

The Biggest Change In Search... EVER And It Is Coming In 2025

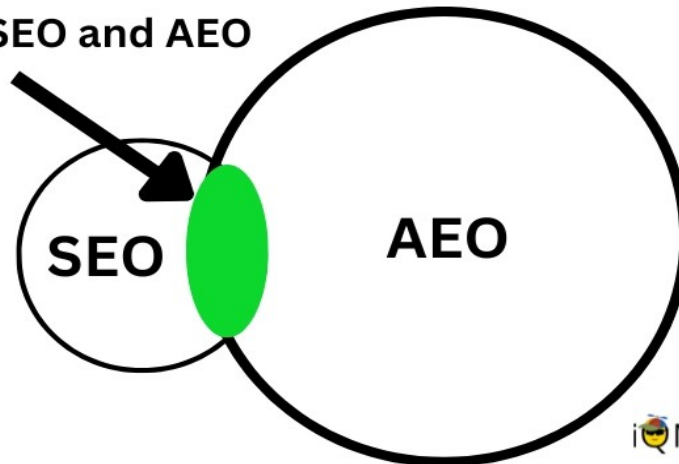
AEO vs SEO

AEO (Ai Engine Optimization)
Versus
SEO (Search Engine Optimization)

“AEO will overtake SEO within the next 18 Months. It is changing everything!”

-ANDREW ANDERSON

Overlap of SEO and AEO
Content



iQMarketers.com

Hi Business Owners and Entrepreneurs!

Andrew here! Happy 2025 and I hope you are doing great and are getting ready for the opportunity that we have before us over the next 4 years because of the changes that are coming our way.

This is a report that I sent to our clients a bit ago and now I am releasing it now publicly.

I want to focus your attention on AEO or Artificial Intelligence Engine Optimization.

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Why? Because AEO is like a freight train you can get on and move your business further and faster than you can imagine or you can get Road Runner Wylie Coyote plastered to the front of it wondering what just happened.

There have been an avalanche of changes over the past 4 months with AI and they are picking up speed. Specifically I am talking about SEO and AEO.

We have been in the SEO game for about 20 years now. What happened in those 20 years with SEO is now going to happen in 18 months with AEO and 99.90% of the SEO Agencies are clueless. And about 99.99% of businesses are as well.

It is my firm belief that if you can get in early, and we have, you will be able to dominate your niche.

In the next 18 to 24 months we could see a 55% to 80% flip from SEO searches to AEO searches during this time. Although it is entirely possible that it could flip 6 months with that both Apple and Android have made AI Search part of their phone systems. This is about 4.5 billion people that will now have access to some form of AI by 2025.

The following is a brief overview of what this is all about.

Here are some thoughts on the differences and future implications:

Differences Between SEO and AEO:

1. Focus and Objective:

SEO traditionally focuses on optimizing web content to rank higher in search engine results pages (SERPs) for specific keywords. The goal is to drive traffic to a website by improving visibility for those keywords.

AEO aims at optimizing content so it can be directly used by AI to answer user queries. This involves crafting content that provides direct, concise answers to questions, making it suitable for AI-driven search engines, voice search, and

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platforms like ChatGPT, Grok, Perplexity, and others. The focus here is on relevance and accuracy of answers rather than just keyword rankings.

2. Content Structure:

SEO often involves long-form content with strategic keyword placement, aiming to cover a topic comprehensively to satisfy both search engines and users looking for in-depth information.

AEO requires content to be structured in a way that AI can easily parse and present as answers. This might mean using schema markup, creating FAQ sections, or structuring content with clear, question-based headings that directly address user queries.

3. User Intent:

SEO strategies have evolved to consider user intent, but traditionally, they cater to a broad range of search intents through keywords.

AEO is more about anticipating and directly addressing specific user queries, especially those phrased as questions, which is becoming more prevalent with voice search and conversational AI.

Currently the vast majority of AEO searches are done on mobile. So have a Mobile friendly site and Mobile site speed are more important than ever before.

4. Technology Adaptation:

SEO must adapt to ongoing changes in search algorithms but has been primarily focused on text-based search engines like Google.

AEO must also adapt to AI and machine learning advancements, particularly in how AI interprets and responds to queries, including through voice assistants and generative AI responses.

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Future Implications:

SEO's Role: While SEO isn't going away, its traditional practices might be less effective as search becomes more intent-driven and AI-centric. SEO will need to incorporate AEO practices to remain relevant, focusing on content that can be both ranked and utilized for instant answers.

Shift to AEO:

There's a clear shift towards content that can directly answer queries, reducing the need for users to click through to websites. This might lead to a decrease in traditional SEO traffic but could increase visibility in AI-driven contexts like featured snippets or voice search responses.

Integration:

The future likely involves integrating SEO with AEO, where businesses optimize for both traditional search engine rankings and for providing direct answers through AI. This dual strategy ensures presence across all search modalities.

Opportunity for Specialization:

The AI Entity Optimization focusing on making content not just SEO-friendly but also optimized for AI interactions will give us an edge. This is especially true as the growing demand for AI technology becomes more integrated into daily search behavior.

In summary, while SEO will continue to be important, the rise of AEO or AI-driven optimization strategies highlights a shift towards content that answers questions directly and efficiently.

With all that being said, we are ramping up creating content for AEO and SEO for the site as continuing to do offsite AEO and SEO improvements.

If you get on board the AEO train, it can change your business for the better!

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Ai Proficiency Report: Less Than 10% Proficient in Ai

The latest Ai Proficiency reveals a significant shortfall: fewer than 10% of the knowledge workforce is proficient in Ai, and most organizations are ill-prepared to implement it effectively.

Key Findings

- Company training programs alone do not enhance Ai skills.
- Managerial skepticism is a barrier to team progress.
- Only 18% of companies both endorse Ai and have a large language model (LLM) deployed.
- 45% approve of Ai but lack an official platform.
- 26% disregard Ai entirely, while 11% have imposed outright bans.

Implications

The majority of companies are struggling to leverage Ai effectively, presenting a considerable opportunity for those equipped to execute successfully.

Having been in Marketing for over 4 decades now, if could only focus on one thing for my marketing, it would be AEO. It is much faster than SEO and... if you know what you are doing and get in early, it is much easier because so many people are clueless at this time.

I hope this opens your eyes to this opportunity. If I only had one thing to concentrate on to market my business, it would be AEO because it is going to take the world by storm over then next 18 months.

If you have any questions, please contact me. We have complete implementation for those of you that want it.

Cheers,
Andrew Anderson
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