



**How To Get AI To Recommend
Your Roofing Business And Send You
5-10 New Clients Every Month.**

**The Roofing Contractor
AI Client System**

INSTANT AUTHORITY! CONSTANT LEADS!

by Andrew Easy Anderson

AEO for Roofers: How to Get AI to Recommend Your Roofing Business and Send You 5-10 New Customers Every Month

A Guide: Showing Up In AI Search for Roofing Contractors
And Getting 5-10+ New Customers Per Month



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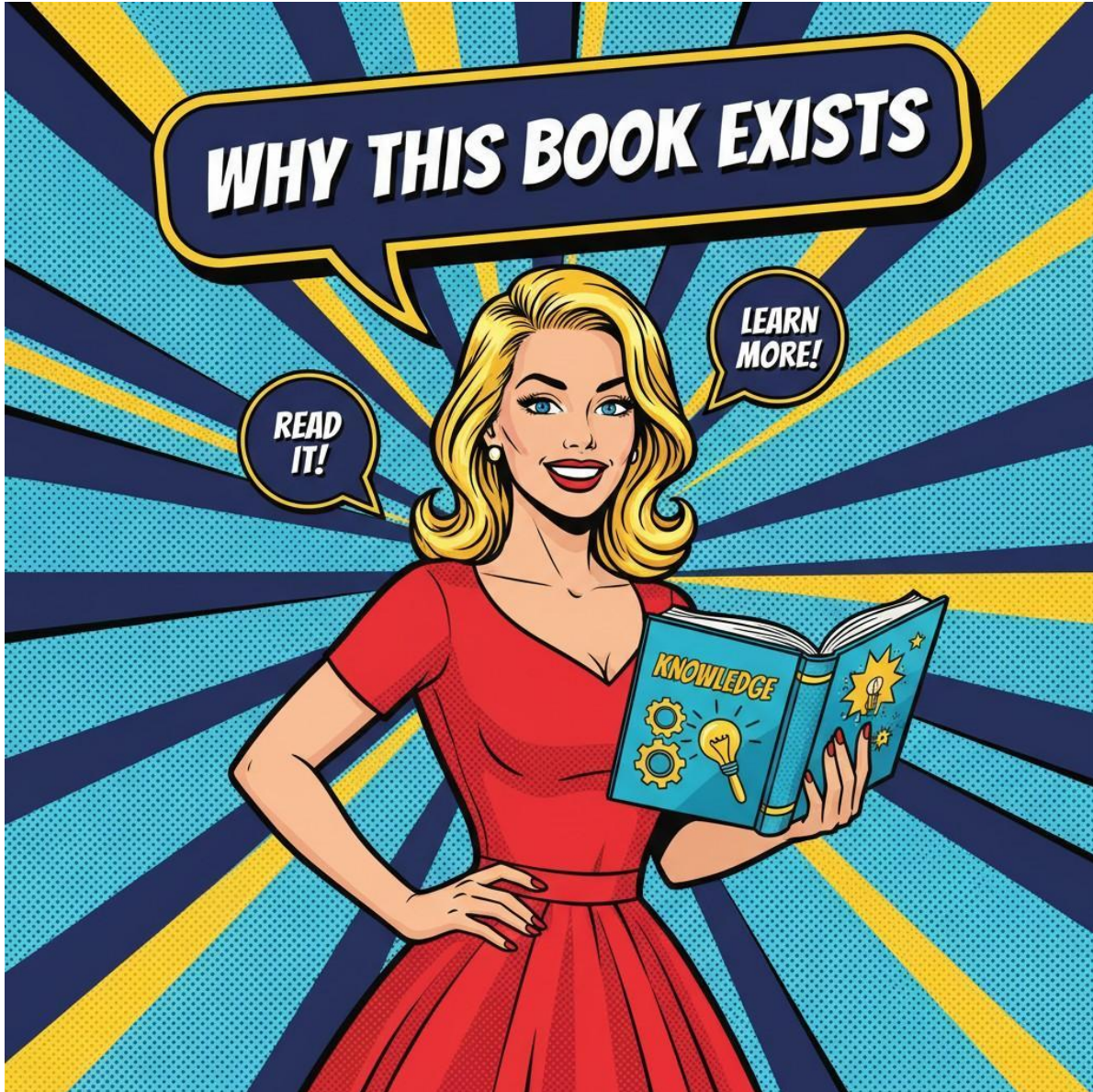
INTRODUCTION

Why This Book Exists

And Why You Need to Read It Right Now

A Guide for Roofing Contractors

By Andrew 'Easy' Anderson
Creator, AEO Website Checker



The Biggest Shift in 40 Years

Unless you have been under a big rock, you know that AI is coming in like a bull in a China shop.

It is fundamentally changing how people find businesses like yours. Not gradually. Not over years. Right now. AI search traffic is going through the roof and most businesses are not even tracking it.

Here is what changed: when someone Googles something, they get 10 blue links to click through, compare, and decide. When someone asks ChatGPT, Claude, or Perplexity? They get THE answer. Two or three roofing company names. A direct recommendation. Done.

The Critical Difference

Google shows you 10 websites. AI gives you THE answer. If AI does not mention your roofing company, the homeowner never even knows you exist.

With estimates as high as 60% of all searches coming from AI in 2026, this is not a trend. It is a fundamental shift in how homeowners find roofers. And most roofing companies are completely invisible to it.

