



THE DIGITAL HALL PRESENTS

Become the AI Answer.

SEO · AEO · GEO for small business owners,
marketers & entrepreneurs.

MonicaFaye Hall

Founder · The Digital Hall + SERPfinity™

PILLAR 1

SEO

Be found by people
searching Google.

PILLAR 2

AEO

Be quoted in AI
Overviews & answers.

PILLAR 3

GEO

Be the brand AI
recommends by name.

MEET YOUR SPEAKER

MonicaFaye Hall

SEO & AEO Maven · Best-Selling Author



- 20+ years — in e-commerce, digital marketing & search strategy
- Founder — of The Digital Hall (Richmond, VA) & SERPfinity™
- Best-selling author — Ladies In Tech, Vol. IV (Author of Kiss My SEO, and E-Commerce Management: A Simplified Guide to Manage Your Online Store Successfully).
- Trusted partner — for small businesses, Fortune 500 brands & marketers

Free 30-min consult with MonicaFaye

monicafayehall.com · thedigitalhall.com · app.serpfinity.ai

What you'll walk away with

- 01 The shift** How search became an answer engine — and why your old SEO playbook isn't enough.
- 02 The 3 pillars** SEO. AEO. GEO. What each one is, what each one does for you.
- 03 Try-this-today actions** **Zero-budget** actions you can run before the end of the week.
- 04 Real results** A 12-month client case study. The numbers, not the buzzwords.
- 05 Your 30-day plan** A clear, week-by-week roadmap to get you started.

Search is now an answer, not a list

THEN

10 blue links

- You type a query.
- Google shows 10 links.
- You click one. Maybe two.
- Brands won by ranking #1–#3.
- SEO = the whole game.

NOW

1-3 answers wins

- You ask a question — AI returns answer(s).
- AI Overview answers in one box.
- ChatGPT, Perplexity, Gemini recommend.
- Most people never click a link.
- SEO + AEO + GEO = the new game.

SEO, AEO, GEO — what each one does

PILLAR 1

SEO

Search Engine Optimization

Be found by people searching Google.

WHAT IT DOES

Rank your pages in Google, Bing, and traditional results.

THE WIN

Organic traffic from active searchers.

PILLAR 2

AEO

Answer Engine Optimization

Be quoted in AI Overviews and answer boxes.

WHAT IT DOES

Structure content so AI lifts your answer into the response.

THE WIN

Citations in Google AI, Bing Copilot, featured snippets.

PILLAR 3

GEO

Generative Engine Optimization

Be the brand AI recommends by name.

WHAT IT DOES

Build authority signals so LLMs know your brand.

THE WIN

Mentions in ChatGPT, Perplexity, Gemini, Claude.

Where AI gets its answers

AI engines don't make answers up — they pull them from sources they trust. Your job...be one of those sources.

01

The open web

Pages indexed by Google, Bing & others. Strong SEO = strong AI source.

02

Structured data

Schema markup tells machines exactly what your content means.

03

Trusted citations

Wikipedia, Reddit, review sites, news, industry directories.

04

Brand mentions

What other sites say about you shapes what AI says about you.



PILLAR ONE

SEO

Search Engine Optimization

The foundation. Build a site Google wants to rank — because if you're not in search, you're not in AI.

IN THIS SECTION

E-E-A-T · Technical SEO · On-page · Try-This-Today actions

The signals that make Google trust you

Google ranks pages it can trust. Trust comes from four signals — and they apply just as much to AI engines.

E

Experience

Show you've done the thing. First-hand stories, photos, before/after, customer cases.

E

Expertise

Real credentials. Author bios, certifications, years in the field. Make them obvious on every page.

A

Authority

Other trusted sites reference you. Press, podcasts, industry partners. Build it deliberately.

T

Trust

HTTPS, clear policies, real address, reviews, accurate info. The boring stuff Google checks.

