

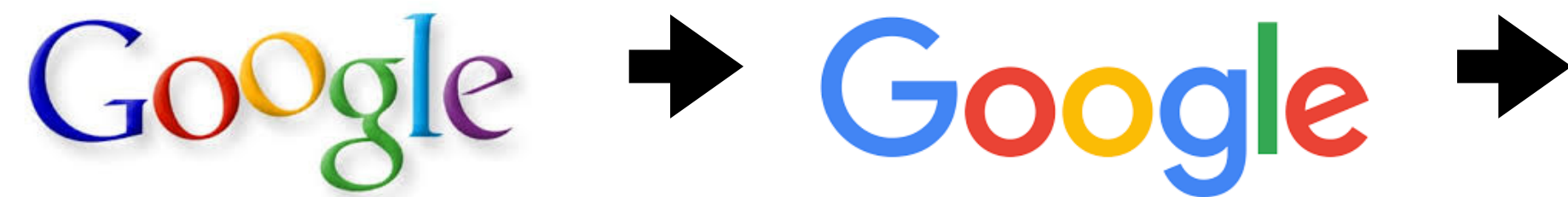
Answer Engine Optimization (AEO) is the next wave of search. Learn how to leverage the power of “*ask marketing*.”



Ben Kouba | Founder @ LEAF9 | D2 Group Web Development Partner

Evolution of SEO

People want the fastest path to useful answers.



The past has been proactive human search based on exponential content + SEO systems to assist with relevancy.

“Answer Engines”

