

Bios, book facts and talking points

Becoming the AI Answer · MonicaFaye Hall · Updated October 2026

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ONE-LINE DESCRIPTION

Kiss My AEO is a practical guide to Answer Engine Optimization — the discipline of becoming the brand that AI platforms and search engines recommend.

THE HOOK

In the age of AI, visibility isn't enough. You have to be the answer.

Your buyers are asking AI who to trust. Is your brand the answer?

ABOUT THE BOOK

Search has changed forever, and ranking is no longer the finish line. Buyers no longer work their way down a page of ten blue links — they ask an answer engine who to trust, and they act on the brands it names.

In Kiss My AEO, MonicaFaye Hall turns twenty years in search and e-commerce into a working discipline for becoming that named brand. She shows how AI platforms decide who gets cited, which trust signals actually move them, how the same work drove 600%+ revenue growth, and which SEO practices to stop paying for in 2026.

For marketers, founders and e-commerce and SEO teams who are tired of optimizing to be found and ready to optimize to be the answer.

SHORT BIO (31 WORDS)

MonicaFaye Hall is an SEO, AEO and AI optimization expert, keynote speaker and best-selling author. She is the founder of SERPfinity, an AI-search visibility platform, and owner of The Digital Hall.

LONG BIO (102 WORDS)

MonicaFaye Hall brings more than 20 years in digital marketing and e-commerce, with certifications from Google, Microsoft and HubSpot. A former developer and Fortune 500 e-commerce director, she is the founder of SERPfinity, an AI-search visibility platform, and owner of The Digital Hall. She is the author of Kiss My SEO and E-Commerce Management, and co-author of Ladies in Tech & Friends, Vol. IV. Her work has been featured in Entrepreneur and CNN Underscored. In Kiss My AEO she turns two decades of search and e-commerce experience into a practical discipline for becoming the answer that AI platforms and search engines recommend.

INTRODUCTION FOR A HOST TO READ ALOUD

“Our guest spent twenty years making brands findable — as a developer, then as a Fortune 500 e-commerce director, now as founder of the AI-search visibility platform SERPfinity. She is the author of

Kiss My SEO, and her new book Kiss My AEO is about what comes after findable. Please welcome MonicaFaye Hall."

INTERVIEW TALKING POINTS

- What Answer Engine Optimization actually is — and how it differs from traditional SEO
- Why citations now matter more than blue-link rankings
- The trust signals AI platforms evaluate before they recommend a brand
- How search optimization drove 600%+ revenue growth
- The SEO practices to stop doing in 2026

SUGGESTED INTERVIEW QUESTIONS

- What is Answer Engine Optimization, in plain language?
- What changed in buyer behaviour that made AEO necessary?
- Why do citations now matter more than a number-one ranking?
- What trust signals do AI platforms actually weigh before recommending a brand?
- What is the first thing a small team should do this quarter?
- What should we all stop doing in 2026?
- How do you measure AEO when there is no ranking to point at?

BOOK FACTS

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ALSO BY MONICAFAYE HALL

- Kiss My SEO
- E-Commerce Management: A Simplified Guide to Manage Your Online Store Successfully
- Ladies in Tech & Friends, Vol. IV: Building Careers Not Meant for Us (co-author)

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