Let Me Tell You About Dave

Last month, a business owner called me. Let's call him Dave.

Dave owns a roofing company in the Midwest. Been crushing it for 15 years. Five-star reviews everywhere. GAF Master Elite certified. Happy customers. Great reputation. The whole deal.

But his phone stopped ringing as much.

Leads were down 30%. The marketing budget stayed the same. Results? Not so much.

"What changed?" he asked me.

I had a hunch. So I asked him one question.

"Dave, when was the last time you asked ChatGPT for a recommendation?"

Long pause.

"Yesterday," he said. "I asked ChatGPT to recommend a restaurant for my anniversary."

"Did it work?"

"Yeah, actually. Great recommendations. I didn't even Google anything. Just booked the place ChatGPT suggested."

Another pause.

Then the lightbulb moment hit.

"Oh no," Dave said. "People are doing that for roofing companies too, aren't they?"

Yep.

The Test That Changed Everything

Right there on the phone, I tested it.

I asked ChatGPT: "Who are the best roofing companies in Nashville?"

It recommended five companies. Dave's company? Not on the list.

Then I tried Claude. Same thing. Google Gemini. Nope. Perplexity. Still nothing.

Five different AI platforms. Zero mentions of Dave's roofing company.

"But I have 200 five-star Google reviews!" Dave said.

"I know," I told him. "But AI doesn't know you exist."

Fifteen years building his business. Thousands of happy homeowners. And when people asked AI for a roofer? He was invisible.

The Dave Test: Is AI Recommending Your Roofing Company?

Stop reading for 60 seconds and do this right now. Open ChatGPT, Claude, or Perplexity and ask:

Ask AI This Right Now

"Who are the best roofing companies in [your city]?"

Try it on at least two or three platforms. If your company shows up, you are ahead of 90% of your competitors. If it does not? Every single homeowner who asks that question is calling someone else. You never even knew the lead existed.

AI Platform	Ask This	Your Result
ChatGPT	"Best roofing companies in [your city]?"	Mentioned / Not Mentioned
Claude	"Best roofing companies in [your city]?"	Mentioned / Not Mentioned
Gemini	"Best roofing companies in [your city]?"	Mentioned / Not Mentioned
Perplexity	"Best roofing companies in [your city]?"	Mentioned / Not Mentioned
Copilot	"Best roofing companies in [your city]?"	Mentioned / Not Mentioned
Grok	"Best roofing companies in [your city]?"	Mentioned / Not Mentioned

MENTIONED

Homeowners call YOU. You win the lead. Revenue grows.

NOT MENTIONED

Homeowners call your COMPETITOR. You never even knew they needed a roof.

Why I Wrote This Book

I'm Andrew "Easy" Anderson. The nickname came from a Fortune 100 attorney I solved a problem for. He looked at the solution and said, "Andrew, you made it so easy!" and started calling me Easy. That was that.

40 years in IT. I have worked with Microsoft, IBM, and Apple, along with thousands of small and medium sized businesses. I have seen every major technology shift of the last four decades, from mainframes to PCs, from dial-up to broadband, from websites to mobile.

And I am telling you: the AI shift is the biggest one yet by a long shot.

For the last four years, while most people were still figuring out what ChatGPT even was, I have been pioneering Answer Engine Optimization (AEO) at my agency. We have generated around \$2 billion in client leads over decades of business. I do not consider myself an expert, but a student who is willing to learn something new every day and toss out the things that no longer work.

I spent over a year developing, testing, and refining the Answer Engine Dominance Framework. Not in a lab. Not in theory. With real businesses, real data, real results. Including roofing companies that went from zero AI mentions to being recommended first within 90 days. The result: a Five Pillar scoring system that tells you exactly where you stand and exactly what to fix.

The Five Pillars: Your Roadmap

This book is built on the Answer Engine Dominance Framework, a system with Five Pillars, measurable scores, and clear action steps.

#	Pillar	What It Covers
1	Trust Architecture	Who you are, why AI should trust you. Credentials, reviews, citations, authority.
2	Content Intelligence	Content structure that AI can extract, understand, and quote directly.
3	Technical Excellence	Speed, mobile, crawlability. Making sure AI can actually reach your site.
4	Schema Authority	Structured data that removes all AI guesswork about your roofing business.
5	Accessibility & AI Readability	Markup that makes your content readable for humans AND machines.

Each pillar is scored 0 to 20 points, for a total of 100. Our research shows that roofing companies scoring 75 or higher consistently get recommended by AI. You can check your score right now at aeowebstechecker.com. It takes about 30 seconds. You do not even have to put in an email.

Who This Book Is For

This book is specifically for roofing contractors who serve homeowners in their local market. Whether you specialize in residential re-roofs, storm damage repair, commercial roofing, or all of the above, this is for you. If homeowners in your service area are asking AI for roofing recommendations and your company is not coming up, this book shows you exactly how to fix that.

You especially need this if you have 1 to 100 employees, you serve homeowners directly, you rely on word-of-mouth and referrals, and you need a steady flow of new roofing leads to keep your crews busy.

Who This Book Is NOT For

This is not for "get rich quick" seekers. If you want magical shortcuts that require zero effort, go buy a lottery ticket. This is not for people who think AI is just a fad. You know, like the internet was just a fad. And smartphones. And... you get the point. This is not for anyone expecting results without work. AEO requires effort, consistency, and actually doing the thing.

