITED

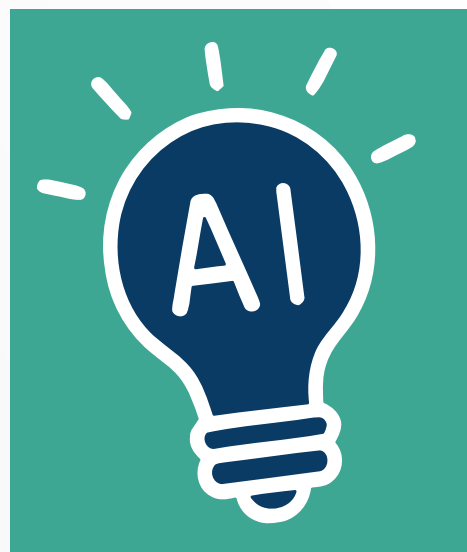
Generative Engine Optimization helps AI decide what to recommend. If your business gets cited by AI, GEO is doing its job.

AI Looks Beyond Your Website For:

- Consistency and credibility
- Authority signals across the internet
- Real-world trust and a positive reputation

AI Is Comparing:

- Your website & profiles to others
- Mentions and descriptions elsewhere



Quick GEO Actions

Review your Google profile, LinkedIn, and partner bios

Quick GEO Actions

- What you do
- Who you serve
- How you help

AI Prompt: GEO

“Act as a GEO expert. Based on my business and location, what signals would help LLM’s recommend me? Identify gaps in authority, consistency, and visibility.”

30-Day Quick Start Guide

Week 1 — SEO: Get Your Core Pages Clear

- List your top 3 services and write one simple sentence explaining each.
- Add those sentences to your Home, About, and Services pages.

Week 2 — AEO: Make Sure You're "Answerable"

- Write down the 10 most common client questions and answer them in 2–3 sentences.
- Post these answers on your site as FAQs or short educational articles.

Week 3 — GEO: Become "Citable" by AI Models

- Publish clear, factual pages that define who you serve, what you do, and your credentials.
- Post simple, authoritative answers on platforms AI pulls from (LinkedIn, your website, Reddit).

Week 4 — Refine + Re-Run AI Prompts

- Re-run your content through AI to improve clarity, accuracy, and tone.