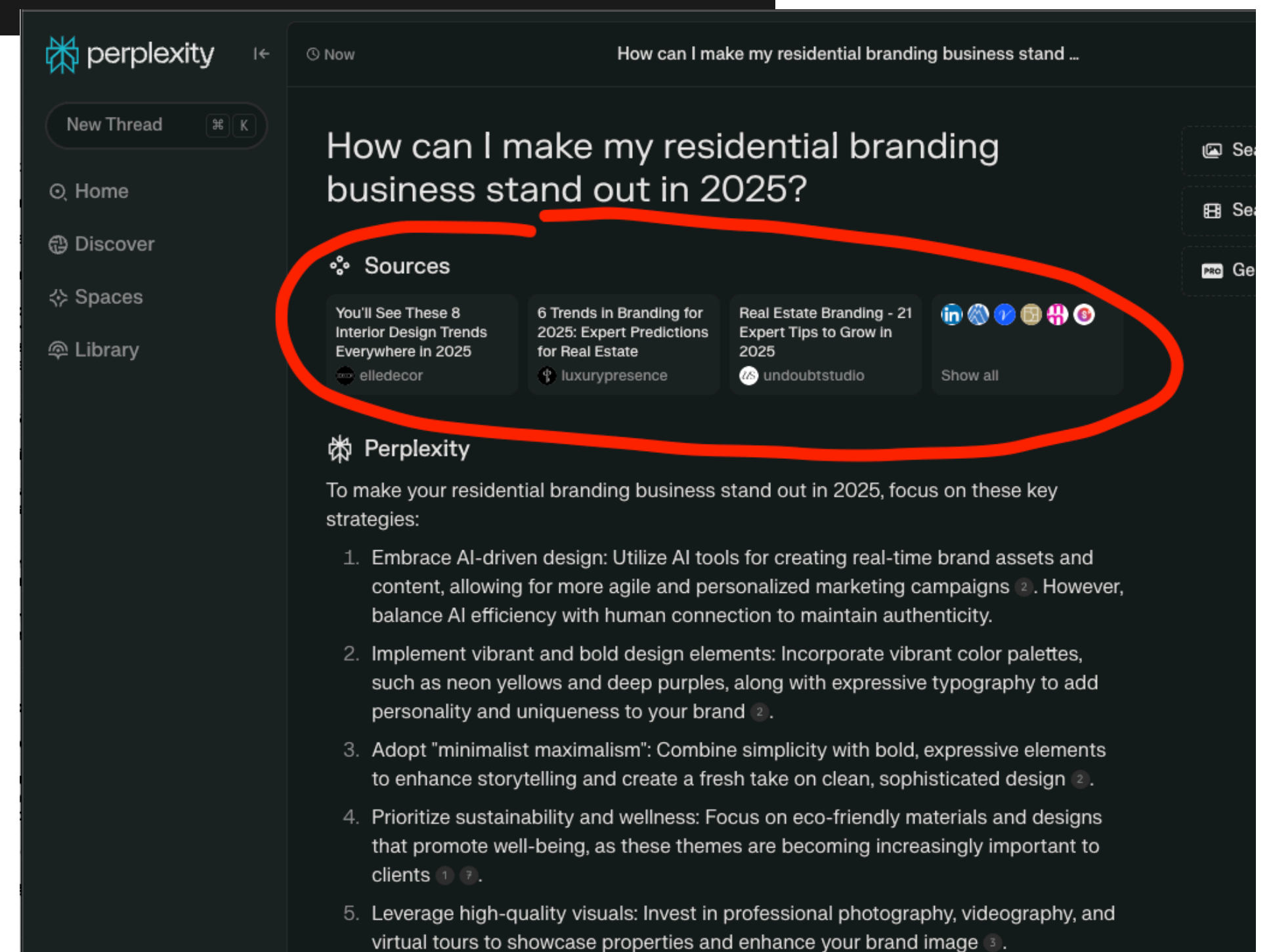
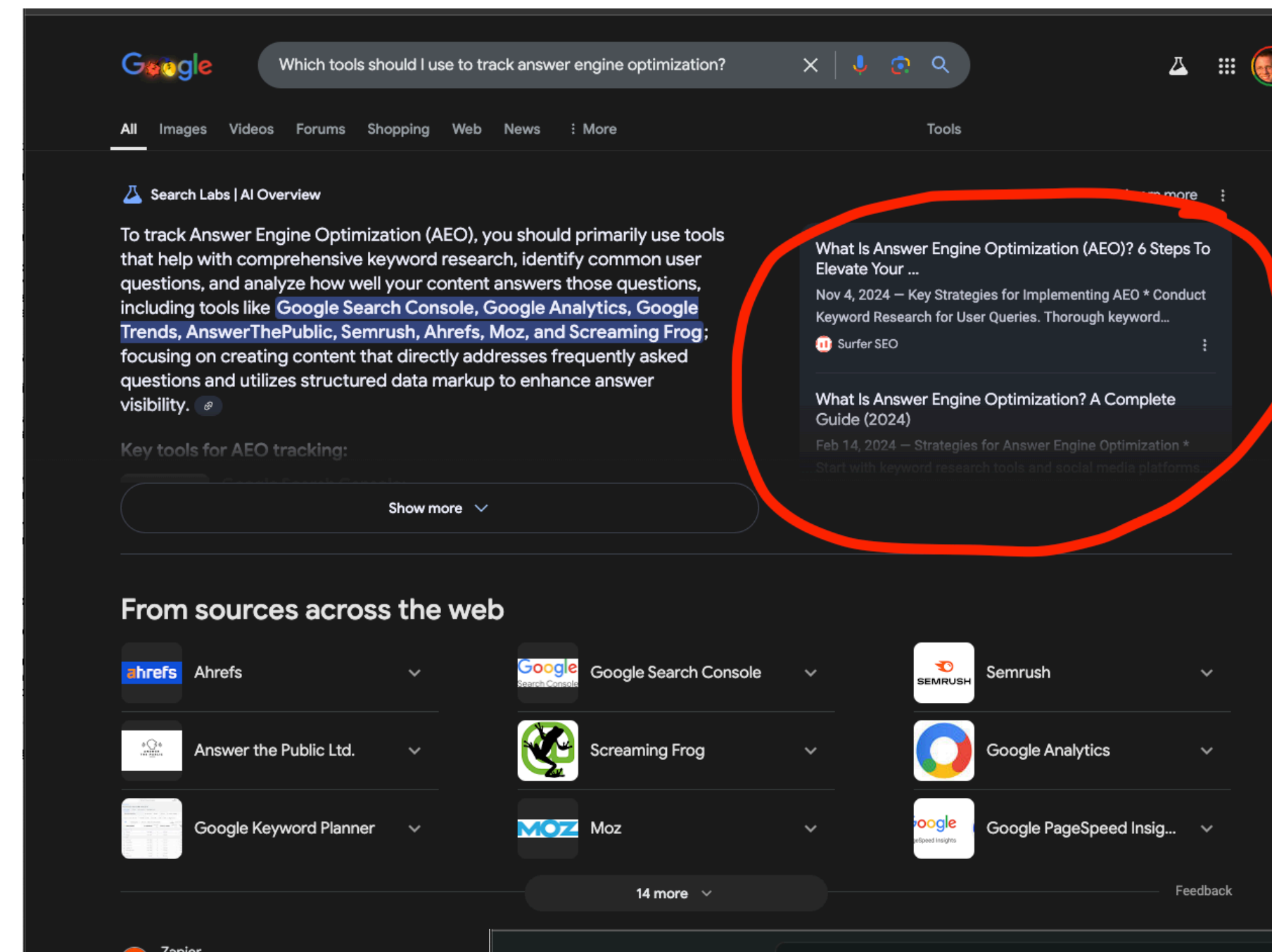