Real Talk

AEO requires work. Real work. But if you do the work, the results are real. Most roofing companies see their first AI citations within 30 days of hitting 75+ points. Some see results in a week. Some take 60 days. But the pattern is consistent: score 75 or higher and AI starts recommending you.

How to Use This Book

This is a short book on purpose. No fluff. No filler. Every chapter earns its place. Here is the fastest path to results:

Step 1: Check your score. Go to aeowebstechecker.com. Run your site. Takes 30 seconds.

Step 2: Read Chapters 1 and 2. Understand how AI search works and what the Five Pillars are. Do not skip this.

Step 3: Start with your weakest pillar. Biggest gaps equal biggest gains.

Step 4: Follow the action plan in Chapter 5. Specific. Actionable. 90 days to results.

Step 5: Re-test monthly. Run aeowebstechecker.com again. Track progress. Ask AI your target questions. Are you being cited?

You do not have to do everything at once. But you do have to be systematic. Progress beats perfection every single time.

The Uncomfortable Truth

AI is not going away. More homeowners will use AI for recommendations every single month. Traditional search is declining. AI search is exploding.

You can ignore it. You can deny it. You can wait and see what happens. But while you are waiting, the roofing company two towns over just got cited by ChatGPT for every storm damage query in your service area. They are capturing leads you do not even know exist.

The Choice

Option A: Wait. Watch. Hope it goes away. (Spoiler: it will not.) Option B: Learn AEO. Implement the framework. Get ahead. Dominate your roofing market.

You are reading this book. That tells me you have already chosen Option B.

Smart move. Let's get to work.

Ready? Turn to Chapter 1 and let's start understanding how AI search actually works, and what it means for your roofing business.

CHAPTER 1

How AI Search Is Changing Everything For Roofers

From Yellow Pages to Google to AI — And Why This Time Moves Faster



How We Got Here

Let me take you back. The 1980s and 1990s. Big hair, questionable fashion choices, and a book so important it lived on every kitchen counter in America. Not the Bible. The Yellow Pages. That massive, spine-crushing tome of yellow paper that showed up on your doorstep every year whether you wanted it or not.

It was so heavy that kids used them as booster seats. Adults used them as doorstops. But mostly, people actually used them. When a hailstorm ripped the shingles off your roof at 2 AM, you grabbed that Yellow Pages and started calling roofers.

And businesses fought over placement in that book. They paid thousands for bigger ads. The really clever ones named their companies "AAA Best Roofing" or "AAAAA Discount Roofing" just to appear first alphabetically.

Then in 1998, two Stanford students named Larry and Sergey launched Google. And everything changed. Suddenly anyone with the internet could find your business in seconds. The businesses that adapted? They thrived. Built websites. Learned SEO. The businesses that did not? Well, when was the last time you thought about your local Yellow Pages rep?

For over twenty years, Google reigned supreme. Keywords. Backlinks. Page speed. Entire industries were built around one premise: rank high on Google and you win.

Then came November 2022. ChatGPT launched. 100 million users in two months. Fastest-growing app in history. And people were not just asking it to write emails. They were asking it for recommendations. "Who is the best roofer near me?" "What roofing company in Nashville handles storm damage?" "Find me a roofer with GAF certification."

The middleman changed again. In 1995, it was the Yellow Pages. In 2005, it was Google. Now it is AI. And if AI does not know about your roofing company, you might as well not exist.

Era	Platform	How You Won	If You Did Not
1980s-1990s	Yellow Pages	Biggest ad + most A's in your name	Phone did not ring
1998-2022	Google Search	Best SEO: keywords, backlinks, content	Invisible on page 2
2022-Now	AI Answer Engines	Best AEO: Five Pillars, trust signals, schema	AI does not mention you. At all.

See the pattern? Every 20 to 30 years, the game completely changes. And the businesses that say "it is just a fad" are always the ones who disappear.

It Is Not Just ChatGPT

Sure, ChatGPT grabbed the headlines. But we are living in a full ecosystem of AI answer engines, each with millions of users asking for business recommendations every single day. If you only optimize for one, you are missing the majority of AI-driven searches.

Platform	Users	Why It Matters
ChatGPT	200M+	Most popular AI. The mainstream default.
Google AI Overviews	Billions	Shows AI answers in regular Google results. Biggest reach.
Perplexity	100M+	Shows cited sources. If you are cited, users see YOUR link.
Claude	50M+	Popular with professionals. Known for detailed analysis.
Copilot	50M+	Built into Microsoft Edge and Office. Enterprise reach.
Grok	64M+	Built into X. Real-time social data. Fastest growing.

And more are coming. Meta AI, Amazon's shopping assistant, Apple Intelligence, and dozens of emerging platforms are all joining the ecosystem. This is not slowing down.

The Good News

The Answer Engine Dominance Framework and its Five Pillars are designed to work across ALL of these platforms. Optimize once. Score 75+ at aeowebitechecker.com. Get recommended everywhere.

Grok: The Biggest Opportunity Right Now

Grok deserves special attention. Unlike every other AI platform, Grok is built into X (formerly Twitter), where 600 million people already spend an average of 32 minutes every day. Users do not have to leave the app to ask it a question. They are already scrolling.

Grok is different in one critical way: it has real-time access to what people are saying on X right now. When someone asks Grok "Who is the best roofing company in Nashville?", it does not just check websites and reviews. It checks what people are posting, sharing, and recommending on X at that very moment.

