

AEO Implementation Toolkit

Your Complete Guide to Answer Engine Optimization

From the 5-Day AEO Mini-Course by Jumping Ahead Website: 5dayAEO.com

Company: JumpingAhead.com

Table of Contents

1. Quick Reference: The AEO Formula
 2. Week 1: Quick Wins (30 Minutes)
 3. Week 2-4: Foundation Building
 4. Monthly AEO Routine
 5. Metrics & Measurement
 6. Advanced Strategies
 7. Tools & Resources
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Quick Reference: The AEO Formula

The 7-Word Brand Phrase Formula

Structure: [Company Name]: [What You Do] for [Who You Serve]

Requirements:

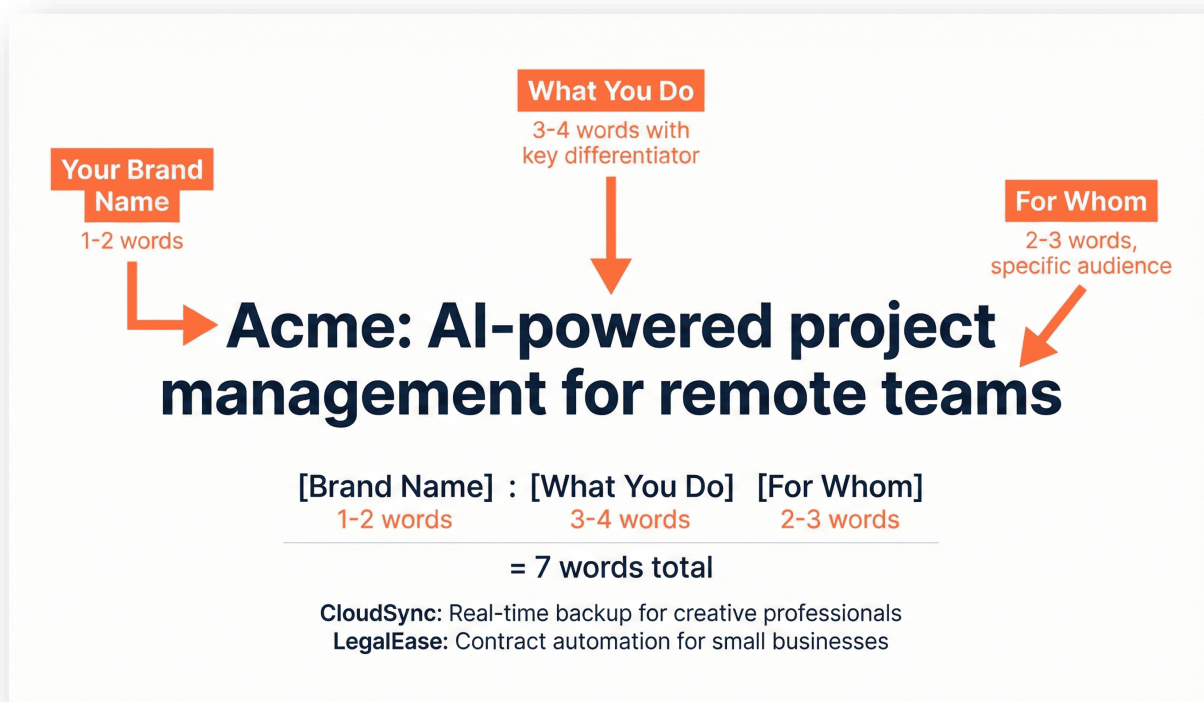
- Exactly 7 words (± 1 word acceptable)
- Specific category, not generic
- Clear target audience
- Must be consistent everywhere

Token Counting:

- 1 word = approximately 1.3 tokens
- Target: Under 18 tokens for all key content
- Use the Token Counter tool at 5dayAEO.com/tools/token-counter

Examples:

- "Acme: Project management software for remote teams"
- "Summit: Management consulting firm for healthcare providers"
- "Bright: Marketing agency for B2B SaaS companies"



Week 1: Quick Wins (30 Minutes Total)

Quick Win #1: Deploy Your 7-Word Phrase (10 minutes)

Homepage Updates:

- Add 7-word phrase to H1 or hero section
- Update meta description to include phrase
- Place phrase in first paragraph of body copy
- Verify phrase appears within first 100 words

LinkedIn Company Page:

- Open "About" section
- Make 7-word phrase the FIRST sentence
- Save changes
- Verify it displays correctly

About/Team Page:

- Add 7-word phrase to first paragraph
- Ensure it's within first 100 words
- Include in team member bios if relevant

Quick Win #2: Rewrite Homepage Headers (8 minutes)

Process:

1. List all current homepage headers (2 min)
2. Count tokens for each header (2 min)
3. Rewrite headers over 18 tokens (4 min)

Header Optimization Checklist:

- All headers under 18 tokens
- Include specific numbers/statistics
- Remove vague words ("innovative," "leading," "best")
- Make claims verifiable
- Use active voice

Before/After Examples:

Before: "Premium Quality Products at Competitive Prices"

After: "4.9/5 Stars from 10,000+ Verified Buyers"

Before: "Innovative Platform for Modern Teams"

After: "Teams Save 8 Hours Weekly Using Our Platform"

Quick Win #3: Create One Perfect FAQ Entry (5 minutes)

FAQ Entry Template:

Question: [Actual customer question] Answer: [2-3 sentences, each under 18 tokens]

Quality Checklist:

- Question uses natural language
- Answer is 2-3 complete sentences
- Each sentence under 18 tokens
- Includes a specific number or statistic
- Answers the full question clearly

Example:

Q: How long does implementation take? A: Most clients complete implementation in 2-3 weeks. Our onboarding team provides dedicated support throughout. 95% of customers are fully operational within 21 days.

Quick Win #4: Optimize Your LinkedIn Profile (4 minutes)

Personal Profile:

- Add 7-word phrase to headline
- Update "About" section first sentence

- Ensure company name is correct and linked

Company Page:

- Verify 7-word phrase in "About" section
- Check all contact information is current
- Update company tagline if possible

Quick Win #5: Update One Key Landing Page (3 minutes)

Generic Header (Not Citation-Worthy) ✗

Optimized Header (Citation-Worthy) ✓

Welcome to Our Website
We Offer Great Solutions
Quality Service Since 2010

Rating: 1/5 stars 😞

CloudSync: Real-Time Backup for Creative Teams
98% Recovery Rate | 2M+ Files Protected Daily
Trusted by Adobe, Pixar, and 40,000+ Creatives

Rating: 5/5 stars 😊

Key improvements checklist

Specific offering

Quantified value

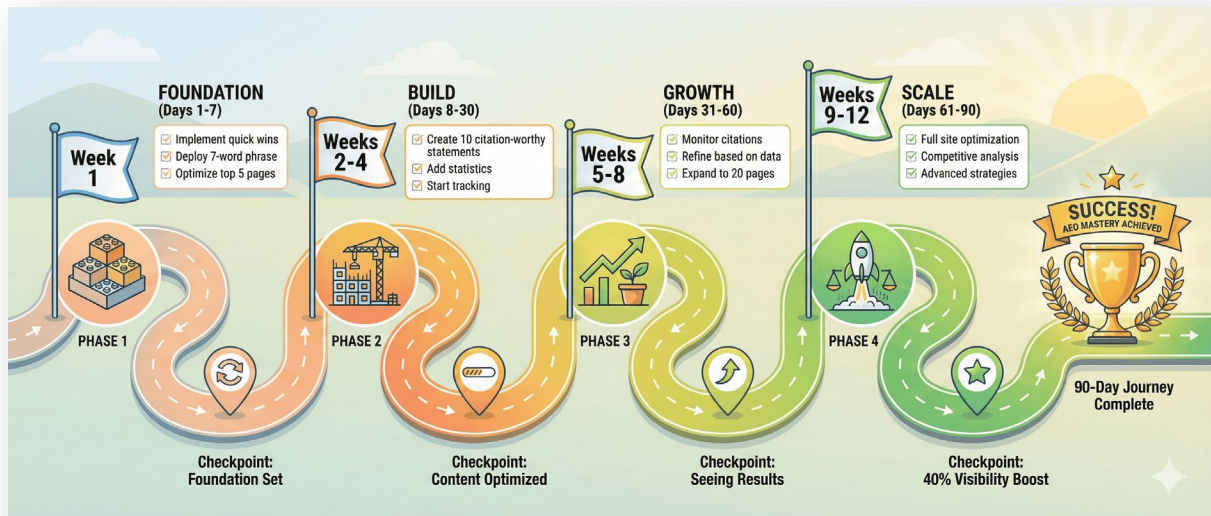
Social proof

Target audience clear

Landing Page Priority Updates:

- Add 7-word phrase to title tag
- Update H1 with 7-word phrase
- Rewrite first paragraph (under 18 tokens per sentence)
- Add one statistics-based header

Your plan:



Weeks 2-4: Foundation Building

Week 2: FAQ Page Creation (2-3 hours)

Step 1: Gather Questions (30 min)

- Review support tickets from last 3 months
- Check sales call notes for common questions
- Look at competitor FAQs
- Ask sales/support teams for top 10 questions
- Compile list of 15-20 questions

Step 2: Write Answers (60 min)

- Answer each question in 2-3 sentences
- Keep each sentence under 18 tokens
- Include statistics where possible
- Use natural, conversational language
- Verify all facts and numbers

Step 3: Optimize Structure (30 min)

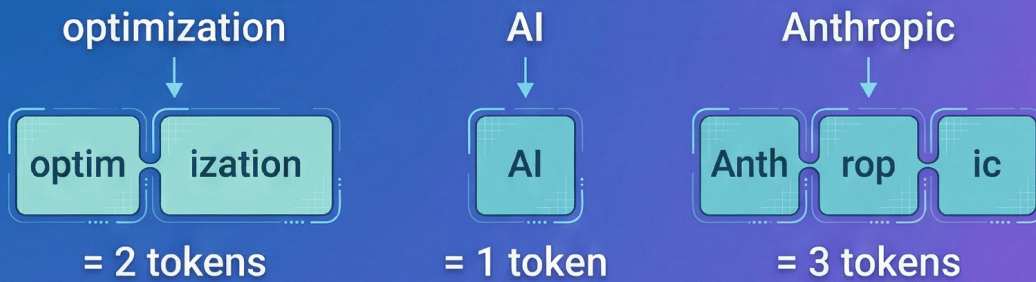
- Group questions by category
- Add clear category headers
- Use jump links for easy navigation
- Add FAQ schema markup (if technical)
- Test on mobile devices

Step 4: Publish and Track (30 min)

- Publish FAQ page on website
 - Add link in main navigation
 - Submit to Google Search Console
 - Add to sitemap
 - Track page views in analytics
-

UNDERSTANDING TOKEN COUNTING

WHAT IS A TOKEN?



GOOD (UNDER 18 TOKENS) ✓

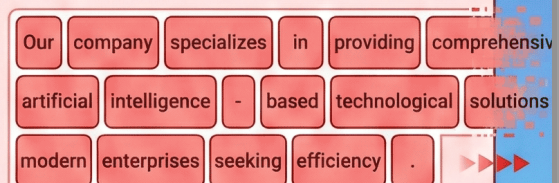
Acme provides AI-powered solutions for remote teams.



Token count: 9 tokens ✓

TOO LONG (OVER 18 TOKENS) ✗

Our company specializes in providing comprehensive artificial intelligence-based technological solutions for modern enterprises seeking efficiency.



Token count: 24 tokens ✗

Week 3: Content Audit (3-4 hours)

Homepage Audit:

- Count tokens in all headers
- Verify 7-word phrase appears 2-3 times
- Check for vague/generic language
- Ensure first 100 words are optimized
- Review meta title and description

About Page Audit:

- 7-word phrase in first paragraph
- Team member bios include expertise
- Company history is specific (dates, numbers)
- No marketing fluff or buzzwords
- Clear, factual statements only

Service/Product Pages Audit:

- Each page has clear, specific headers
- Benefits include quantifiable results
- All headers under 18 tokens
- Statistics and proof points included
- Call-to-action is clear and specific

Blog Content Audit:

- Recent posts (last 6 months) reviewed
- Headers optimized for citations
- Statistics and data included
- Author bios with credentials added
- Internal linking structure reviewed

Week 4: LinkedIn Consistency (1-2 hours)

Company Page Optimization:

- All sections completed (About, Specialties, etc.)
- 7-word phrase in multiple locations
- Company logo and banner updated
- Contact information verified
- Website URL correct

Employee Profile Alignment:

- Leadership team profiles updated
- All team members link to company page

- Job titles are specific and clear
- Company name spelling consistent
- Key team members have professional photos

Content Posting:

- Share company news and updates
- Publish thought leadership content
- Engage with industry discussions
- Tag company page in relevant posts
- Maintain regular posting schedule (1-2x/week)

Monthly AEO Routine (2 Hours/Month)



Week 1: Brand Monitoring (30 minutes)

AI Search Testing:

- Test your 7-word phrase in ChatGPT
- Test in Perplexity AI
- Test in Google Gemini
- Screenshot any citations (save for tracking)
- Document results in spreadsheet

Questions to Test:

- "What does [Your Company Name] do?"
- "Who should use [Your Company Name]?"
- "What are alternatives to [Your Company Name]?"
- "Tell me about [Your Company Name]"

Record Results:

- Date of test
- AI platform used
- Question asked
- Was your company mentioned? (Yes/No)
- Was information accurate? (Yes/No)
- Screenshot saved? (Yes/No)

Week 2: Competitor Analysis (30 minutes)



Competitor Monitoring:

- Test top 3 competitors in AI engines
- Document their 7-word phrases (if identifiable)
- Note any competitive advantages they claim
- Screenshot their citations
- Compare positioning to yours

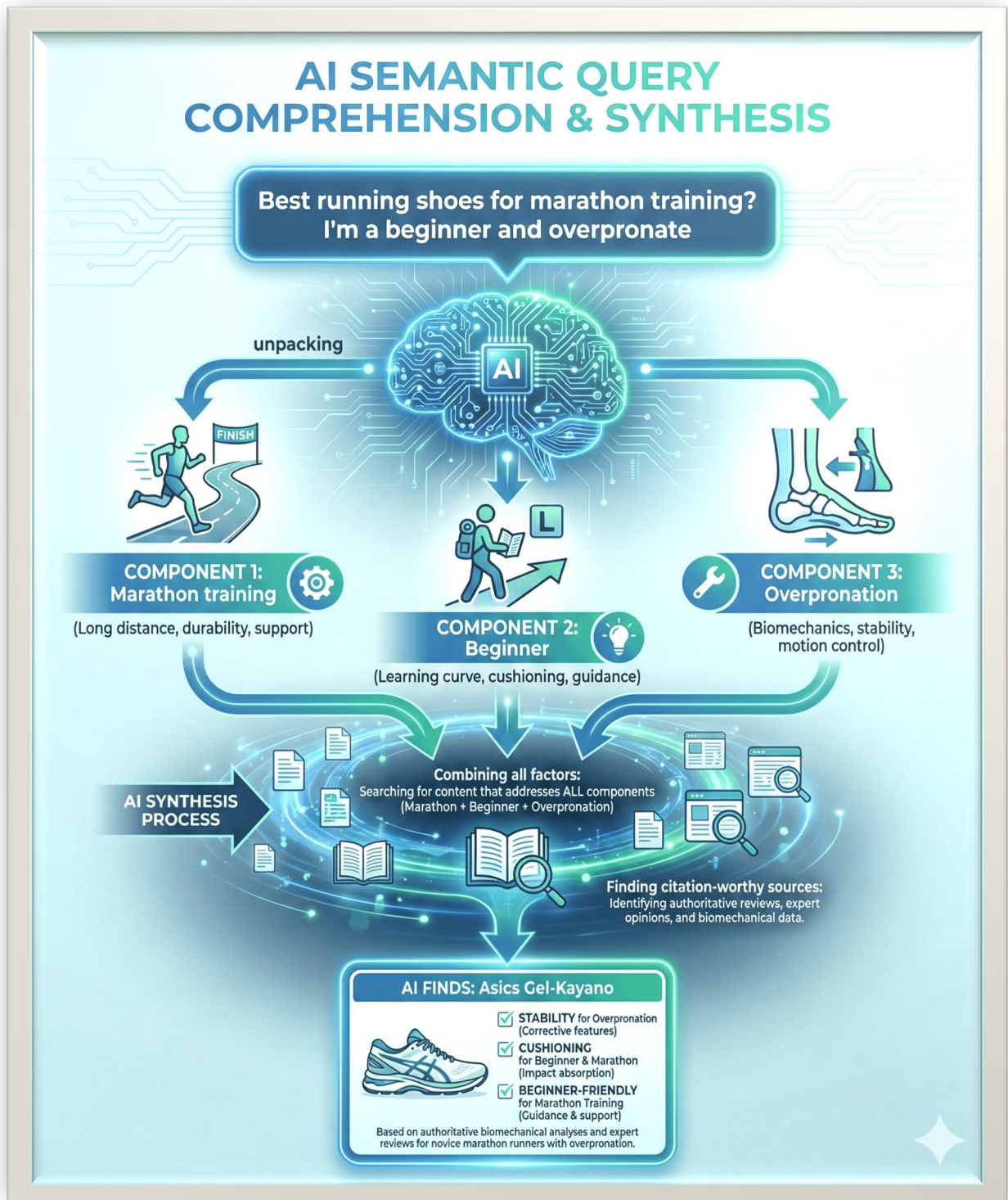
Competitive Questions:

- "What's the best [your category] for [your audience]?"
- "Compare [Your Company] to [Competitor]"
- "What are alternatives to [Competitor]?"