Technical SEO — the boring stuff that wins

If Google can't crawl, render, or load your site, nothing else matters. Fix these basics first.



Mobile-first

Test in Chrome DevTools mobile view. Tap targets $\geq 48\text{px}$, text $\geq 16\text{px}$, no horizontal scroll.



Page speed

LCP $< 2.5\text{s}$, INP $< 200\text{ms}$, CLS < 0.1 . Test in PageSpeed Insights. Compress images + use a CDN.



HTTPS + clean URLs

Padlock on every page. URLs like `/services/balayage` — lowercase, hyphens, no query strings.



XML sitemap

Submit at `yoursite.com/sitemap.xml` in Search Console. Auto-regenerate via your CMS plugin.



Robots.txt

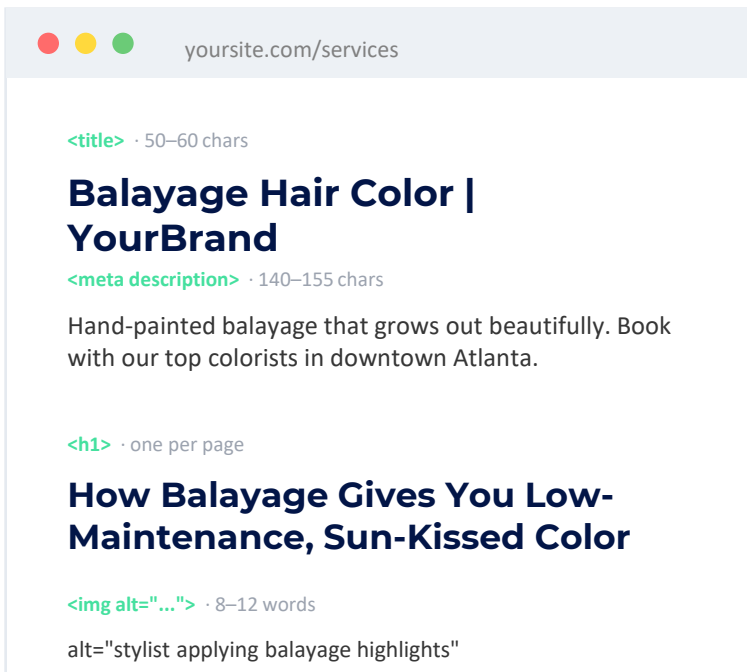
Live at `yoursite.com/robots.txt`. Disallow `/admin`, `/search`, `/cart`. Allow everything else.



Internal links

3–5 internal links per page using descriptive anchor text (not "click here"). Link to pillar pages.

On-page — what every page must do



01 One primary keyword per page

Map each page to a single search intent. Don't try to rank one page for ten things.

02 Write for humans first

Use the keyword once in title, h1, and naturally in body. Stop stuffing.

03 Make it easy to skim

Short paragraphs. Headers every 200 words. Bullets.

04 Answer the question fast

First 40-60 words = the direct answer. Detail and context follow.



TRY THIS TODAY

3 SEO checks to run on your site this week

Zero budget. ~30 minutes each. Run them in order.

01

Run a free site audit

Use Google PageSpeed Insights + Search Console. Note your slowest page, your biggest crawl error, and any pages not indexed.

WHY: You can't fix what you can't see — and Google tells you for free.

02

Audit your top 5 pages

Check title tag, H1, and meta description on each. Confirm one keyword per page. Rewrite the worst one today.

WHY: Most SMB sites have 3–5 pages doing 80% of the work.

03

Fix one technical thing

Pick the highest-impact issue from your audit. Mobile speed, missing alt text, or a broken redirect. Just one. Ship it.

WHY: Momentum beats perfection. One fix per week = 52 wins a year.



PILLAR TWO

AEO

Answer Engine Optimization

Be the answer Google's AI Overview, Bing Copilot, and featured snippets quote — not the link they ignore.