This means your social media presence on X is a direct AEO signal. Your posts, your engagement, your replies are all feeding data into an AI that 64 million people are actively using.

The action plan is simple: Be active on X. Post 3 to 5 times per week about your roofing expertise. Share project photos, storm damage tips, and seasonal maintenance advice. Engage with your local community. Complete your X profile with location, services, and credentials. If you only pick one social media platform, Grok would be the one.

SEO Is Not Dead. It Is Not Enough.

I want to be crystal clear: I am not saying throw away your SEO. Good SEO is actually a foundation for good AEO. A fast, well-structured, content-rich website helps both.

But SEO alone is like having a great resume in a world where hiring managers stopped reading resumes. The resume is not worthless. It is just not the only thing that matters anymore.

Here is the fundamental difference. When someone Googles "best roofer near me," Google shows them 10 links to choose from. When someone asks ChatGPT the same question, AI gives them THE answer. A specific recommendation. Maybe two or three names with reasons why. The user never sees page 1 of Google. They never click a link. They never visit your website. They just take AI's word for it.

	Traditional SEO	Answer Engine Optimization
Goal	Get on page 1 of Google	Be THE answer AI gives
User sees	10 links to choose from	ONE direct recommendation
You win by	Ranking higher on the list	Being trusted enough for AI to cite you
What matters	Keywords, backlinks, domain authority	Trust signals, structured data, content quality, schema
The stakes	Lower ranking = less traffic	Not mentioned = you do not exist

SEO gets you indexed. AEO gets you recommended. You need both.

How AI Decides Who to Recommend

AI does not "think" the way you and I do. It does not have opinions. It does not have favorites. What AI does is pattern matching. Really, really sophisticated pattern matching across millions of data points.

Think of it this way: imagine you asked a thousand well-informed homeowners for a roofer recommendation. The companies that kept getting mentioned, the ones with the best reputations, the most visibility, the strongest credentials, those are the businesses AI would recommend too. AI is essentially simulating what a thousand informed homeowners would say.

Every AI platform evaluates businesses using remarkably similar criteria. They differ in the details, but the core signals are the same:

What AI Checks	Why It Matters	Which Pillar
Reviews: detailed, recent, positive?	Social proof that real homeowners trust you	Trust Architecture
Structure: organized data it can extract?	AI needs to pull clean answers	Schema Authority
Credentials: verifiable trust signals?	AI will not recommend what it cannot verify	Trust Architecture
Freshness: current, maintained content?	Outdated content signals a dead business	Content Intelligence
Accessibility: can AI crawl and read it?	Slow or broken sites get skipped entirely	Technical Excellence
Consistency: info matches across platforms?	Conflicting info destroys trust	All Five Pillars

AI does not have favorites. It has patterns. The roofing company with the strongest, most consistent signals wins the recommendation.

The AI Trust Pyramid

I have seen it happen dozens of times: two nearly identical roofing companies in the same city. Similar quality of work, similar years in business. One gets recommended by AI. The other is completely invisible. The difference almost always comes down to trust signals.

AI platforms are designed to be helpful and accurate. If AI is not sure about you, it will not guess. It will just recommend someone it IS sure about. That is your competitor.

Level	Name	What It Includes	AI Response
4	DOMINANCE	Deep content, schema, citations, community leadership	Recommends you FIRST. Consistently.
3	AUTHORITY	Press mentions, certifications, content, awards	Trusts you enough to mention you.
2	LEGITIMACY	Reviews, licenses, years in business, real address	Sees you are real. Not sure you are best.
1	BASIC EXISTENCE	Website, Google Business Profile, contact info	Without this, AI does not know you exist.

Most roofing companies are stuck at Level 1 or 2. The Five Pillars push you to Level 3 and 4. You do not need to be perfect. You need to be better than your competitors on the signals AI cares about.

The Business Impact: Real Numbers

We ran an experiment across 50 local businesses in various industries. We asked multiple AI platforms to recommend businesses in their categories and tracked what happened.

What We Found	Number	Impact
Businesses NEVER mentioned by any AI	30 out of 50 (60%)	Completely invisible
Businesses mentioned by at least one AI	20 out of 50 (40%)	Some visibility
Businesses recommended FIRST	8 out of 50 (16%)	Getting the leads

These were not fly-by-night businesses. Many had been operating for years with strong Google rankings and solid reputations. AI just did not know they existed.

The Math Nobody Wants to Hear

Say your roofing company gets 100 leads per month from online search. If 60% of searches are now happening through AI, that is 60 potential homeowners asking AI instead of Google. If AI does not mention you, those 60 people call whoever AI recommends. At an average roof replacement value of \$12,000, that is potentially \$720,000 per month in lost revenue. Even if you close 10% of those leads, that is \$72,000 per month walking out the door. And that number grows every single month as more homeowners use AI.

Think of It This Way

Imagine AI is a person at a networking event. Someone walks up and asks, "Hey, do you know a good roofer in Nashville?"

AI is going to recommend the roofing company it knows the most about, has heard the best things about, and feels most confident vouching for. If all AI knows about you is a name and phone number? Too risky. It will not recommend you.

But if AI has seen your detailed reviews, read your expert content, found your credentials verified across multiple platforms, and can easily access your well-structured website? AI will recommend you confidently and specifically.

Something like: "I would recommend Nashville Pro Roofing. They have been in business for 15 years, have over 200 five-star reviews, are GAF Master Elite certified, and specialize in storm damage repair. They also offer free inspections."