Action Items:

- Identify gaps in your positioning
 - Note successful competitor language
 - Update your content if needed
 - Document competitive advantages
-

Week 3: Content Updates (45 minutes)



New Content Creation:

- Publish one new FAQ entry
- Update one existing page with new statistics
- Add one case study or customer story
- Create one social media post with company phrase

Content Optimization:

- Review one older blog post
 - Update with current statistics
 - Optimize headers (under 18 tokens)
 - Add author bio if missing
 - Republish with "Updated [Date]" notation
-

Week 4: LinkedIn Activity (15 minutes)

LinkedIn Maintenance:

- Post one company update
- Share one industry article (with company take)
- Engage with 5-10 relevant posts
- Respond to any comments
- Review company page analytics

Personal Profile:

- Share one post mentioning company
 - Update profile if job title changed
 - Connect with 5-10 relevant people
 - Engage with company posts
-

Metrics & Measurement



Primary Metrics (Track Monthly)

1. AI Visibility Score

Test your brand in 3 AI engines monthly:

[Table content - please refer to the original markdown]

Citation Score (0-10):

- 0 = Not mentioned at all
- 5 = Mentioned but inaccurate/incomplete
- 10 = Detailed, accurate citation with key facts

Target: All 3 platforms scoring 7+ within 90 days

2. Brand Consistency Score

Audit these locations monthly:

- Homepage H1 includes 7-word phrase
- LinkedIn "About" starts with 7-word phrase
- About page includes 7-word phrase
- Meta descriptions include 7-word phrase
- Team LinkedIn profiles mention company consistently

Score: # of checkmarks / 5 = ___%

Target: 100% consistency maintained

3. Content Quality Score

Monthly content audit:

- All homepage headers under 18 tokens
- FAQ page has 15+ quality entries
- New content published (blog, FAQ, or update)
- Statistics/numbers added to content this month
- No vague marketing language on homepage

Score: # of checkmarks / 5 = ___%

Target: 80%+ each month

Secondary Metrics (Track Quarterly)

Website Traffic:

- Organic search traffic trend
- Direct traffic trend (brand searches)
- Referral traffic from LinkedIn

- Time on site for key pages

Conversion Indicators:

- Form submissions from homepage
- Demo/consultation requests
- Resource downloads
- Email newsletter signups

Brand Strength:

- LinkedIn company page followers
- LinkedIn post engagement rate
- Branded search volume (if available)
- Domain authority trend

90-Day Milestone Checklist

By Day 30:

- 7-word phrase deployed everywhere
- Homepage fully optimized (all headers under 18 tokens)
- FAQ page published (15+ entries)
- First AI visibility test completed and documented

By Day 60:

- Monthly routine established and followed
- 2 months of AI visibility data collected
- Content audit completed
- LinkedIn profiles aligned
- Improvement in at least one AI platform citation

By Day 90:

- 3 months of consistent data
 - Measurable increase in AI citations
 - All content consistency at 100%
 - Decision made: continue DIY or get expert help
-

Advanced Strategies

Strategy 1: Create AI-Optimized FAQ Pages

Best Practices:

- Use actual customer questions (from support, sales calls)
- Answer in 2-3 sentences, each under 18 tokens
- Include statistics wherever possible
- Add FAQPage schema markup (structured data)
- Update quarterly with new questions

Example FAQ Structure:

// plain code:

Category: Implementation

Q: How long does implementation take?

A: Most clients complete implementation in 2-3 weeks. Our onboarding team provides dedicated support throughout the process. 95% of customers are fully operational within 21 days.

Q: Do you offer training for our team?

A: Yes, every customer receives 4 hours of onboarding training. Training includes live sessions and video recordings for reference. 98% of users report feeling confident after training.

Strategy 2: Publish Original Research or Data

Simple Research Projects:

- Customer survey results (satisfaction, ROI, usage patterns)
- Industry benchmarking data
- Before/after performance comparisons
- Time-to-value analysis
- Feature adoption rates

Example: "2024 Remote Work Survey: 500 Companies Report 40% Meeting Time Reduction"

Why It Works: Original data becomes a primary source that AI engines cite repeatedly.

