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**AEO**

# Step 1: Audit for "Natural Language" Keywords

**The Problem:** Traditional SEO focuses on short keywords (e.g., "Marketing Las Vegas"). Answer Engines (AI) look for conversational questions.

**The Action:** Identify the top 5 questions your clients ask you in person. Rewrite your website's sub-headlines to answer those questions directly.

**Example:** Change "Our Services" to "How can an Integrated Marketing Strategy scale your business?"



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# Step 2: Implement Structured Data (Schema Markup)

**The Problem:** AI needs a "map" to understand your site's data quickly.

**The Action:** Use a WordPress plugin (like Yoast or RankMath) to set up "Local Business" and "FAQ" Schema. This tells AI exactly who you are, what you do, and where you are located.



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# Step 3: Build Authority via the "Knowledge Loop"

**The Problem:** AI only recommends brands it trusts. Trust is built through consistent, expert content.

**The Action:** Create a "Knowledge Base" or "Insights" page. Instead of long blogs, write short, definitive answers to industry-specific problems. This makes you the "source of truth" for the AI to cite.



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# Your Move

Reading the kit is the first step. Implementing it at a high-stakes level is the next. If you are ready to stop guessing and start dominating your industry's digital landscape, I am here to help. Whether you need a full WordPress overhaul or a comprehensive AI-integrated marketing roadmap, let's architect your growth together.