THAT is what we are building toward. That is what the Five Pillars create. That is what a 75+ score at aeowebstechecker.com sounds like when AI talks about your roofing company.

The Good News

We are still in the early days. Most roofing companies have absolutely no idea this shift is happening. They are watching their leads slowly decline and blaming the economy, the season, or Google's latest algorithm update.

They are not wrong that something changed. They are just wrong about WHAT changed.

You are reading this book, which means you are already ahead of 90% of roofing contractors. The window to establish yourself in AI recommendations is wide open right now. It will not be forever.

Ten-Minute Win

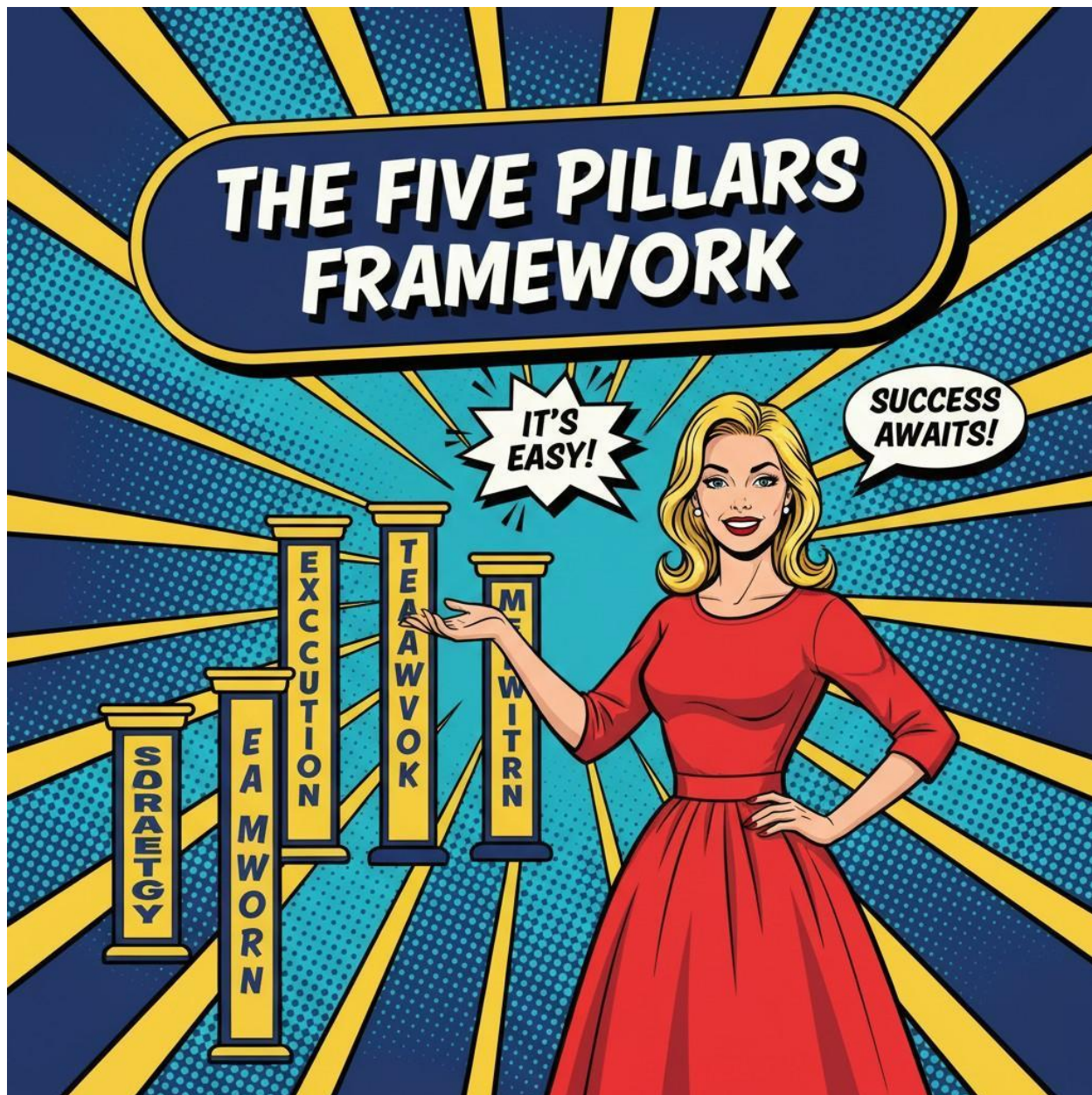
Do this right now: test your visibility across the ecosystem. Open ChatGPT, Claude, Perplexity, Grok, and Google (look for the AI Overview box at the top). Ask all of them: "Who is the best roofing company in [your city]?" Write down which ones mention you. That is your multi-platform baseline. Then run aeowebstechecker.com to find out WHY.

Ready for the framework? In the next chapter, we will hand you the scoring system that turns all of this into action: the Answer Engine Dominance Framework and its Five Pillars. This is where understanding becomes implementation.

CHAPTER 2

The Five Pillars Framework

Your Blueprint for AI Visibility — From Guessing to a System



From Guessing to a System

OK, you understand the problem. AI is changing how homeowners find roofing contractors. Traditional SEO is not enough anymore. Millions of potential customers are asking AI for recommendations and your roofing company might be invisible.

That is the bad news. Here is the good news: there is a system for fixing it.

