

Step-by-Step: AEO Website Optimization Using ChatGPT

□ Step 1: Define Core Topics and Questions

Goal: Identify high-value topics and the *exact questions* your audience is asking.

Use ChatGPT to:

- Research user intent
- Generate question-based keywords
- Create topic clusters

Prompt Example:

“Generate a list of 20 common questions people ask about [your topic]. Include long-tail variations.”

Output Example (for “Roth IRA”):

- What is a Roth IRA?
 - How does a Roth IRA work?
 - Can I withdraw from a Roth IRA early?
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□ Step 2: Create or Optimize Pages to Answer Those Questions

Goal: Turn each question into a content opportunity optimized for rich answers (featured snippets, voice search, etc.).

Use ChatGPT to:

- Write concise, direct answers (40-60 words)
- Expand with detailed content (H2/H3 sections, lists, FAQs)
- Add related semantic questions

Prompt Example:

“Write a direct, 40-word answer to: ‘How does a Roth IRA work?’ Then write an H2 section explaining it in more detail with bullet points.”

□ Step 3: Format Content for AEO

Goal: Make your content *machine-readable and snippet-friendly*.

Use ChatGPT to:

- Structure content (lists, tables, step-by-step guides)
- Generate FAQs
- Suggest headers and layout improvements

Prompt Example:

“Restructure this content into an H1-H3 format with bullet points for better SEO and AEO.”

□ Step 4: Generate Schema Markup for Enhanced SERP Display

Goal: Add structured data so Google and AI tools can pull your content directly.

Use ChatGPT to:

- Create JSON-LD for:
 - FAQ schema
 - How-to schema
 - Article schema
 - Product schema

Prompt Example:

“Generate FAQ schema in JSON-LD format for these 3 questions: [list of questions].”

□ Step 5: Simulate Answer Engines

Goal: Reverse-engineer how search engines or AI assistants will answer queries — and improve your content to be chosen.

Use ChatGPT to:

- Simulate voice assistant responses
- Compare your content to competitors
- Suggest enhancements for clarity or brevity

Prompt Example:

“Act like Google Assistant and answer: ‘What’s the best way to save for retirement?’”

Then compare that response to yours and refine.

□ **Step 6: Audit and Improve Existing Pages**

Goal: Find and upgrade pages that already rank but are not getting featured.

Use ChatGPT to:

- Rewrite intros to match search intent
- Add question-and-answer sections
- Suggest internal links or CTA improvements

Prompt Example:

“Here’s the text of a blog post. Rewrite the intro to directly answer the question: ‘Is intermittent fasting healthy?’ Then add two FAQ sections at the bottom.”

□ **Step 7: Track and Improve**

Goal: Monitor performance and keep content updated for AEO success.

Use ChatGPT to:

- Generate ideas for content refreshes
- Identify new related questions
- Create better CTAs or meta descriptions

Prompt Example:

“Suggest 5 new related FAQs I can add to my blog post on ‘How to Start a YouTube Channel’ based on current trends.”

□ Tools to Combine with ChatGPT for Best AEO Results

Tool	Purpose
Google Search Console	Find underperforming pages/questions
AnswerThePublic	Real-world question sourcing
SEMrush / Ahrefs	Identify question-based keyword gaps
Screaming Frog	Audit site structure for AEO formatting
Surfer SEO / Frase	Compare top-ranking content structure

□ Final Tips for AEO with ChatGPT

- Focus on **clarity, structure, and conciseness**
- Keep answers **between 40–60 words** for snippets
- Include **FAQs on every major content page**
- Refresh content **quarterly** to stay relevant
- Add **schema markup** to improve machine readability