IN THIS SECTION

What is AEO · Q&A content format · Schema markup · Try-This-Today

02

What AEO is

DEFINITION

Answer Engine Optimization

Optimizing your content so AI engines bring it directly into the answer results — not just as a link below the answer.

Think:

"How do I care for my dreadlocks?"

→ AI answers it.

→ Your name shows up in the answer.

How it differs from SEO

SEO Rank for keywords	AEO Rank for questions
SEO Get the click	AEO Get the citation
SEO Optimize a page	AEO Optimize the answer block on a page
SEO Win position #1	AEO Win the AI Overview

Write the answer AI will return

AI engines look for clear, self-contained answer blocks. Format your content so the answer is obvious.



WHAT NOT TO DO

Q: What is balayage?

"Balayage is, in many ways, a complex and multifaceted hair coloring technique that has evolved significantly in recent decades, with stylists exploring numerous approaches..."

Buried answer. Vague. AI skips it.



DO THIS INSTEAD

Q: What is balayage?

A: A freehand hair coloring technique where color is hand-painted onto the hair for a soft, sun-kissed look. It grows out naturally with no harsh regrowth line, so most clients only need a touch-up every 3–4 months.

Direct. 40 words. AI lifts it whole.

The recipe: Q&A format · Answer in first sentence · 40–60 words · One question per block

Schema —the cheat code AI engines read

Schema markup is invisible code that tells machines what your content is. Three types do most of the work.

EXAMPLE: FAQPage SCHEMA · paste in <head> as

```
<script type="application/ld+json">
```