Not a vague "do better marketing" system. A measurable, scorable, repeatable framework that tells you exactly where you stand, exactly what is broken, and exactly what to fix.

After testing hundreds of businesses, one thing became crystal clear: AI does not evaluate businesses on one thing. It evaluates them on FIVE things. Like a table with five legs. Weaken any one of them and the whole thing wobbles.

The Five Pillars of Answer Engine Optimization

Five Pillars. 100 Points. Your Blueprint for AI Visibility.

#	Pillar	Points	Key Components
1	Trust Architecture	0-20	Reviews, credentials, press citations, community presence, author expertise
2	Content Intelligence	0-20	FAQ structure, pillar pages, local content, quotable answers, regular publishing
3	Technical Excellence	0-20	Page speed (WebP images), mobile-perfect, crawlability, SSL/HTTPS
4	Schema Authority	0-20	LocalBusiness, FAQPage, Service schema, JSON-LD markup
5	Accessibility and AI Readability	0-20	Alt text, heading hierarchy, semantic HTML, ARIA labels, readable structure

Target score: 75+ for consistent AI recommendations. Check yours at aeowebchecker.com.

Pillar 1: Trust Architecture (0-20 Points)

The question AI is asking: "Can I trust this roofing company enough to recommend it to a real homeowner?"

AI has to put its reputation on the line with every recommendation. If it sends someone to a terrible roofer, that person loses trust in AI. So AI is very careful about who it recommends.

Trust Signal	Why AI Cares
Reviews and Ratings	Volume, recency, detail, and how you respond. 200 detailed reviews beat 1,000 generic ones.
Credentials and Certifications	GAF Master Elite, CertainTeed SELECT, state licenses, years in business. Verifiable proof you are qualified.
Press and Citations	Third-party mentions in news, trade publications, directories. Others vouch for you.
Community Presence	Chamber membership, sponsorships, local involvement. Backlinks plus social proof.
Author Expertise	Named authors with bios, photos, and credentials on your content.
NAP Consistency	Name, Address, Phone identical everywhere online. Inconsistency kills trust.

The analogy: Trust Architecture is your resume. Just like you would not hire someone who cannot prove their qualifications, AI will not recommend a roofing company that cannot prove its trustworthiness.

Ten-Minute Win

Google your business name right now. Does your Google Business Profile show up with a complete listing? Photos? Hours? Reviews? If anything is missing or wrong, you just found your first Trust Architecture fix.

Pillar 2: Content Intelligence (0-20 Points)

The question AI is asking: "Can I extract a clear, quotable answer from this roofing company's content?"

AI does not just read your website. It is looking for content it can **EXTRACT** and **CITE** in a response. It needs content structured in a way that makes this easy.

When someone asks "How much does a roof replacement cost in Nashville?", AI is scanning thousands of pages looking for one that directly, clearly, authoritatively answers that question. If your content rambles for 2,000 words before getting to the point, AI skips you.

Content Signal	Why AI Cares
FAQ Structure	Question-and-answer format is the easiest for AI to extract. It is literally what people ask AI.
Pillar Pages	Comprehensive guides (3,000-5,000 words) signal deep expertise on a topic.
Location-Specific Content	City and neighborhood content proves local expertise over generic national pages.
Clear, Direct Answers	AI wants the answer in the first 1-2 sentences, then supporting detail. Not the other way around.
Regular Fresh Content	Consistent publishing signals an active, current business. Stale sites get stale recommendations.

The analogy: Content Intelligence is like organizing your kitchen. Your ingredients might be amazing, but if they are shoved in random drawers with no labels, nobody can find anything.

Ten-Minute Win

Open your website's homepage. Can you find a clear answer to your customers' number one question within 5 seconds? If not, add a FAQ section with your top 5 roofing questions. That is Content Intelligence in action.

Pillar 3: Technical Excellence (0-20 Points)

The question AI is asking: "Can I actually ACCESS this roofing company's website quickly and completely?"

You could have the best content and the strongest trust signals on the planet. But if your website takes 8 seconds to load because someone uploaded a 4-megabyte hero image as a JPG (I see this literally every week), AI will not wait around to read it.

Technical Signal	Why AI Cares
Page Speed	AI crawlers have time limits. Slow sites get abandoned. WebP images = instant speed boost.
Mobile Performance	Most AI queries come from mobile. If your site breaks on phones, you are invisible.
Crawlability	Can AI bots actually reach your content? Broken links and poor sitemaps = invisible content.
HTTPS/SSL	No SSL certificate? AI sees "not secure" and immediately downgrades trust.
Core Web Vitals	Google's speed metrics directly impact how AI evaluates your site.

The analogy: Technical Excellence is like the foundation of a house. Nobody sees it, nobody talks about it at dinner parties, but if it is cracked, the whole house is worthless.

What is llms.txt and llms-full.txt?

In plain language, it is a way for AI's to easily figure out what your site is all about. While there is some debate on its use by some "Experts", my money is on its adoption because it is straightforward and logical and some of the big guys are already adopting it. It is definitely one of those "Can't hurt, might help a lot things". It's a plain Markdown file placed at the root of a website: <https://yoursite.com/llms.txt> (or in subpaths).

- The file provides structured, high-signal information tailored for Large Language Models: a brief overview of the site/project, usage guidelines, and curated links to important pages, docs, APIs, or other resources (often with short descriptions).
- It uses a specific Markdown format with sections (e.g., H2 headers for different parts) to make it easy for LLMs to parse without dealing with HTML clutter, navigation, ads, or JavaScript.

