Punch

AEO Playbook

for B2B Websites

Answer Engine Optimization
for Modern B2B Marketing
and Product Sites

Where should we begin?

WTF is AEO?

Answer Engine Optimization is the practice of **optimizing content** so that AI systems (like ChatGPT, Perplexity, Gemini, Bing Copilot) return *your* information as the answer.

It's essentially the evolution of SEO for the age of AI:

SEO → Optimizes for search engines

AEO → Optimizes for AI answer engines

AI answer engines don't send traffic to many webpages, they summarize, synthesize, and cite.

AEO aims to ensure those summaries include your brand, product, or expertise.

Would you like to learn some best practices for AEO?

Uh, yeah... ⟶

01

Lead with the Answer

State what you do and the value you deliver in the first lines. No warmups. No fluff.

⬢ How LLMs use it:

Models pull the first clear statement they understand. Direct answers get surfaced. Vague introductions get ignored.

02

Structure Everything

Use H2s, H3s, short paragraphs, lists, and consistent sections.

How LLMs use it:

Models rely on heading hierarchy to map topics. Structured content is extracted cleanly and placed into answers.

03

Build Real FAQs

Add actual buying questions. Pricing, integrations, use cases, onboarding, results, fit.

How LLMs use it:

Q and A blocks mirror the exact pattern models prefer for answer extraction.

04

Add Schema Markup

Use JSON-LD for services, products, FAQs, reviews, and organization details.

How LLMs use it:

Schema removes ambiguity and gives models machine-readable meaning.

05

Make Page Intent Obvious

State the purpose of the page right away. Example: "Enterprise Data Security Platform."

How LLMs use it:

Models classify pages by the earliest clear signal. Obvious intent improves accuracy.

06

Focus Your Homepage

Tell users exactly what you offer, who it helps, and the payoff. Avoid theatrical storytelling.

How LLMs use it:

Models extract value propositions and positioning statements. They skip buzzwords.

07

Avoid Topic Overlap

One topic per page. No duplicate service pages or competing explanations.

How LLMs use it:

Overlapping content creates confusion. A single page per topic becomes authoritative.

08

Use Specific, Expert Content

Explain how the product or service works and what outcomes it drives. Surface expertise early.

🔊 How LLMs use it:

Models favor depth and specificity. Expert content gets trusted more than surface-level marketing text.

09

Add Numbers

Use measurable outcomes: savings, efficiency, speed, adoption, accuracy, conversions.

🔊 How LLMs use it:

Models prioritize quantitative data when forming summaries. Numbers make your page a stronger source.

10

Build Smart Internal Links

Link related content with descriptive anchors: use cases, features, industries, resources.

How LLMs use it:

Internal linking helps models understand how your content is structured and which pages carry authority.

11

Keep the HTML Clean

Make sure content loads server-side or statically. Avoid content hidden behind heavy JS.

How LLMs use it:

Models read raw HTML. If content never appears there, they may not capture it.

12

Showcase Real Expertise

Add SME bios, team profiles, customer insights, thought leadership, and case studies.

⬤ How LLMs use it:

Models use these pages as authority signals. More authority increases extraction likelihood.

13

Front–Load Value

Start each section with the strongest insight or answer, then expand beneath it.

🎙 How LLMs use it:

Models often lift the first full sentence under a heading. Front-loading ensures the right message gets pulled.

14

Publish
with Intent

Write as if an AI model will quote you.
Be clear, factual, and confident.

How LLMs use it:

Straightforward content is easy for models to interpret and reuse.

Punch

Need Some Help with AEO?

Visit:

punchteam.com