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "What is balayage?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "A freehand hair coloring..."
    }
  }]
}
```

FAQPage

Marks up Q&A blocks.

Wins featured snippets & AI Overview citations.

HowTo

Marks up step-by-step instructions.

Wins rich snippets in AI summaries of "how do I..." queries.

LocalBusiness

Marks up your business name, address, hours.

Wins local AI answers and Google Business panel.

Implement it: [paste JSON-LD in <head>](#) · [validate at Rich Results Test](#) · [monitor Search Console](#) → Enhancements

TRY THIS TODAY

SCAN FOR
THE EBOOK



3 AEO experiments to run this week

Zero budget. ~30 minutes each. Watch AI engines start quoting you.

01

Write one FAQ in plain Q&A

Pick your top customer question. Write a 40–60-word answer. Publish it on your most relevant page in Q: / A: format.

WHY: AI engines lift direct Q&A blocks into AI Overviews.

02

Add FAQPage schema

Use a free generator (Merkle, RankRanger). Drop the JSON-LD into your page <head>. Test with Google's Rich Results tool.

WHY: Schema is how machines confirm "this is an answer."

03

Audit one page for AI lift

Pick a top page. Rewrite the intro so the first 60 words answer the page's main question. Lead with the answer.

WHY: AI scans the top of your page first.



PILLAR THREE

GEO

03

Generative Engine Optimization

Become the brand AI recommends by name. When ChatGPT, Perplexity, and Gemini answer — your name shows up.

IN THIS SECTION

What is GEO · Brand mentions across LLMs · AI-ready content · Try-This-Today

What GEO is

DEFINITION

Generative Engine Optimization

Optimizing your brand presence across the web so generative AI models recommend your name, product, or service when asked.

Think:

"Best pelvic floor therapy brands?"
→ ChatGPT lists 5 names.
→ Yours is one of them.

Why GEO is different

- **It's about your brand, not your page**
GEO isn't a page-level fix. It's about how AI models perceive your company across the entire web.
- **AI learns from what others say about you**
Reviews, Reddit threads, podcast mentions, news, industry directories. The whole web teaches the model.
- **Once trained, you're in the model**
When AI recommends you in answers, it's because your reputation was baked in during training.
- **You can influence what it knows**
Strategic content placement, citations, and brand mentions shape what AI says about you next.

Where your brand needs to show up

Each generative AI has its own quirks. Same goal: when a real customer asks, you're in the answer.



ChatGPT

OpenAI

WHAT IT WEIGHS

Brand mentions +
Reddit + reviews

WHAT TO DO

Get cited in Reddit threads ·
Earn brand mentions on
authority sites



Perplexity

Perplexity AI

WHAT IT WEIGHS

Live web citations +
authority sites

WHAT TO DO

Optimize for authoritative
citations · Keep site fast &
crawlable



Gemini

Google

WHAT IT WEIGHS

Google index +
structured data

WHAT TO DO

Add comprehensive
schema · Build Google E-E-
A-T signals



Claude

Anthropic

WHAT IT WEIGHS

High-quality sources
+ clear writing

WHAT TO DO

Publish well-structured
long-form · Get cited by
trusted sources



Copilot

Microsoft / Bing

WHAT IT WEIGHS

Bing index + LinkedIn
signals

WHAT TO DO

Strengthen LinkedIn
presence · Maintain Bing
Webmaster basics

Across all five: be the source they cite — clean schema, authoritative content, structured answers, Reddit/LinkedIn presence

Build content AI will recommend

Brand mentions outside your site shape what AI says about you. Earn them on purpose.

EARN IT

Get cited by sources AI trusts

- Press mentions in industry publications
- Guest posts on authority blogs
- Podcast interviews (transcripts get indexed)
- Industry reports and roundups

OWN IT

Publish content AI will lift

