

SEO AEO GEO

Optimising how customers find you in the AI era

Search behaviour is undergoing a big transformation. People don't just Google and browse lists of blue links; they ask AI tools to compare options and pick products for them and expect immediate, synthesised answers. Staying visible online now requires moving beyond basic keyword rankings to ensure your organisation is accurately parsed, cited, and recommended on all kinds of platforms.



Intelligence

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Approximately 60% of searches now end directly within the search results page or AI chat window without users clicking through to external sites.



The overlap between top-ranking organic links on Google and the sources cited inside AI-generated answers has dropped below 20%.



AI-referred visitors convert at 4 to 5 times the rate of traditional organic search traffic because they arrive with pre-established buying intent.



SEARCH ENGINE OPTIMISATION (SEO)

Rank higher in organic search

SEO makes sure search engines can find, read, and rank your website pages. It's your technical base: if search crawlers can't read your pages, AI tools won't be able to find, review, or recommend your content either.

ANSWER ENGINE OPTIMISATION (AEO)

Get referenced as the short answer

AEO formats your content so Google and AI summaries can grab instant facts for voice search and top-of-page answer boxes. It gets your brand noticed before users even decide to scroll or click.

GENERATIVE ENGINE OPTIMISATION (GEO)

Get sourced by Gen AI models

GEO builds your reputation across different models. Because tools like ChatGPT, Gemini, Perplexity, and Claude source information from unique data and algorithms, you should adjust your approach for each and cover diverse, cross-platform authority to be shortlisted.

Lightweight HTML Code

Keep core content in plain text HTML so traditional search crawlers and AI scrapers are not blocked by heavy JavaScript code.

Topical Content Clusters

Build clusters of content about subjects that interlink, and match target search intent, to own the entire subject comprehensively rather than targeting isolated keywords.

Earned Editorial Backlinks

Build high-quality inbound links through digital PR and original research to build the domain authority required to rank high.

Bottom Line Up Front (BLUF)

Place a direct 40–60 word answer immediately beneath conversational, question-based subheadings. This captures answer content that is associated clearly with a question.

Machine-Readable Structures

Organise details into clean HTML comparison tables and bullet lists, which answer engines cite up to 2.5x more often.

Explicit Schema Markup

Add background schema tags like 'FAQPage' and 'HowTo' so machines can instantly identify and extract your page's answer.

Third-Party Proof & PR

Get mentions across independent sites, forums, reviews and news, as ~85% of AI recommendations originate from off-site sources.

Verifiable Facts & Quotes

Embed proprietary statistics and attribute experts as generative models actively favour concrete evidence over generic copy.

Entity & Content Freshness

Maintain consistent business profiles across the web and update core articles every 3–6 months to prove active brand authority.

FIRST STEPS

Technical Audit

Make sure your site works well on mobile and doesn't block AI or search bots from reading your pages.

Fix your content

Add short answers under headings, put product specs into simple tables, and add clear structure and tags.

Track Your Results

Set up analytics to track referrals from AI tools, watch for brand mentions, and see which leads convert.

See how AI views you

Ask ChatGPT, Gemini, and Claude 15–20 questions about your industry to see if they recommend you.

Build Off-Site Proof

Get listed on popular review sites, industry blogs, and forums that AI tools read for trusted proof.