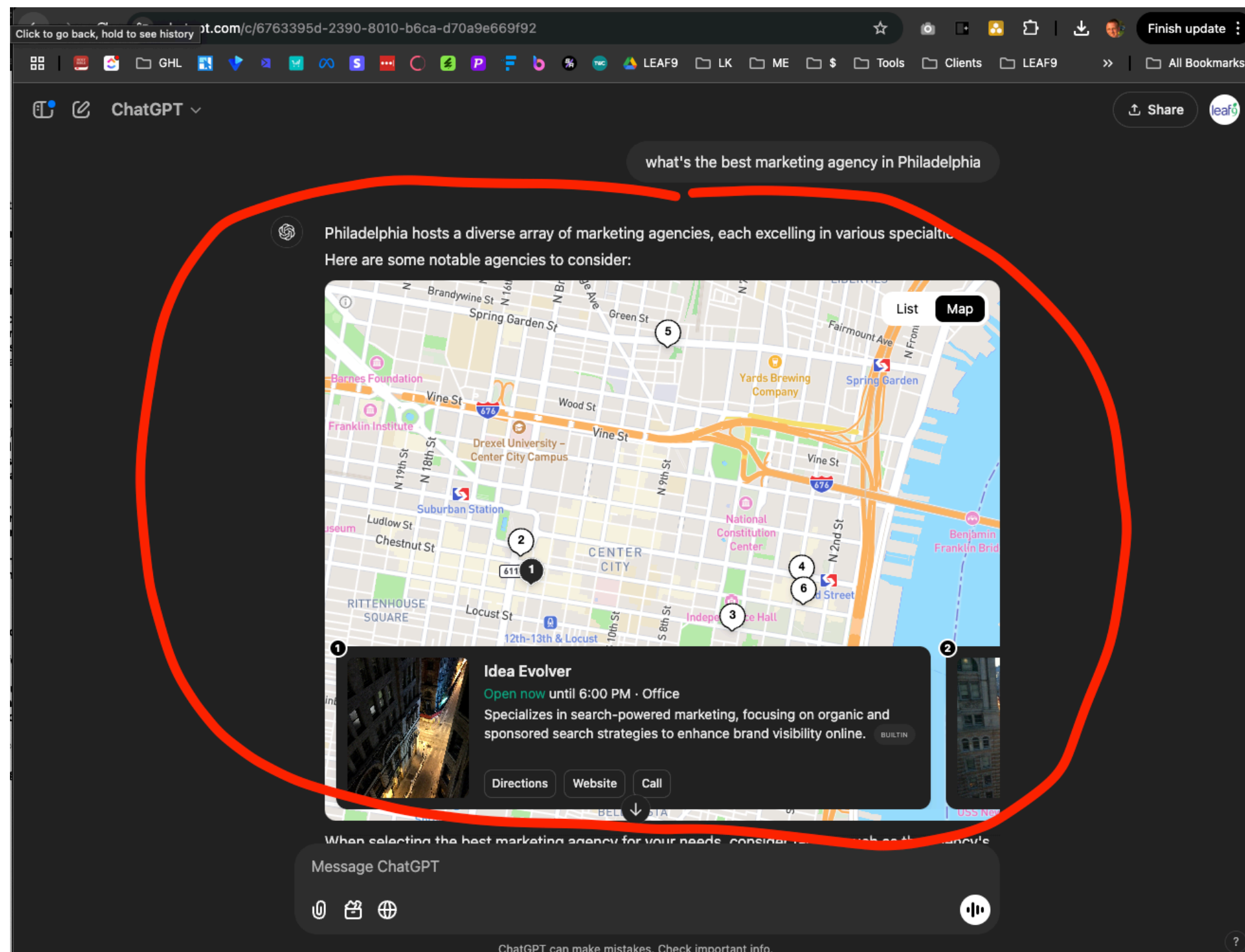
The current era is
SEO + AEO



