

SEO

AEO

GEO

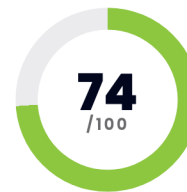
E-E-A-T

Website Authority Guide

The playbook for showing up when AI answers instead of Google.

yoursite.com

WORDPRESS



Working, but leaking value.

Strong social signals, thin structured data — schema is the fastest fix.

- No FAQPage schema — the FAQ page exists but isn't marked up for AI to read
- Core Web Vitals pass on mobile, fail on desktop
- Testimonials name real people and companies



60%

of buyers now ask an AI assistant *before* they ask Google. That assistant doesn't read your whole site and decide you're credible — it looks for machine-readable proof.

Your competitor doesn't have to outsell you.

They just have to be the name AI already trusts. No proof, no citation — not a ranking drop, an erasure.

What this costs you

A visitor who doesn't trust you leaves and calls someone else. An AI model that can't verify you skips you entirely — silently.

The fix isn't complicated

It's the same four disciplines, applied to every page on your site. They're on the next page.

Where buyers land when they ask AI who to hire

Six front doors. One website has to satisfy all of them.



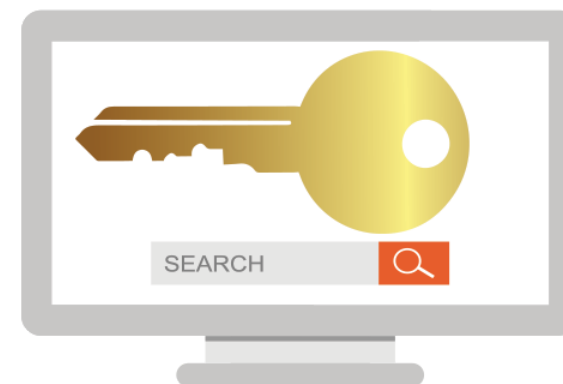
Google



ChatGPT



Gemini



Perplexity



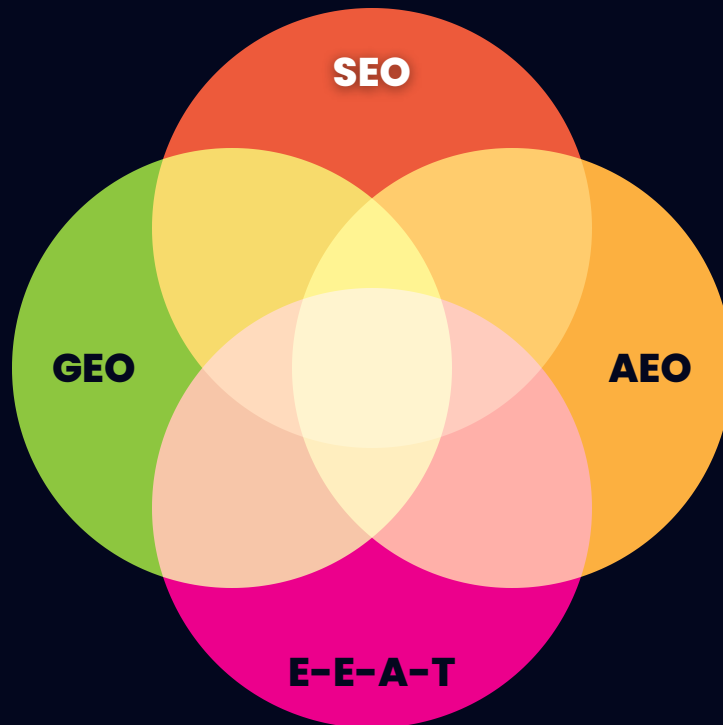
Claude



Copilot

Four ways to disappear. One website to fix.

SEO, AEO and GEO overlap on every page. E-E-A-T is the power in the middle — the trust test that makes all three actually work.



SEO

Found, crawled and ranked for the terms buyers actually use.

AEO

Lifted directly into a featured snippet or a voice reply.

GEO

Cited by ChatGPT, Perplexity or an AI Overview.

E-E-A-T

The power in the middle. Experience, expertise, authority, trust.

SEO

**If they can't find you,
nothing else matters.**

Still the foundation: findable and crawlable before anything else.

- ✓ Site loads in under 2.5s on mobile
- ✓ Every page has one unique title tag
- ✓ Headings follow logical H1 → H2 → H3 order
- ✓ Content organized around buyer questions

AEO

**The answer box picks
one source, not a list.**

Featured snippets pull one direct answer. Answer first, context after.