- Original research and data studies
- Comparison guides ("X vs Y")
- Definitive "best of" lists with your category
- First-hand case studies with numbers

AMPLIFY IT

Spread your name across the web

- Reddit AMAs and helpful answers
- Quora answers in your space
- LinkedIn thought leadership posts
- YouTube/podcast guest appearances

TRY THIS TODAY

3 GEO moves to make this week

Zero budget. ~30 minutes each. Find out how AI sees your brand — and influence it.

01

~10 min

AI brand audit (5 platforms)

Open ChatGPT, Perplexity, Gemini, Claude, Copilot. Ask each: "What does [your brand] do?" and "Best brands for [your category]?" Screenshot every answer.

WHY: You can't fix what you can't see.

02

~10 min

Fix one wrong answer

Found AI saying something wrong? Update your About page, your top blog post, or your LinkedIn. Add the correct info clearly so AI can re-learn it.

WHY: AI updates faster than you think.

03

~10 min

Earn one external mention

Pitch one podcast, write one Reddit answer, or comment one industry post — with your brand name and a real, helpful contribution.

WHY: GEO is won outside your own website.

How we built it: a 12-month client story

THE CLIENT

U.S. women's health startup

Pelvic floor therapy for urinary incontinence.
Pivoted B2C → B2B in Q1 2025.

WHAT WE DID

Integrated SEO + CRO + SEM + AEO across 3 phases:

- Phase 1: CRO fixes + SEO baseline
- Phase 2: SEM efficiency & ad rebuild
- Phase 3: AEO for future-proof visibility

+2,176%

Website traffic

+2,052%

Conversions

+2,052%

Revenue growth

-98.6%

Cost per lead

+190%

ROAS

+507%

Purchases



I've never seen such a swift progression in SEO. Impressive to say the least.

— Chief Growth Officer

POWERED BY THE DIGITAL HALL



MEET

SERPfinity™

The AI visibility platform built for marketers and entrepreneurs who don't have time to babysit every chatbot. It also monitors, analyzes, scores, and recommends.

Track

Every AI mention across 10+ platforms in one dashboard.

Compare

Your brand vs. competitors on AI visibility, side by side.

Win

Get actionable recommendations to climb the AI answer.

app.serpfinity.ai



Your AI visibility, in one dashboard

► LIVE DEMO

ONE DASHBOARD

Every metric that matters for AI search.

- AI Visibility Score
- Mentions across LLMs
- Live AI citation tracking
- Competitor mentions
- Prompt-by-prompt visibility



Every AI engine, one dashboard

If your customers ask, we watch. Track your visibility everywhere — and your competitors too.

● Google AI Overview

AI snippets on Google search results

● ChatGPT

OpenAI's flagship chatbot — 200M+ users

● Perplexity

Cited answer engine — heavy power-user adoption

● Gemini

Google's chatbot, baked into Workspace

● Bing Copilot

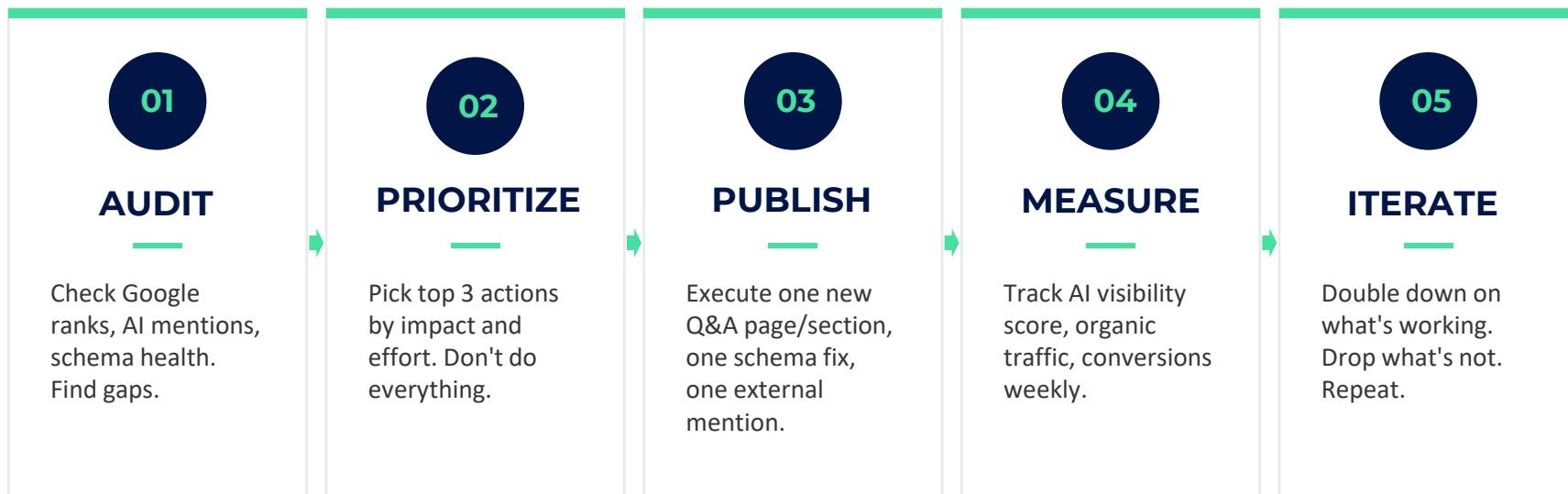
Microsoft's AI, default in Edge & Windows

● Claude

Anthropic's chatbot — fast-growing in enterprise

Your monthly SEO + AEO + GEO loop

Run this every month. Pick the tools you have; replace SERPfinity with manual audits if needed.



🔄 REPEAT MONTHLY

6 mistakes to avoid

The fastest way to win at AI visibility is to skip these traps that swallow small business budgets.



Chasing every new AI tool

There are 200+ AI tracking tools. Pick one. Master it. Move on.



Keyword stuffing for AI

AI sees through it instantly. Write like a human. Get cited like a human.



Ignoring schema markup

Schema is free, takes 10 min, and is the #1 lever for AI citations.



Posting and praying

Publishing without measuring = guessing. Track what AI actually quotes.



Treating AEO as content marketing

It's a structural discipline. Format matters as much as voice.



Skipping SEO foundations

You can't AEO your way out of bad indexing. SEO comes first.

What to do in the next 4 weeks