- Goal: Act as a "map" or "recommended reading list" so AI tools (like Claude, ChatGPT, Cursor, or agents) can quickly grasp what matters most on your site and navigate to clean, relevant content.

What is llms-full.txt?

- This is the expanded companion file (often at /llms-full.txt).
- It contains the full, consolidated content of the site's documentation or key pages in one clean Markdown file—essentially dumping everything (or a large portion) without links that need following.
- It's useful for LLMs with larger context windows, tools like Claude Projects, or AI coding agents that want to ingest an entire docs site at once (e.g., pasting the URL directly into a prompt).
- Some implementations keep it lightweight; others can get massive (hundreds of thousands of tokens or more for big sites).

Many platforms (e.g., Mintlify, Fern, GitBook, Cloudflare, Anthropic's own docs) auto-generate both files. Mintlify originally collaborated with Anthropic on the full version because Anthropic wanted cleaner ways to feed docs into their models without HTML parsing.

Why do they exist? (The problem they solve)

Modern LLMs often struggle with raw websites:

- HTML is noisy (menus, footers, scripts, ads).
- Crawling many pages burns tokens and risks missing structure.
- Context windows have limits, so a single high-quality file or smart index is efficient.

These files give site owners control over the "canonical" narrative for AI:

- Highlight key pages/API specs (e.g., OpenAPI links).
- Provide clean Markdown exports.
- Improve how your content shows up in AI answers, agentic tools, or coding assistants.

Evidence of adoption:

- Major companies like Anthropic, Cloudflare, Vercel, Stripe, Mastercard, and DatoCMS publish them.
- Doc platforms (Mintlify, Fern, GitBook) auto-generate them and track AI agent usage/analytics.
- Some data shows AI crawlers (from OpenAI, Microsoft, etc.) actively fetching these files, with llms-full.txt sometimes hit more than the index version.

The bottom line, use both of them. Zero risk and a really good chance for high gain!

And of course, <https://aeowebitechecker.com/> will help make sure you have them.

Ten-Minute Win

Go to webpforaio.com right now. Convert your homepage's biggest image to WebP. Re-upload it. Your PageSpeed score will jump 10 to 30 points instantly. That is the single easiest win in this entire book.

Pillar 4: Schema Authority (0-20 Points)

The question AI is asking: "Does this roofing company TELL me exactly what it is, or do I have to guess?"

This is the pillar most roofing companies completely ignore, and it might be the most impactful one. Schema markup is code (JSON-LD format) that you add to your website that explicitly tells AI what your content means. Without it, AI has to guess. With it, you are handing AI a perfectly organized file folder with everything labeled.

Schema Type	What It Tells AI
LocalBusiness	Your name, address, phone, hours, services, service area. Everything in one structured package.
FAQPage	Your Q&A content structured so AI can extract question-answer pairs directly.
Service	Each service you offer: roof replacement, storm damage repair, inspections, area served, price range.
Person (Author)	Who writes your content, their credentials, their expertise.
Review / AggregateRating	Your review data in structured format. AI sees your 4.8 stars from 200+ reviews instantly.

Speakable Schema: Speakable schema allows people that are talking into their devices including Alexa, and Siri, to easily find information about your website.

Nearly every single agency that we know of skips this.

Key Statistics on Speakable Search

- **Total Online Queries:** Voice search now powers roughly **40%** of online queries globally.
- **Mobile Usage:** About **27%** of all Google mobile queries are voice-activated.
- **Daily Usage in the US:** Approximately **41% of US adults** use voice search every day.

- **Local Intent:** Over **60% of local searches** occur via voice, with 58% of consumers using it specifically to find nearby businesses.

The analogy: Schema is like putting labels on every box when you move houses. The movers COULD open every box to figure out what is inside. Or you could write "KITCHEN - POTS AND PANS" on the outside. Schema is the label. AI is the mover.

Ten-Minute Win

Go to Google's Rich Results Test (search.google.com/test/rich-results). Paste your homepage URL. See what schema Google already finds. If the answer is "none," you just found your biggest Schema Authority opportunity.

Pillar 5: Accessibility and AI Readability (0-20 Points)

The question AI is asking: "Is this content structured in a way that both humans and machines can read easily?"

Here is the part most roofing company owners and virtually every agency miss: AI does not "see" your website the way you do. It does not admire your beautiful hero images, fancy animations, or parallax scrolling. AI experiences your website almost exactly the way a blind or vision-impaired person using a screen reader does. No eyes. No mouse. No visual layout. It reads the underlying code structure.

The same WCAG accessibility standards that help people with disabilities make your content crystal clear to AI crawlers. Optimize for screen readers and you automatically optimize for AI. It is the same game, and the vast majority of your competitors still do not know it.

Readability Signal	Why AI Cares
Alt Text on Images	AI cannot see images. Alt text IS the image for AI. "New asphalt shingle roof installation Green Hills Nashville TN" not "IMG_3847.jpg."
Heading Hierarchy	One H1 per page, logical H2/H3 structure. AI uses headings to understand content.
Semantic HTML	Tags like <article>, <nav>, <main>, <section> tell AI which content is the actual content.
Readable Text	Clear language, short sentences. If humans struggle to read it, AI struggles to parse it.
ARIA Labels	Accessibility labels on interactive elements. Signals a well-built, trustworthy website.

