

ghost



The New Search Model: **How to Win With AEO**

Real steps. Real tools. Real results.

There are **two truths** we remind ourselves of every day.

First, great design that doesn't achieve a goal isn't great.

And second, when we're working together, your name is the important one, not ours.

Agency Overview

Ghost is celebrating 20 years in business, and our team is the reason why. Ghost team members are the best creative talent in the market.

Since opening in 2004, we've built incredible relationships with some of the best talent, agencies, clients and partners in any market. Together, we've told a lot of stories, solved a lot of problems, educated a lot of people and done some remarkable work. In just the last year, Ghost has actively worked in telecommunications, nonprofits, energy, arts, finance, law, education, healthcare and state government.



Our business is less about technical ability and more about the willingness to listen, the patience to get to know an audience, the discernment to ask the right questions, the discipline to iterate and the skill to chisel it all into something so authentic that you can't remember a time before it existed. Simple, right?

Our goal is to craft content and messaging to share stories in a meaningful and authentic way. Sure, it needs to look great, but it also needs to be charged with feeling and emotion to connect with your audience. When we do that, we break through the noise and clutter. We reach people so they don't just hear you – they take action.

Overview

You've probably heard people starting to talk about AEO. Maybe you're wondering if it's just another buzzword. The truth is, answer engines are already changing how people search, and brands that figure it out early are going to have an advantage.

Instead of scrolling through pages of links, more people are getting instant answers directly from AI-powered search engines. That means if your content isn't built for this new kind of search, you could get pushed farther down the page or disappear altogether.

The good news is, there's no pressure to be perfect out of the gate. Just follow some simple steps, use the tools, and you'll start seeing progress faster than you think.

Five Steps

1 FIND THE QUESTIONS BEING ASKED BY YOUR AUDIENCE

AEO starts by understanding what your audience actually asks, not what you think they want.

WHERE TO GO

- <https://answerthepublic.com> – Enter a keyword like “physical therapy” or “financial planning.” It spits out real questions people ask.
- <https://alsoasked.com> – Visual map of “People Also Ask” questions from Google.
- Google itself – Search your service and look at the “People Also Ask” and “Related Searches.”

WHAT TO DO:

- Make a Google Sheet. One tab = one category (e.g., Services, Pain Points, Benefits).
- Paste in 20–30 real customer questions.
- Prioritize based on frequency, relevance, and how well you can answer it.

2 CREATE A PAGE OR BLOG THAT ANSWERS EACH QUESTION

Each question deserves a dedicated page or post.
Do not bundle 10 answers on one blog.

HOW TO STRUCTURE IT:

- Title: Make the question your H1.
- Example: Can physical therapy help with shoulder pain?
- Opening sentence: Answer the question clearly in one line.
- Yes. Physical therapy can reduce shoulder pain by improving mobility and strengthening key muscles.
- Body: Expand the answer. Use bullet points, examples, and keep it simple.
- Close: Add a call to action. Invite them to take the next step (book, read more, call).

TOOLS TO USE:

- Your CMS (WordPress, Webflow, Wix, etc.)
- Grammarly or Hemingway for clear, scannable writing



3 ADD STRUCTURED DATA (A.K.A. SCHEMA MARKUP)

Search engines love clues. Schema tells them “this is a how-to guide” or “this is an FAQ.”

WHERE TO GO

- <https://technicalseo.com/tools/schema-markup-generator/> Copy and paste your content and it gives you the right code
- Yoast SEO or RankMath (WordPress plugins) Adds schema to blogs automatically
- For dev teams: Use FAQPage, HowTo, or Article schema manually

WHAT TO DO:

- Add JSON-LD schema markup to your page’s tag
- Test it using Google’s Rich Results Test: <https://search.google.com/test/rich-results>



4 TEST YOUR CONTENT IN AI SEARCH TOOLS

Answer engines do not behave like old-school search. Test your work.

WHERE TO GO

- Google SGE (Search Generative Experience): Type your question and see what content is pulled in the AI answer box
- ChatGPT: Ask your key questions and see if your brand or site shows up
- Perplexity.ai: Great for citation-based results (see who it is referencing)

WHAT TO DO:

- Search the questions you answered. Is your site showing up?
- Check your structure
- Improve your clarity
- Add schema
- Write a better answer

Bonus Tip: Voice Search Counts Too AEO plays well with Alexa, Siri, and Google Assistant.

5 TRACK PERFORMANCE DIFFERENTLY

AEO is not just about traffic. It is about visibility and reputation.

WHERE TO GO

- Google Search Console – Look for impressions and queries your pages are appearing in
- Surfer SEO or Clearscope – To optimize pages for relevance
- Brand tracking tools like Mention or BuzzSumo – Watch for your brand in answers

WHAT TO DO:

- Create a monthly report that includes:
- Questions answered
- Pages created
- Featured snippets or answer box wins
- Brand mentions in AI tools

Key Takeaways

1

Know What AEO Is and Why It Matters

You've got a clear understanding of how Answer Engine Optimization works and why it's becoming a key part of staying visible in the evolving search landscape.

2

You Have a Simple Plan You Can Start Using Today

You're walking away with a step-by-step approach you can actually follow, no jargon, no overwhelm, just practical actions that move the needle.

3

You're Set Up to Show Up in More Searches

Your content is now better positioned to appear in answer boxes, voice search results, and AI-powered responses, right where your audience is looking.



ghost.agency

405 605 8147
contact@ghost.agency

929A N Broadway
Oklahoma City, OK 73102

