

IN THE AGE OF AI, VISIBILITY ISN'T ENOUGH. YOU HAVE
TO BE THE ANSWER

Search has changed forever, and the brands that win won't be the ones that simply rank. They'll be the ones AI chooses to quote.

In *Kiss the AEO*, digital strategist MonicaFaye Hall pulls back the curtain on Answer Engine Optimization: the discipline of becoming the trusted answer that AI platforms, search engines, and voice assistants serve up first. Drawing on more than 20 years in the trenches of search and e-commerce, and results that include 600%+ revenue growth for the brands she has guided, she trades hype for a clear, actionable playbook any business can follow.

If you've mastered SEO but feel the ground shifting beneath you, this is your map to what comes next. Stop optimizing to be found. Start optimizing to be the answer.



MonicaFaye Hall

MonicaFaye Hall is an SEO, AEO, and AI Optimization expert, keynote speaker, and best-selling author. She is the founder of SERPfinity, a first-of-its-kind AI-search visibility platform, and owner of The Digital Hall. With more than two decades in digital marketing and e-commerce, she is Google, Microsoft, and HubSpot certified. Her previous works include *E-Commerce Management* and *Kiss My SEO*, and she is a best-selling co-author of *Ladies in Tech & Friends, Vol. 4: Building Careers Not Meant for Us*.

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