

● REVENUE GROWTH & PERFORMANCE

SEO & AEO *Optimization.*

Run discoverability as one motion, so you show up wherever your buyers look for an answer.



INSIDE THIS BRIEF

The problem on your desk • *Our thesis* • *How we work* • *What's included* •
What you walk away with

SEO & AEO *Optimization.*

Run SEO and AEO as one motion across Google and AI answer engines. For B2B teams visible on search but absent from AI answers.

THE PROBLEM ON YOUR DESK

Search and AI answer engines are now two surfaces for the same buyer. Google ranks pages; AI engines extract answers. Splitting SEO and AEO into separate engagements duplicates effort and fragments the strategy. Run them apart and you do twice the work for half the visibility.

OUR THESIS

Google ranks pages. AI extracts answers. *The strategy shouldn't be split.*

How the work runs

01 · ONE MOTION, THREE PARTS

01

One strategy for both surfaces

Ranking on Google and being the source an AI engine cites are not two projects. The same expertise, structured well, earns both.

02

Content built to rank and be extracted

Content structured for how AI engines read, quote, and attribute, and for how search still ranks. Written for the buyer, formatted for the machine.

03

Tracked on rank and AI presence

We monitor both surfaces and tune the work to both, because visibility now lives in two places and only one shows up in a rank report.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A visibility baseline across search and AI engines
- ✓ A prioritized content and technical roadmap
- ✓ The technical optimization that supports both
- ✓ One combined SEO and AEO strategy
- ✓ Content built to rank and be extracted
- ✓ Monitoring of search rank and AI answer presence

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

Visible where *buyers actually search.*

02

Traffic that's *qualified and compounding.*

03

Authority that *holds across both surfaces.*

04

Found by buyers *and by AI alike.*

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We stopped picking between ranking and being the answer.

DIRECTOR OF MARKETING · B2B SOFTWARE

Run discoverability *as one motion.*

Talk to a strategist about visibility across Google and AI answer engines.

Book a session →

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