

Mastering AI Search Visibility

The new client-discovery funnel, and the three-strategy framework your firm needs to compete in it.

GEO Structure	AEO Answers	LLMO Trust
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GEO + AEO + LLMO Framework · 2026

THE LANDSCAPE

The end of the click-based discovery model

For two decades the path was predictable: a client searched, scrolled a list of blue links, clicked, and called. That model is eroding. AI engines now compose direct answers and recommend specific firms by name, often before a single website is visited. Most firms have not noticed.

The question is no longer "where do you rank?" It is "would an AI confidently recommend you?" A number-one ranking no longer guarantees you are found.

DIMENSION	TRADITIONAL SEO	AI SEARCH OPTIMIZATION
How it works	Rankings and clicks on a results page	AI generates the answer, no click needed
Query style	Keyword searches	Conversational, natural-language questions
Success metric	Organic traffic and rankings	Appearances, citations, and recommendations
Visibility	Your position in the list	AI names you, or it does not
Content need	Keyword-optimized pages	Structured, authoritative, citable content

THE KEY PLAYERS

Four AI platforms already guiding your clients

Google AI Overview. Built into Google Search. AI summaries appear above the blue links and answer high-intent queries before a link is clicked. Can cite your firm by name if your content is structured for it.

Gemini (Google AI Mode). Multi-turn research that compares firms head to head using your Google Business Profile, reviews, and website. Weighted by authority and clarity.

ChatGPT. Hundreds of millions of weekly users ask it provider and cost questions and "best for X near me." It shapes shortlists before anyone books.

Perplexity AI. Citation-backed answers for high-intent researchers. It shows sources next to the answer, so being cited here is the highest form of AI credibility.

GEO + AEO + LLMO

Three complementary strategies. GEO makes your content legible, AEO makes it citable, and LLMO makes it trustworthy enough to recommend. Together they compound.

You may see this framed as SEO, GEO, AEO, and AIO. It maps directly. What some call AI Optimization (AIO), being visible across the whole AI ecosystem, is exactly this practice: AI-Powered SEO is the foundation, GEO and AEO are the same, and the authority layer AIO points at is what we build as LLMO. The acronyms are not standardized. The work is.

GEO Generative Engine Optimization

Structure. Make your firm legible for AI.

- Entity clarity across title, metadata, and JSON-LD schema.
- Schema architecture: Organization, LocalBusiness, Person, FAQPage, and your vertical type.
- Definition-first pages that lead with what a service is and who it is for.
- Intent clusters linked from pillar pages.
- Comparison content, the most-cited format in AI answers.

AEO Answer Engine Optimization

Answers. Make your content the one AI cites.

- FAQ blocks that mirror real questions, marked up with FAQPage schema.
- Ordered step-by-step lists, the most extractable format.
- Transparent specifics instead of "call for a quote."
- Answers written the way AI extracts them: specific, attributed, under 100 words.
- Extractability checks: can an engine lift your answer verbatim?

LLMO Large Language Model Optimization

Trust. Build the authority AI is trained to recommend.

- Named authors with verifiable credentials on every substantive page.
- Topic-cluster depth that signals real expertise, not thin content.
- Freshness that signals you are still the authority.
- Internal linking that maps the breadth of your expertise.
- Off-site citations, reviews, and recognized affiliations.

AEO IN ACTION

AI IGNORES THIS

"Our fees vary depending on many individual factors and your unique situation. Please contact our office for a personalized consultation."

AI CITES THIS

"A standard probate in Miami-Dade typically runs \$3,500 to \$7,500 in attorney fees, plus court costs, depending on complexity. Reviewed by [Name], Florida Bar member since 2009."

The six signals AI uses to judge authority

Score each of your core pages against all six. Thin, anonymous, stale content is what AI excludes.

1. Clean HTML hierarchy (one H1, structured H2 and H3).

2. A named author with verifiable, relevant credentials.

3. Updated within the past twelve months.

4. Real depth: enough substance to be the authority on the topic.

5. Internal links to related, supporting content.

6. References and affiliations with recognized organizations.

THE FOUNDATION

Classic search still feeds the AI layer

AI-Powered SEO. Classic technical and content SEO run with modern tooling, under senior editorial review. Google still sends the traffic and indexes the sources AI engines learn from.

Local AI Dominance. Google Business Profile completeness, consistent name, address, and phone, review velocity, and neighborhood content so your firm owns the map pack and the AI answer for "near me" queries.

WHERE TO START

High-impact actions you can take now

1. Audit your top five service pages: does each H1 name the service and city, with structured subheadings?
2. Answer cost, candidacy, and process on every core page. If you do not, AI cites a firm that does.
3. Add FAQ blocks with FAQPage schema, written as specific, attributed answers under 100 words.
4. Attribute every substantive page to a named professional with real credentials.
5. Set a quarterly review so your core authority pages stay current and competitive.

A note on honesty. AI assistants independently decide which firms they cite. We architect your site so engines find, parse, and trust it, build the authority that makes a recommendation more likely, and measure where you appear. We report citation movement rather than guarantee it. No agency can promise a specific AI output or ranking.
Next step: the \$14.97 AI Visibility (GEO) Audit scores your site across GEO, AEO, and LLMO signals, with a 15-minute findings call. adayinteractive.com/geo-audit