



# *AI Engine Optimization*

ADVANTAGE INDEX

Accelerate Your Advantage:  
Lead the Shift from SEO to AEO



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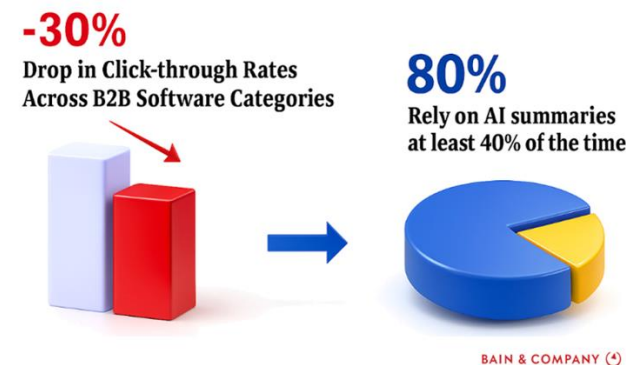
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## Why It Matters

In today's AI-guided buyer journeys, visibility is essential for survival. In crowded and noisy markets, B2B buyers now rely on AI assistants like ChatGPT, Grok, and others to prioritize brands and evaluate solutions. If you're not visible, you're not considered.

That's where the **AI Engine Optimization (AEO) Advantage Index** comes in. It measures how well your brand, solutions, and experts surface in AI-mediated discovery. Unlike traditional SEO, AEO looks at how LLMs learn, rank, and retrieve information:

- Are you embedded in the semantic memory of the popular AI assistants used by B2B buyers?
- Does your content appear in sources that their underlying LLMs pull into answers?
- Do you project Credibility, Authority, Authenticity, and Trust in the eyes of both buyers and AI?



**This isn't guesswork.** Each score is based on documented proof points—citations, interviews, customer references, analyst notes—that show you exactly where you stand and how to improve. The result is a clear roadmap to boost your digital footprint, enhance AI visibility and make your story stand out in the marketplace.

For vendors, you boost your brand equity, spark new demand, and build greater trust, while reinforcing confidence that your investments in content, PR, and thought leadership are paying off where it matters most: within the algorithms that are reshaping buyer journeys?

In the age of AI discovery, no brand means no demand. The **AEO Advantage Index** provides you with a data-driven, prescriptive plan to rise above the noise and win.



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## Overview

When you engage with the **AI Engine Optimization (AEO) Index**, you don't just get a score; you also receive a detailed playbook, based on the quantitative assessment of 15 criteria across the three AEO dimensions. This includes a narrative summary of findings, an evidence log linking to proof points, and a prescriptive action plan.

The **advisory services** that accompany it will walk you through your results, benchmark your performance against competitors, and highlight the specific signals that are most important to AI systems and the enterprise buyers in your category.

You'll leave with a strategy your teams can implement immediately. The deliverables are created to support a continuous learning cycle: evaluate your visibility signals, make targeted improvements, and measure progress.

Your teams can customize these tactics with AI assistants like Grok, Claude, or ChatGPT, using the prompts and frameworks provided to gather new evidence, test fresh content, and refine campaigns. Over time, these efforts build into sustained visibility with the most critical buyer groups. The outcome is a repeatable system that keeps your brand discoverable, trusted, and preferred in AI-driven buyer journeys.

In the age of AI discovery, visibility is the new competitive currency. We can help you not only keep pace but also lead where it matters most, inside AI-driven buyer journeys. The result will help your brand rise above the noise and turn visibility into measurable growth.

### What You Get with the AEO Advantage Index

- Scorecards
- SWOT Analysis
- Evidence Logs
- Customized Action Plan
- Competitive Benchmarks
- Advisory Workshops
- 90-day Reassessment





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## Process

The **AEO Advantage Index** is a step-by-step process designed to help your brand rise above the noise of AI-driven discovery and ensure your solutions are surfaced in buyer journeys.

We begin by **benchmarking your AEO readiness**, measuring the strength of your brand across 15 attributes that mirror how AI assistants learn, rank, and retrieve information.

Next, we collaborate with you to **improve your AEO position** by transforming insights into an action plan. This involves targeted strategies, designed to strengthen your AEO posture.

From there, we assist you in **feeding AI new AEO content**, making sure fresh, credible, and well-structured signals are accessible to the systems shaping modern discovery, weaving a narrative into the AI-readable fabric that large language models rely on.

Finally, we guide you to **design AI-guided buyer journeys**, reimagining how customers engage with your brand once visibility is secured. The result is a repeatable system that connects discovery to demand, ensuring your story is both seen and chosen.



