

3-MONTH AEO GROWTH PROGRAM

For Existing Websites • AI & Search Engine Optimization

OBJECTIVE

Transform your existing website into a high-performing, search-visible, and AI-ready growth asset over 3 months.

AI/SE Search Visibility

Technical Foundations

Higher Conversions

Monthly Reporting

MONTH 1 – SETUP & TECHNICAL FOUNDATION

Ensure all data, profiles, and technical basics are correct so every later action compounds.

1. Analytics & Search Setup

- Google Analytics 4 (GA4) implementation/verification
- Google Search Console with XML sitemap
- Configure key conversion tracking
- Verify clean data and domain settings

2. Google Business Profile

- Create or fully optimize GBP
- Standardize NAP with website
- Add categories, services, and photos
- Write AEO-friendly descriptions and Q&A

3. OTAs / Directories

- Identify key external profiles (Booking.com, Expedia, TripAdvisor, Yelp)
- Standardize NAP across all platforms
- Align descriptions with main UVP

4. High-Priority Technical SEO

- Fix critical crawl and indexation issues
- Resolve 404s, bad redirects, speed bottlenecks
- Review robots.txt and XML sitemaps

OUTCOME:

A consistent, technically sound presence with accurate tracking and clean profiles.

MONTH 2 – UX, AEO FOUNDATION & CONVERSION OPTIMIZATION

Make the site persuasive for humans and understandable for AI.

1. UX & Conversion Improvements

- Optimize key pages (Home, Services, Contact)
- Clarify who, what, for whom, and why
- Strengthen CTAs and simplify forms
- Improve navigation and mobile usability

2. AEO & Structured Data

- Build/enhance FAQ sections
- Implement schema: LocalBusiness, Organization, Product/Service, FAQPage
- Validate structured data for errors
- Review llms.txt for AI crawler guidance

3. Deep Audit & Strategic Roadmap

- Full site and content audit
- Information architecture and internal linking
- SEO audit: keywords, on-page, indexation
- AEO audit: content answers and structured data
- Prioritized roadmap for continued growth

OUTCOME:

A site that converts better, is structured for AI interpretation, and a clear plan for future improvements.

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Month 3 & Ongoing Reporting

MONTH 3 – ON-PAGE SEO, CONTENT & OFF-PAGE

Align pages with search intent, amplify what is working, and build authority.

1. On-Page SEO & Content Structure

- Keyword and intent mapping to key pages
- Identify missing pages for high-value topics
- Refine titles, meta descriptions, headings, URLs
- Expand content to address user questions
- Strengthen internal linking for topical clusters

2. Performance-Driven Content Expansion

- Identify pages with strong impressions but low CTR
- Improve pages with traffic but weak conversions
- Create guides, "how it works" pages, comparisons
- Develop local/industry resources for qualified visitors

3. Strategic Off-Page SEO

- Add high-quality citations and directory listings
- Pursue natural link opportunities
- Local partnerships and industry mentions
- Support review and reputation efforts

4. Results Review & Next Steps

- Compare Month 3 vs Month 1 metrics
- Organic traffic, rankings, conversions, visibility
- Final refinements on high-performing pages
- Recommendations for continued growth

OUTCOME:

Demonstrable progress with growing qualified traffic, stronger authority signals, and clear evidence of ROI.

ONGOING EVERY MONTH – REPORTING & COMMUNICATION

- Continuous monitoring of GA4 and Google Search Console
- Monthly performance report: organic traffic trends, key query insights, page-level performance
- Ranking movements and conversion metrics
- Simple action summary: What was done, what changed, what we focus on next

OUTCOME:

Transparent, professional reporting and decisions based on data, not guesswork.

PROGRAM SUMMARY

Month 1

Technical Foundation

Month 2

UX & AEO Optimization

Month 3

Content & Authority