

Worksheet to Build Your Action Plan

Topic: Your Digital Visibility: The New Rules of the Game in the Age of AI

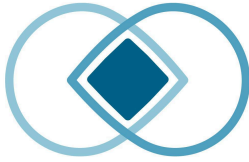
The foundation = SEO

When it comes to your business, which keywords do you want to rank for online?

In relation to your customer, which keywords do they use to find your product or service?

Present and Future = AEO and AIO

List the 5 most common questions your customers ask about your product or service.



Knowledge Hub = GEO

List facts or statistics that make you stand out. Example: *We install 12% more heat pumps in rural areas.*

Action Plan

SEO

- List of keywords you want to rank for online
- List of keywords your customers use to find your product or service
- What is your ranking for these keywords?
- Do you have an SEO dashboard?
- Is your Google My Business page optimized?

AEO

- Do you have a list of the most frequently asked questions about your product or service?
- Do you have a list of these frequently asked questions broken down by Top of the funnel (TOFU), Middle of the funnel (MOFU), and Bottom of the funnel (BOFU)?
- Have you validated your search assumptions with your SEO provider?
- Do you have an FAQ (or Q&A) page on your website optimized for AEO?

GEO

- Do you have a list of facts or statistics that set you apart? E.g., “We install 12% more heat pumps in rural areas”—ready to be integrated into your site?