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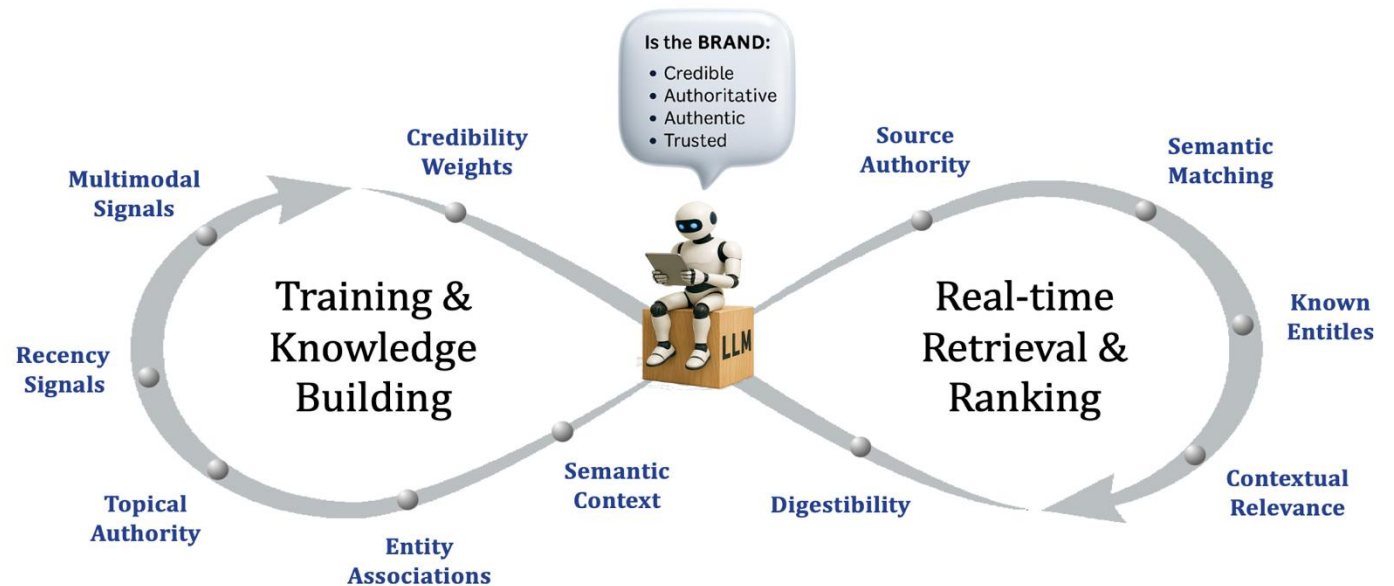
# Methodology

The **AEO Advantage Index** employs a proprietary methodology that simulates how AI assistants learn, retrieve, and rank brands during real buyer discovery journeys. Each of the 15 attributes across the Training, Retrieval, and CAAT pillars is rated on a 0–5 scale.

- **Collect Evidence:** Gather proof points from AI assistant queries and analyst research.
- **Score & Normalize:** Apply the 0–5 scale against custom weighted signals.
- **Prioritize Action** – Translate scores into a visibility profile and SWOT analysis.

Our methodology uses a library of prompts, tested and refined across leading AI assistants, that simulate real buyer questions. All proof points are logged and assessed by an analyst.

The result is a **customized visibility profile** that is transparent, repeatable, and directly tied to the signals AI systems, and therefore buyers, use to decide who gets surfaced in answers.





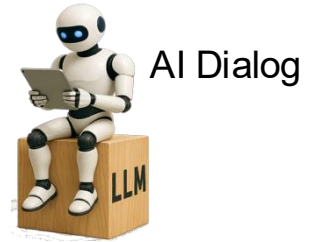


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## Act Now!

The era of **SEO** is coming to an end, making way for **AEO**.



As AI assistants reshape how buyers search and select vendors, visibility is no longer about ranking high in Google or about how much content you put out on your websites. It's about being embedded in the knowledge systems driving decisions.

Brands that **act now** to strengthen their AEO position will secure early inclusion on the “day-one list” that influences 85% of B2B purchases. Those who delay will face increased competition, higher costs, and the risk of remaining invisible in AI-driven journeys and the buyers they engage with.

The advantage compounds over time: every analyst mention, executive interview, transcript, or credible media placement you secure today feeds AI systems for years to come. Waiting only makes it harder to catch up.

**Now is the moment to shift your strategy from SEO to AIO.**

Let's work together to assess your readiness, build your strategy, and ensure your brand is discovered, trusted, and chosen in the age of AI. Contact us to learn more!

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# Explore Complementary Offerings

## Agentic AI FUTURES INDEX

### Turn Insights into Advantage:

Tap into fresh survey insights data from 600 AI leaders to gauge investment trends, build strategies, and gain market advantage.

- Digital Labor Transformation
- Trust & Governance
- Decision Intelligence
- Agentic AI Adoption Maturity

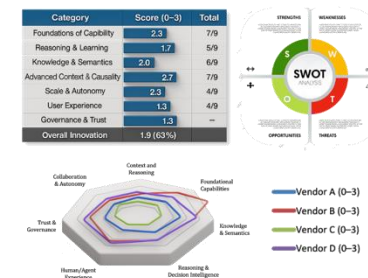


## Agentic AI INNOVATION INDEX

### Benchmark & Position Your Innovation

Quantitatively evaluate AI agent and Agentic platform capabilities across 21 attributes to create innovation strategies & roadmaps.

- Seven Innovation Categories
- Twenty-one innovation attributions
- Evaluate Competitive Postures.
- Strengthen Value Propositions



Contact us for details



# Contact us to explore how you can benefit!

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