- ✓ Key pages answer in the first 50 words
- ✓ FAQ or HowTo schema where relevant
- ✓ Headings phrased as real buyer questions
- ✓ Lists and tables break up dense answers



Page speed is a ranking signal **and a trust signal.**

Core Web Vitals feed both the classic Google algorithm and the crawlers deciding whether an AI model can read your page fast enough to bother citing it. Slow pages get skipped by both.

GEO

You're in the answer, or you don't exist.

Generative engines favor content self-contained enough to quote out of context.

- ✓ At least one page shares original data
- ✓ Business name and offer worded consistently
- ✓ Third-party profiles match your site

E-E-A-T

Every unproven claim loses the deal.

Would a skeptical buyer find enough evidence here to believe you?

- ✓ Testimonials name a real person and company
- ✓ Reviews are recent and answered publicly
- ✓ Contact info and policies are easy to find

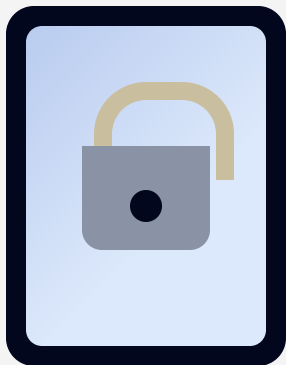


APPLIED EXAMPLE

Where trust shows up first

Name, credential and proof above the fold — on your site and on every third-party profile an AI model can read.





There's a flip side to getting cited: getting quietly filtered out.

Most exclusions aren't penalties. Your page just never gets pulled into the answer.

Generic, templated content

01

Service pages that read like a competitor's with the city swapped.

Unedited AI-generated content

02

AI detects low-effort AI writing. Keep a genuine voice on top of it.

Thin or duplicate pages

03

Nothing said that a dozen competitors haven't already said.

Inconsistent NAP data

04

Name, address, phone must match everywhere — directories included.

What is this already costing you?

Check each statement that's true today.

MESSAGING

- ☐ Homepage explains what we do in five seconds
- ☐ Every page has one clear primary action

If a human hesitates, a model does too.

EXPERTISE

- ☐ Real projects and firsthand examples shown
- ☐ Named authors connected to key content

Experience is the E most sites skip.

TRUST

- ☐ Testimonials identify a real person
- ☐ Contact details easy to find

Evidence beats adjectives, every time.

AEO + GEO

- ☐ Key pages open with a direct answer
- ☐ Structured data is in place

Machine-readable, or effectively invisible.

YOUR SCORE OUT OF 8

0–2

Invisible now

Start with the 30-day sprint on page 10.

3–4

Losing quietly

Traffic is already going somewhere else.

5–6

Exposed

One competitor away from losing the citation.

7–8

Defensible

Keep measuring — you're the name AI cites.

Fixing it once isn't the same as knowing it's working.

AI tools don't publish ranking data. Run your priority queries through ChatGPT, Perplexity, Gemini and Google AI Overviews monthly, and track who's cited instead of you.

Monthly

Tracked, not guessed

4 signals

Scored every time

This is exactly what the monthly audit inside our retainer does for you — **a real score tracked over time**, not a report that goes stale.

yourbusiness.com

MAR 2026

63

Working, but leaking value.

Schema is the fastest fix.

SEO 21 / 25



AEO 19 / 25



GEO 15 / 25



E-E-A-T 8 / 25



Your 30-day authority sprint.

One focused fix a week closes most of the gap.

1

Clarify the message

Rewrite the homepage headline around the buyer, the problem, the outcome.

2

Add proof

Publish one case study or before-and-after. Connect every claim to evidence.

3

Strengthen trust & structure

Update authorship and credentials. Add FAQ schema to key pages.

4

Publish real expertise

Answer one high-value buyer question, written to stand alone as a citation.



Momentum compounds.

Each week's fix stacks on the last — schema, proof, structure, expertise, all four moving together.

Find out exactly where you're **invisible**.

Free, in about 60 seconds. Drop your URL, get scored the way AI actually reads your site, then see the five fixes worth doing first.

yourbusiness.com

Score my site

birdsall.ai

STEP ONE

We fix the site

We can't fix every gap on day one, but we close the ones actually holding you back: schema, structure, trust signals, migration if that's the issue. Fixed price.

STEP TWO

We keep it working — from \$499/mo

Weekly content plus the monthly audit from page 09, tracked as a real score. One-year commitment.