ANTHROPIC



The future is **thought to Result with** AEO and AI Agents



“Siri, what’s the best way for a real estate professionals to get more clients using AI in 2025”

Paradigm shift

Traditional search is being phased out by AI consolidated answers.

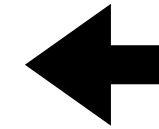
Get free AEO strategy tools at leaf9.com/aeo 

Past

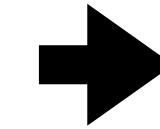
Human Desire

Future

Search / Hunt

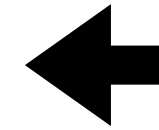


Qualified Truth

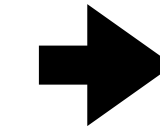


Silver Platter

Skeptical

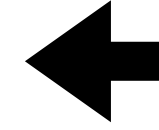


Trust

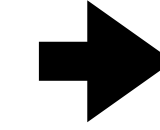


Assumed Objectivism

Human time to parse

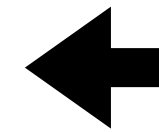


Speed

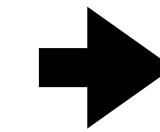


Shortcut to Result

Select from Few

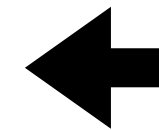


Context

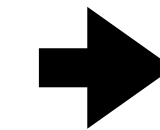


Summary from All

Consideration

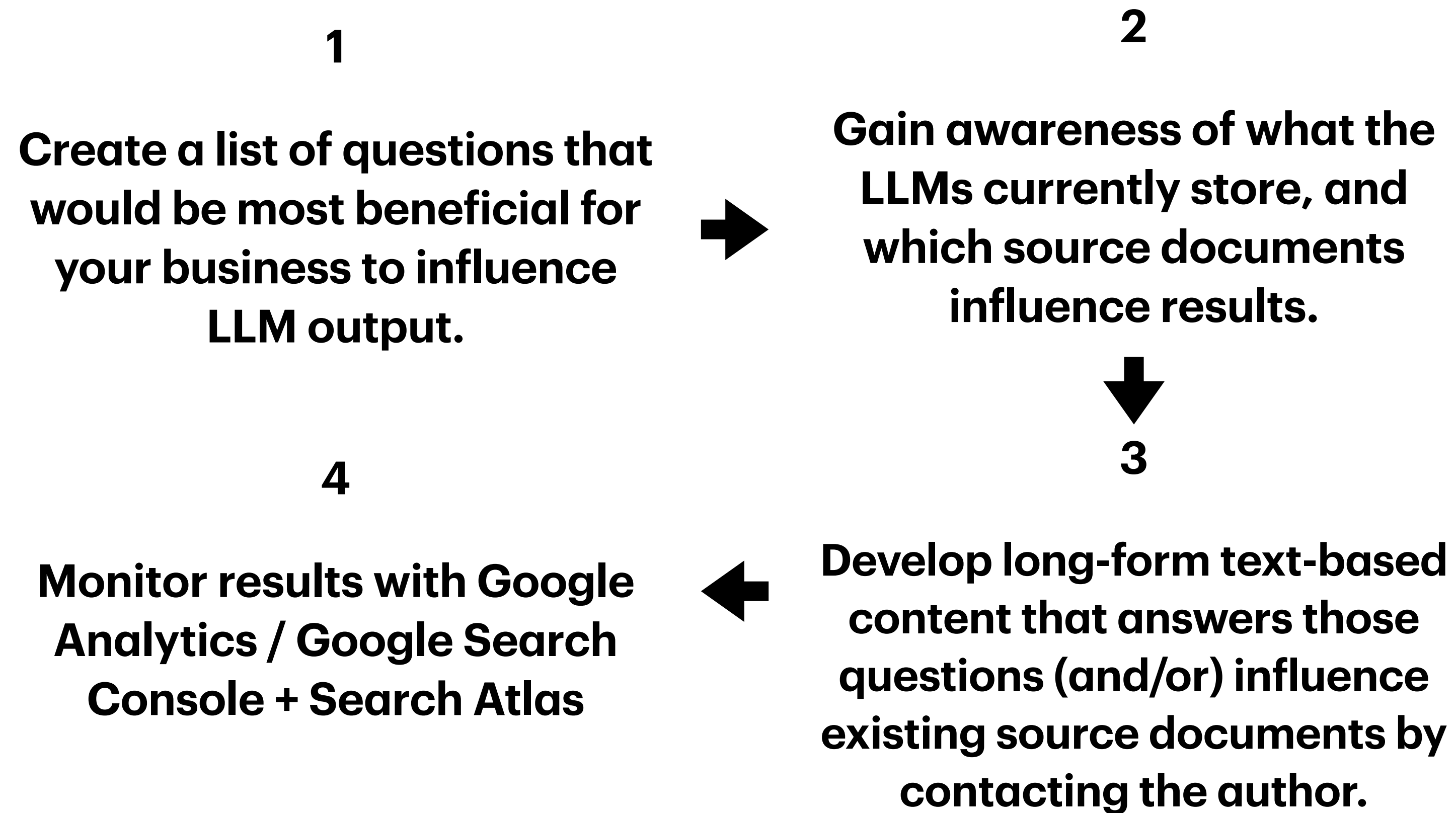


Outcome



Action

How can we take advantage of this shift to gain visibility and authority?



Create a list of questions that would be most beneficial for your business to influence LLM output.

← Go back

Query:
converting old buildings into luxury residence

Results:









Q Search...

QUESTION	ANSWER	HIGHLIGHT SOURCES
What challenges are faced when converting old buildings into luxury residences?	Converting old buildings into luxury residences often involves challenges such as adhering to modern building codes, preserving historical features, addressing structural issues, and managing high renovation costs.	<input type="checkbox"/>
How does the historical significance of a building affect its conversion into a luxury residence?	The historical significance of a building can enhance its appeal as a luxury residence by offering unique architectural features and a rich narrative, which can increase its market value and desirability among buyers seeking exclusivity and cultural heritage.	<input type="checkbox"/>
What are the legal requirements for converting old buildings into luxury residences?	Converting old buildings into luxury residences typically requires compliance with zoning laws, obtaining necessary permits, adhering to building codes, and often involves historic preservation regulations if the building is designated as a historic site.	<input type="checkbox"/>
How can sustainability be incorporated into the conversion of old buildings into luxury residences?	Sustainability can be incorporated into the conversion of old buildings into luxury residences by using energy-efficient systems, sourcing sustainable materials, preserving historical elements, and implementing green building certifications to enhance environmental performance and reduce carbon footprints.	<input checked="" type="checkbox"/>
