

WEBSITE OPTIMIZATION

FOR SEO, SEM, AIO & AEO

SEO (Search Engine Optimization)

- ❑ Conduct keyword research (use Ahrefs, SEMrush, or Google Keyword Planner)
- ❑ Optimize title tags, meta descriptions, headers, and internal links
- ❑ Improve page speed and ensure mobile responsiveness
- ❑ Submit XML sitemap and fix crawl errors (via Google Search Console)
- ❑ Write valuable, evergreen content with E-E-A-T principles
- ❑ Earn high-quality backlinks from reputable domains
- ❑ Add structured data/schema markup for articles, products, etc.

SEM (Search Engine Marketing)

- ❑ Set up Google Ads campaigns with specific goals (search, display, shopping)
- ❑ Target high-intent keywords with strong commercial value
- ❑ Use negative keywords to avoid wasted ad spend
- ❑ Create multiple ad variations and run A/B tests
- ❑ Optimize landing pages for conversions (clear CTA, fast loading)
- ❑ Track performance via Google Analytics and conversion pixels
- ❑ Implement retargeting ads for visitors who didn't convert

AIO (Artificial Intelligence Optimization)

- ❑ Use schema markup to enhance AI readability (FAQ, How-To, Product, Review)
- ❑ Write conversational, structured content in Q&A formats
- ❑ Optimize for semantic relevance, not just keyword matching
- ❑ Keep content up to date, factually accurate, and helpful
- ❑ Monitor how your brand/content appears in AI summaries and chatbots
- ❑ Create content that answers "People Also Ask" and zero-click queries
- ❑ Include clear author bylines and sourcing to support credibility

AEO (Answer Engine Optimization)

- ❑ Identify and answer common user questions clearly and concisely
- ❑ Format answers with bullets, headings, and tables for scan-ability
- ❑ Target long-tail, voice-friendly search phrases
- ❑ Optimize for featured snippets by placing answers high on the page
- ❑ Add FAQ sections to key landing pages and blog posts
- ❑ Build authority with citations, author bios, and transparent sources
- ❑ Track snippet rankings and voice search performance



Need help implementing this?

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