Artificial intelligence optimization

Artificial intelligence optimization (**AIO**) or **AI optimization** is a discipline concerned with improving the structure, clarity, and retrievability of digital content for large language models (LLMs) and other AI systems.[1][2][3] AIO is also known as Answer Engine Optimization (AEO), which targets AI-powered systems like ChatGPT, Perplexity and Google's AI Overviews that provide direct responses to user queries.[4][5][6][7][8][9][10][11] AI Optimization (AIO) builds on these insights by introducing formalized metrics and structures—such as the Trust Integrity Score (TIS)—to improve how content is embedded, retrieved, and interpreted by LLMs.[12][13][14][15][16][17][18][18][19][20]

See also

- Search engine optimization (SEO)
- Artificial intelligence
- AI alignment
- AI slop

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