

THE AEO/AIO/GEO TECHNICAL BIBLE

Hospitality Entity Optimization for the AI Era

SECTION 1: THE CORE GLOSSARY

01. AEO (Answer Engine Optimization)

Optimizing content so that 'Answer Engines' serve direct answers without requiring a click. For bars, this means being the answer Siri gives for late-night food or pool table queries.

02. AIO (AI Optimization)

Structuring data specifically for LLMs. It's about building factual certainty in your training data relevance so AIs include you in their citations.

03. GEO (Generative Engine Optimization)

Focusing on the 'Trust Signals' that make a Generative Engine (like Perplexity) choose you as its recommended answer.

04. Entities vs. Keywords

Keywords are strings. Entities are unique objects with attributes. We move bars from being 'words on a page' to defined entries in the Global Knowledge Graph.

05. Structured Data & Schema.org

The JSON-LD 'code language' that tells robots exactly what they're looking at (Menu items, prices, latitudes, ingredients).

SECTION 2: BEST PRACTICES

1. Schema Implementation

Every hospitality site must use nested MenuItem schema. Do not hide your offerings in PDFs; define them in code.

2. Semantic Content Hierarchy

Use H2 headers as questions. AI search looks for direct question-answer pairings to feature as snippets.

3. Entity Cohesion

Ensure your Name, Address, and Phone (NAP) are identical across all 20+ local directories to build an unbreakable trust score.

4. Mobile Speed Proxy

AI engines prioritize low-friction answers. If your site is slow, you are considered a 'Bad Answer' and your ranking will drop.

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