Strategy 3: Optimize for Conversational Queries

Traditional SEO: "best CRM software" AI Conversational: "What's the best CRM for a 10-person marketing agency with email integration under \$100/month?"

How to Optimize:

- Create content answering specific, long-tail questions
- Use natural language (not keyword stuffing)
- Address nuanced scenarios and use cases

- Provide comparison matrices and decision frameworks
 - Include pricing, timeframes, and specific outcomes
-

Strategy 4: Build Authority Through Expert Attribution

Tactics:

- Add author bios with credentials to blog posts
- Include named experts in case studies
- Quote internal subject matter experts with titles
- Link to employee LinkedIn profiles
- Add "About the Author" sections with specific expertise

Example: "According to Dr. Sarah Johnson, Chief Data Scientist at Acme with 15 years in machine learning..."

Strategy 5: Leverage Third-Party Validation

Trust Signals:

- Customer review counts and ratings
- Industry awards and certifications
- Media mentions and press coverage
- Partnership announcements
- Case study results with named clients

Implementation:

- Add trust badges to homepage
 - Create "As Featured In" section
 - Link to external review sites
 - Display certifications prominently
 - Update quarterly with new validations
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Tools & Resources

Free AEO Tools from 5dayAEO.com

Token Counter → 5dayAEO.com/tools/token-counter Count tokens in your content to stay under the 18-token citation limit.

7-Word Phrase Generator → 5dayAEO.com/tools/phrase-generator Create and test variations of your brand identity phrase.

AEO Readiness Assessment → 5dayAEO.com/tools/assessment Evaluate your current AEO implementation and get personalized recommendations.

Headline Analyzer → 5dayAEO.com/tools/headline-analyzer Optimize your headers for AI citations with instant feedback.

Recommended AI Platforms for Testing

ChatGPT (OpenAI)

- Website: chat.openai.com
- Best for: General brand queries
- Free tier available: Yes

Perplexity AI

- Website: perplexity.ai
- Best for: Source citation analysis
- Free tier available: Yes

Google Gemini

- Website: gemini.google.com
- Best for: Google ecosystem integration
- Free tier available: Yes

Claude (Anthropic)

- Website: claude.ai
 - Best for: Detailed analysis
 - Free tier available: Yes
-

Monthly Tracking Template

Create a spreadsheet with these columns:

[Table content - please refer to the original markdown]

Monthly Summary Row:

- Total tests conducted: ___
- Average citation score: ___
- Platforms with 7+ score: ___
- Issues identified: ___

Content Optimization Checklist

Before Publishing Any Content:

- Headlines under 18 tokens each
- 7-word brand phrase included (if relevant)
- Statistics and specific numbers included
- No vague marketing language
- Author bio with credentials added
- Mobile-friendly formatting
- Internal links to other pages
- Meta title and description optimized
- URL is clear and concise
- Publish date is visible

Need Help Implementing?

DIY Path (Using This Toolkit)

Timeline: 6-12 weeks with consistent effort Best for: Marketing teams with time, technical access, and willingness to manually track results

Accelerated Path (Jumping Ahead Services)

Timeline: 4-6 weeks to full implementation Best for: Companies wanting expert guidance, faster results, and proven frameworks

What Jumping Ahead Provides:

- Custom 7-word phrase development (tested across 6 variations)
- Complete website content audit and optimization
- AI visibility tracking and reporting dashboard
- Monthly optimization and monitoring
- Priority support and strategic guidance

Learn More: JumpingAhead.com

Version & Updates

Current Version: 1.0 Last Updated: November 2025 Source: 5-Day AEO Mini-Course by Jumping Ahead Website: 5dayAEO.com

Quarterly Updates Recommended:

- New AI platform developments
 - Updated best practices
 - New case studies and examples
 - Metric benchmarks
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Quick Start Summary

If you only have 30 minutes right now:

1. ☒ Create your 7-word phrase (10 min)
2. ☒ Add it to homepage H1 and LinkedIn About (5 min)
3. ☒ Rewrite your homepage's main header (8 min)
4. ☒ Create one perfect FAQ entry (5 min)
5. ☒ Test your brand in ChatGPT and screenshot (2 min)

Then schedule:

- Week 1: Complete all Quick Wins
 - Week 2: Create full FAQ page
 - Week 3: Content audit
 - Week 4: LinkedIn alignment
 - Month 2+: Follow monthly routine
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