

AEO Best Practices

Answer Engine Optimization Best Practices Guide

This guide outlines best practices for optimizing your content for AI-powered answer engines and voice assistants.

Content Best Practices

1. Answer Questions Directly

Best Practice: Provide direct, concise answers to questions

Example:

Q: What is an Employer of Record?

A: An Employer of Record (EOR) is a company that legally employs workers on your behalf in a foreign country, handling payroll, taxes, and compliance while you maintain control over day-to-day work.

Why It Works: AI systems can easily extract and present direct answers.

2. Use Question-Answer Format

Best Practice: Structure content with clear questions and answers

Format:

- Use H2 or H3 for questions
- Provide direct answers immediately after
- Use FAQ schema markup
- Keep answers concise (40-60 words for snippets)

3. Create Featured Snippet-Friendly Content

Best Practice: Format content to appear in featured snippets

Strategies:

- **Paragraph snippets:** 40-60 word direct answers
- **List snippets:** Numbered or bulleted lists
- **Table snippets:** Structured comparison tables
- **Step snippets:** Numbered how-to steps

4. Implement Comprehensive Schema Markup

Best Practice: Use appropriate schema markup for all content types

Schema Types:

- FAQ Schema for Q&A content
- HowTo Schema for instructions
- Article Schema for blog posts
- QAPage Schema for Q&A pages
- Review Schema for reviews

Voice Search Best Practices

1. Target Conversational Keywords

Best Practice: Optimize for how people actually speak

Examples:

- "How do I hire Canadian developers?"
- "What is the best way to use an EOR service?"
- "Why should I hire in Canada?"

2. Use Natural Language

Best Practice: Write in conversational, natural language

Instead of: "EOR services Canada" **Use:** "How do I use an EOR service to hire employees in Canada?"

3. Include Local Intent

Best Practice: Optimize for local voice searches

Strategies:

- Include "near me" variations
- Add location-specific content
- Optimize Google Business Profile
- Use local keywords naturally

4. Optimize for Question Words

Best Practice: Target question-based queries

Question Types:

- What (definitions, explanations)
- How (processes, instructions)
- Why (reasons, benefits)
- When (timing, schedules)
- Where (locations, places)
- Who (people, organizations)

Technical Best Practices

1. Optimize Page Speed

Best Practice: Ensure fast page load times

Targets:

- Under 2 seconds load time
- Optimize images (compress, lazy load)
- Minimize JavaScript
- Use efficient hosting
- Implement caching

2. Mobile Optimization

Best Practice: Ensure mobile-friendly design

Requirements:

- Responsive layouts
- Fast mobile load times
- Readable text (16px minimum)
- Touch-friendly navigation
- Mobile-first design

3. Implement Structured Data

Best Practice: Use schema markup consistently

Implementation:

- Validate schema markup
- Use appropriate schema types
- Keep schema up-to-date
- Test schema implementation
- Monitor for errors

4. Ensure Accessibility

Best Practice: Make content accessible to all users and AI systems

Requirements:

- Clear heading structure
- Alt text for images
- Descriptive link text
- Proper semantic HTML
- Keyboard navigation support

Experience

Best Practice: Demonstrate real-world experience

Implementation:

- Include case studies
- Share real examples
- Provide practical applications
- Show results and outcomes

Expertise

Best Practice: Demonstrate subject matter expertise

Implementation:

- Include author credentials
- Use industry terminology correctly
- Provide expert insights
- Reference industry standards

Authoritativeness

Best Practice: Establish authority in your field

Implementation:

- Cite authoritative sources
- Link to reputable websites
- Get cited by other sites
- Build domain authority

Trustworthiness

Best Practice: Build trust with users and AI systems

Implementation:

- Ensure accuracy
- Fact-check all information
- Provide clear contact information
- Use secure connections (HTTPS)
- Be transparent about sources

Content Structure Best Practices

1. Clear Hierarchy

Best Practice: Use clear, logical content hierarchy

Structure:

```
H1: Main Topic
  H2: Section 1
    H3: Subsection 1.1
    H3: Subsection 1.2
  H2: Section 2
    H3: Subsection 2.1
```

2. Scannable Format

Best Practice: Make content easy to scan

Strategies:

- Use short paragraphs
- Include bullet points
- Use numbered lists
- Add tables for data
- Use bold for key points

3. Direct Answers First

Best Practice: Provide direct answers in the first paragraph

Format:

1. Direct answer (first paragraph)
2. Context and background
3. Details and examples
4. Related information

Monitoring Best Practices

1. Track Featured Snippets

Best Practice: Monitor featured snippet appearances

Tools:

- Google Search Console
- Manual searches
- Third-party tools
- Regular monitoring schedule

2. Monitor AI Answer Citations

Best Practice: Track when your content is cited in AI answers

Methods:

- Manual testing (ask AI systems)
- Citation tracking tools
- Brand monitoring
- Analytics review

3. Analyze Performance Data

Best Practice: Regularly analyze performance metrics

Metrics:

- Featured snippet appearances
- AI answer citations
- Voice search visibility
- Click-through rates
- Brand mentions

Common Mistakes to Avoid

Content Mistakes

- Not answering questions directly
- Using marketing language instead of facts
- Creating thin, superficial content
- Ignoring question-answer format
- Missing featured snippet optimization

Technical Mistakes

- Slow page load times
- Missing schema markup
- Poor mobile optimization
- Inaccessible content
- Broken links and errors

Strategy Mistakes

- Focusing only on SEO, ignoring AEO
- Not monitoring AI answer appearances
- Ignoring voice search optimization
- Not updating content regularly
- Missing E-E-A-T signals

Quick Implementation Checklist

Week 1: Foundation

- Audit existing content
- Identify optimization opportunities
- Set up tracking and monitoring
- Implement basic schema markup

Week 2-4: Optimization

- Restructure key pages
- Add FAQ sections
- Implement comprehensive schema
- Optimize for featured snippets

Week 5-8: Content Creation

- Create question-answer content
- Develop voice search content
- Build comprehensive guides
- Expand successful content

Ongoing: Monitoring & Refinement

- Monitor performance weekly
- Track AI answer citations
- Refine based on data
- Stay current with trends

Resources

- [InfraDev AEO Services](#)
- [AEO Optimization Checklist](#)
- [AEO Blog Posts](#)
- [Contact Us](#)

Last Updated: 2024