How does the cost of converting an old building into a luxury residence compare to building new?	Converting an old building into a luxury residence can often be more cost-effective than building new, as it may involve lower material costs and take advantage of existing structures, but it can also present challenges such as unforeseen structural issues and compliance with modern building codes, which can increase costs.	<input type="checkbox"/>
What architectural styles are most popular in luxury residence conversions?	The most popular architectural styles in luxury residence conversions include modern minimalist, industrial, and contemporary styles, often featuring open floor plans, high ceilings, and large windows to maximize natural light.	<input type="checkbox"/>
How do developers preserve the character of old buildings during conversion?	Developers preserve the character of old buildings during conversion by maintaining	<input type="checkbox"/>

Data Sources

These sources informed the responses to your query. Reach out to them to build backlinks.

Selected: 0 of 116 [Select all](#) [Deselect all](#)

-  The Country's Largest Urban Hot ...
-  UK Sustainable Heritage: Reducin...
-  Detroit is on the road to recove...
-  The Refurbishment and Adaptive R...
-  Will luxe/art deco resurgence fo...
-  Why would I want to spend the we...
-  Why does RE agent say list house...
-  Property Week: Property News fro...

Gain awareness of what the LLMs currently store, and which source documents influence results.

← Go back

Query:
converting old buildings into luxury residence









Results:

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-  Why does RE agent say list house... [↗](#)
-  Property Week: Property News fro... [↗](#)

Develop long-form text-based content that answers those questions (and/or) influence existing source documents by contacting the author.

Create content for LLMs

how to get content ranked in LLMs

All Videos Forums Images Shopping Web News : More

Search Labs | AI Overview

To get content ranked highly in Large Language Models (LLMs), **focus on creating high-quality, relevant content that aligns with user intent, ensuring your data is diverse and trustworthy, and utilizing techniques like fine-tuning the model to your specific domain, providing contextually appropriate prompts, and leveraging knowledge graphs to verify factual accuracy**; essentially, prioritize quality over just keywords, as LLMs prioritize understanding and relevance over simple keyword matching.

