

# AEO Best Practices

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## Answer Engine Optimization Best Practices Guide

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

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### 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
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## 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)
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# 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

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## 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

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## 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
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## 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
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## 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

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## Resources

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

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