

# AI Search Optimization (AEO) & Content Guidance

Be found in the AI era of search.

## The Problem This Solves

Search behavior has fundamentally changed. Buyers no longer rely solely on traditional search engines. They ask AI assistants. They expect summarized answers. They click less. The result: strong brands lose visibility even when they rank.

- Your content ranks but isn't cited in AI responses
- Traffic declines despite steady SEO effort
- Schema is incomplete or misaligned
- Existing content isn't structured for AI interpretation
- Reporting focuses on traffic, not discoverability

This package is about future-proofing visibility, not publishing more blog posts.

## HIVE's Philosophy

At HIVE, we believe search is no longer just about ranking, it's about being referenced, cited, and surfaced.

AI Search Optimization (AEO) ensures:

- Your content is structured for AI interpretation
- Your authority is reinforced through semantic clarity
- Your existing content works harder before new content is created

## What We Build (In This Order)

### 1. Content & Schema Audit (Foundation)

We audit your existing content and technical structure:

- Current keyword and topic coverage
- Structured data (schema) gaps
- Content depth and authority signals
- Internal linking and semantic clarity

This identifies what's preventing AI visibility.

### 2. AI Optimization Playbook

We create a prioritized optimization roadmap:

- Schema enhancements
- Content restructuring recommendations
- AI answer positioning opportunities
- FAQ and conversational intent alignment

This becomes your tactical blueprint.

### 3. Existing Content Optimization

We optimize high-impact assets before creating new ones:

- Content rewrites for AI comprehension
- Clear answer formatting recommendations
- Enhanced metadata and structured markup
- Internal authority reinforcement alignment

You improve performance without scaling volume.

### 4. Quarterly Content Roadmap

Once optimization is underway, we develop:

- AI-informed content gaps
- Authority-building topic clusters
- Strategic content briefs aligned to buyer journey

Content creation becomes intentional – not reactive.

### 5. Visibility & Conversion Dashboards

We implement reporting focused on:

- Visibility trends
- AI citation opportunities
- Organic conversion impact
- Engagement signals

We measure discoverability – not just traffic.

## What This Package Is Not

- High-volume content production
- Generic SEO retainers
- Paid search management
- Website redesign

Those live elsewhere.

## What You Walk Away With

- Content structured for AI-era search
- Stronger authority and discoverability
- Optimized assets that work harder
- A strategic content roadmap grounded in data

## When This Is the Right Fit

Choose this package if:

- Organic traffic has plateaued or declined
- AI search is impacting visibility
- Content exists but isn't performing
- You want strategic guidance, not random blogging

We don't deliver tactics. We build your revenue engine.

