Ricciardi Group. Real Growth.

AEO & GEO Services

1. Audit & Roadmapping
Understanding Your AI Landscape

We begin by mapping your brand's current presence and opportunity within the AI-driven search environment, assessing:

- AI's industry impact
- Brand visibility
- Audience behaviors
- Competitive analysis

2. Foundation: *Optimizing for AI Readiness*

This phase is about preparing your digital ecosystem to be easily understood and trusted by AI systems. We're building the 'smart infrastructure' that enables seamless AI interaction, including:

- Site schema
- Optimized page structures
- Technical site optimizations

3. Influence:
Becoming an AI Trusted Authority

This final, ongoing phase is about consistently demonstrating your brand's expertise and reliability, effectively 'teaching' AI systems that you are the definitive source for answers in your field.

- Ongoing query research
- AI content strategy
- Authority building

RG's Approach:

1 AEO Audit & Roadmapping

Answer & Generative Engine Experience Audit
Objective: To reveal your unique opportunity in the new search landscape.

We start by pinpointing where you stand today. This initial audit helps you build a powerful business case for a dedicated AI search strategy:

- **Market & Competitor Analysis:** We analyze how AI is impacting your industry, where your competitors are winning, and what your brand's market share looks like in AI-generated answers.

- **Identify Influential Sources:** We uncover the specific sources and content types that AI models trust most in your industry.

- **Uncover Your Gaps & Opportunities:** We conduct a technical and strategic assessment to identify immediate opportunities for growth and establish the most critical first steps for your business.

2 Setting the AEO Foundation

Infrastructure Development
Objective: To prepare your site for success and capture quick wins.

Before we can dominate AI search, we need to ensure you have a resilient technical foundation. This phase focuses on the immediate, high-impact implementations that make your content discoverable by both AI models and traditional search engines.

- **Structured Data & Schema:** We'll implement advanced schema markup to help search engines and AI models instantly understand your content's context and value.

- **Page Experience Optimization:** We'll address critical technical factors like site speed and mobile experience, ensuring a seamless user journey and improved visibility.

- **Technical SEO:** We address any foundational issues that could be hindering your ability to be crawled, indexed, and trusted.

3 Strategy for Lasting Brand Impact

AI Search Implementation & Optimization
Objective: To establish your brand as a leading authority and a trusted source for AI search.

This is where we execute a continuous, strategic program to secure and maintain a dominant position. We'll build a systematic content and citation strategy that consistently influences AI-generated results.

- **Define Your Target Queries:** We identify the exact questions your audience is asking—from broad, high-volume topics to niche, specific queries.

- **On-Site Content Optimization:** We create and optimize on-site content to directly and comprehensively answer those questions, positioning your website as the go-to resource.

- **Citation & Off-Site Authority:** We'll build a strategy to ensure your brand is cited and linked to by authoritative sources, building the trust signals that are crucial for influencing AI models.

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