Each week is ~2 hours of focused work. Stack the wins.

WEEK 1

AUDIT

- Run free SEO audit on your top 5 pages
- Ask 5 AI tools what they say about you
- Document current AI Visibility baseline

WEEK 2

FIX

- Rewrite one page intro as the direct answer
- Add FAQPage schema to one key page
- Fix the biggest technical SEO issue

WEEK 3

PUBLISH

- Write 3 FAQs in clear Q&A format
- Submit 1 podcast pitch or guest post
- Update your About + LinkedIn for clarity

WEEK 4

MEASURE

- Re-ask the 5 AI tools your brand questions
- Compare to baseline. Note what changed.
- Pick your next 3 priorities for month 2

Two paths forward

Either way, you walk out with a real path. Pick the one that fits where you are.

PATH 1

Do It Yourself

Use the playbook. Track your own results. Move at your own pace.

- The master checklist (next slide)
- Free 30-min consult to get unstuck
- SERPfinity™ to track your AI visibility

BEST IF: you have time + you're willing to learn

PATH 2

Done For You

Hand it to The Digital Hall. We've done this every day for 20+ years.

- Full audit + custom strategy + execution
- Small Business plans for <\$1M revenue
- Enterprise plans for mid-sized brands

BEST IF: you're busy + you want results faster

The master checklist

SEO

- Mobile-first design
- Core Web Vitals pass
- HTTPS + clean URLs
- XML sitemap submitted
- Internal links every page
- One keyword per page
- Title, H1, meta set
- Alt text on every image

AEO

- FAQs in clear Q: / A: format
- Answer in first 60 words
- FAQPage schema installed
- HowTo schema on guides
- LocalBusiness schema set
- Direct, concise sentences
- One question per H2
- Test with Rich Results

GEO

- Brand mentioned in Wikipedia
- Active on Reddit + Quora
- Google Business Profile fresh
- Listed on industry directories
- Reviews on 3+ platforms
- Podcast/guest mentions
- Press coverage tracked
- Re-audit monthly

Print it. Stick it on your wall. Beat your competition by doing the basics consistently.



WHEN YOU NEED HELP

What The Digital Hall does for clients

Full-funnel digital marketing. SEO foundational, SEM supportive. Powered by people.

SEO

Search Engine Optimization

On-page, technical, local SEO. Built to rank in Google — and in AI.

AEO

Answer Engine Optimization

Schema, Q&A content, citation strategy. Get quoted by AI.

PPC

Paid Search & Ads

Google Ads, Microsoft Ads, social. Performance-driven campaigns.

CRO

Conversion Optimization

Funnel analysis, A/B tests, UX fixes. More leads from same traffic.

WEB

Web Design & Build

SEO-ready, mobile-first websites that convert visitors to customers.

BRD

Brand & Content

Brand strategy, content marketing, social media that builds authority.

SMALL BUSINESS PLANS · under \$1M revenue · ENTERPRISE PLANS · mid-sized to large brands

DON'T NEED AN AGENCY YET?

Free resources to get started

Built for businesses without the budget to hire help. Take what you need.



FREE

30-Min Consult

A free strategy call with MonicaFaye. Real advice for your real business.

→ monicafayehall.com/booking-page-consult

BOOK

AEO Playbook 2026

Get the digital download NOW! This eBook focuses on the proprietary WRRAP system that encompasses AEO and the ultimate winning formula.

FREE

Downloads & Guides

SEO checklists, PPC templates, content frameworks. No email gate.

→ monicafayehall.com

JOIN

Newsletter + Instagram

Tips, trends, and freebies from MonicaFaye in your inbox & feed.

→ [@themonicafaye](https://www.instagram.com/themonicafaye)

THANK YOU

Now go become the AI Answer.



LEAVE A REVIEW

Google ★★★★★

Questions? Need a hand? Let's talk.

MONICAFAYE

monicafayehall.com

Free 30-min consult

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SERPFINITY™

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Track your AI visibility

Start your free trial