Key strategies to improve LLM ranking:

High-Quality Data:

- **E-A-T (Expertise, Authoritativeness, Trustworthiness):** Ensure your content demonstrates expertise in the subject matter and is from credible sources.
- **Relevance to User Intent:** Align your content with the questions users are likely to ask and the information they need.

Influence existing source content

Create Campaign

Step 1 Integrations Step 2 Email Present Step 3 Follow-Up Emails

Based on the selected keywords and filters, you will get a list of opportunities that can be emailed individually or with a scheduled outreach task

Name: Folder:

Type: Keywords Domains [Import domains from CSV](#)

Max Pages:

Filters:

Blacklist:

Press releases to large news publications

Monitor results and expand over time

SEARCH / ATLAS

<https://leaf9.com/searchatlas>

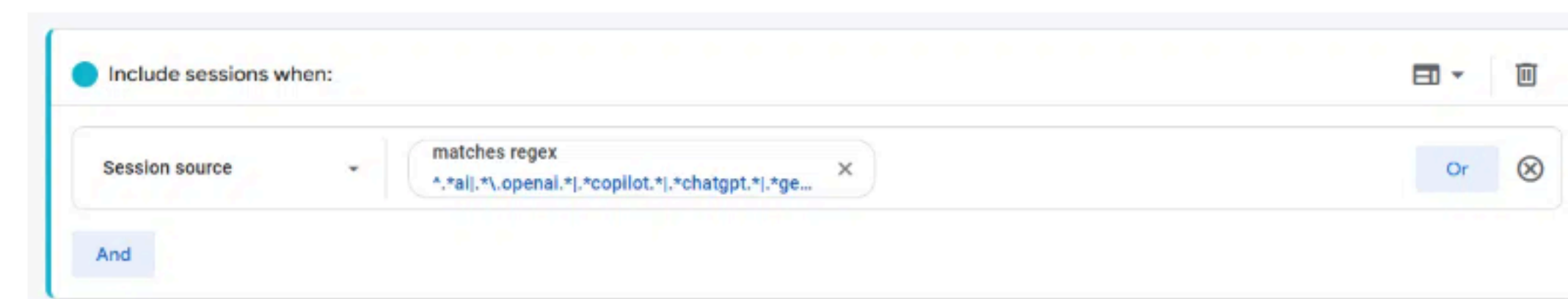
GA4 Explore snapshot report

The simplest way I know to track traffic from AI tools in GA4 is by using a regex formula to analyze traffic source data in an Explore report. There are three steps to doing this:

- Create a new *Exploration* report.
- Set the dimensions to *Session source/medium* and use *Views* as the metric.
- You can also add *Engaged sessions* and *Key events* in the metrics field for more detailed insights into the effectiveness of traffic from the LLMs.
- Then in *Segments*, create a new session segment. Give it a name relating to AI and LLMs, and input the following regex as a filter on session source.

```
^.*ai|.*\.openai.*|.*copilot.*|.*chatgpt.*|.*gemini.*|.*gpt.*|.*neeva.*|.*writesonic.*|.*nimble.*|.*outrider.*|.*perplexity.*|.*google.*bard.*|.*bard.*google.*|.*bard.*|.*edgeservices.*|.*astastic.*|.*copy.ai.*|.*bnnngpt.*|.*gemini.*google.*$
```

(It's important to note that as new LLM tools enter the market, you will need to update this regex.)



Apply the segment, and you'll be left with a view similar to the below:

The screenshot shows the GA4 Explore report interface. The table displays data for AI traffic segments. The table has columns for Segment, AI Traffic (Views, Engagement rate), and Totals (Views, Engagement rate).

Segment	AI Traffic		Totals	
	Views	Engagement rate	*Views	Engagement rate
Totals	17 100.0% of total	80.0% Avg 0%	17 100.0% of total	80.0% Avg 0%
1 perplexity.ai / referral	13	66.7%	13	66.7%
2 chatgpt.com / referral	3	100.0%	3	100.0%
3 perplexity / (not set)	1	100.0%	1	100.0%

Quick Demo of Search Atlas

<https://leaf9.com/searchatlas>

Q&A

Get resources at leaf9.com/aeo 