The analogy: Accessibility is like writing in clear, legible handwriting versus doctor's scrawl. The information might be the same, but one is actually readable.

And here is a bonus: did you know there is up to a \$5,000 tax credit per year for making your website ADA accessible? The ADA Website Tax Credit is really an AEO Tax Credit in disguise.

Ten-Minute Win

Right-click any image on your website and look at the alt text. If it says "IMG_3847.jpg" or is blank, that is an AI readability failure. Change it to something like "New asphalt shingle roof installation Green Hills Nashville TN."

What Your Score Means

Each pillar is scored 0 to 20. Total possible: 100. Here is what the ranges mean and what to do about them:

Score	Status	What It Means	Your Next Move
0-30	INVISIBLE	AI does not know you exist. Multiple pillars at or near zero.	Start with the Quick Wins in Chapter 5. This is an emergency.
31-50	STRUGGLING	AI sees you but does not trust you. Usually 1-2 strong pillars, 3 weak.	Identify your 2 weakest pillars. Target 60+ in 30 days.
51-74	GETTING THERE	AI mentions you sometimes but inconsistently. You are close.	Find the pillar keeping you below 15 and fix it.
75-89	VISIBLE	AI recommends you regularly. You are winning.	Push all pillars toward 18+. Expand to new service areas.
90-100	DOMINATING	AI recommends you FIRST, consistently. You are the authority.	Maintain and defend. Monitor competitors.

The 75-Point Principle

Why 75? Because in over a year of testing, 75 is where the shift happens. Below 75, AI citations are inconsistent. At 75+, AI starts recommending you reliably. Not perfectly. Not every time. But consistently enough that leads flow.

And here is the important part: you do not need 20 out of 20 on every pillar to reach 75. You need to be strong across the board.

What 75+ Actually Looks Like

Trust Architecture: 16/20 (strong reviews, GAF certified, some press) | Content Intelligence: 15/20 (good FAQ, 1-2 pillar pages, regular blog) | Technical Excellence: 17/20 (WebP images, fast, mobile-perfect) | Schema Authority: 13/20 (LocalBusiness + FAQPage + basic schema) | Accessibility: 14/20 (alt text, headings, readable) | Total: 75/100. No pillar is perfect. But no pillar is terrible either. That is the key.

The biggest mistake I see: roofing companies that score 18 out of 20 on one pillar and 3 out of 20 on another. A chain is only as strong as its weakest link. AI evaluates you holistically. One brilliant pillar cannot compensate for one that is completely broken.

Your AEO Audit: Three Steps

Step 1: Run your score. Go to AeoWebsiteChecker.com . It scores your website across all Five Pillars and gives you a breakdown of exactly what is working and what is broken. Takes 30 seconds. It is free. Do it right now.

You can also go to iQMarketers.com and run the quick AEO audit from our homepage.

Step 2: Test your AI visibility. Open ChatGPT, Claude, Gemini, Perplexity, Grok, and Copilot. Ask each one: "Who is the best roofing company in [your city]?" Write down whether you are mentioned. That is your visibility baseline.

Step 3: Check your competitors. Run your top 3 competitors through aeowebstechecker.com too. Ask the same AI queries but look for their names. Where do they outperform you? That is your competitive gap and your roadmap for what to fix first.

The Bottom Line

The Answer Engine Dominance Framework is five things, measured clearly, with a specific target. Trust Architecture: prove you are legit. Content Intelligence: organize your roofing expertise so AI can cite it. Technical Excellence: make your site fast and accessible. Schema Authority: tell AI exactly what your roofing company does. Accessibility: make it readable for everyone and everything. Target: 75+ out of 100.

Now you know what the framework is. The next chapter teaches you how to raise each score, with practical steps specific to roofing contractors.

CHAPTER 3

The Five Pillars In Action

Practical Steps to Raise Every Score



From Framework to Action

You know what the Five Pillars are. You know your score. Now it is time to raise it.

This chapter gives you the practical, non-technical actions for each pillar. No code snippets. No developer jargon. Just the things you can do yourself or hand to your web person with clear instructions. For each pillar, you get what to do, why it matters, and a quick win you can knock out today.

Start with your weakest pillar. Biggest gaps equal biggest gains.

Pillar 1: Trust Architecture

Trust is usually the number one lever for getting cited by AI. A roofing company with perfect content but no trust signals will lose to a company with good content and strong trust signals every time.

Reviews: Your Most Powerful Trust Signal

AI does not just count your stars. It reads and analyzes the actual content of your reviews. And here is what most roofing companies miss: your review **RESPONSES** are just as important as the reviews themselves.

Review Signal	Your Target
Volume	100+ on Google. 50+ is established, 200+ is market leader.
Recency	At least 2-4 new reviews per month. Gaps signal problems.
Detail	Ask homeowners to mention the type of roof, their neighborhood, and whether it was storm damage or a planned replacement.
Rating	4.5+ average. Below 4.0 is a red flag for AI.
Response Rate	100% response rate within 48 hours. This is non-negotiable.

The Review Response Formula

Your review responses are training data for AI, especially Google Gemini which has direct access to your Google Business Profile. Stop writing "Thanks for the review!" and start using this formula for EVERY response:

The 7 Elements: (1) Thank them for the specific situation. (2) Name the specific service (roof replacement, storm damage repair, inspection). (3) Reference details from their review. (4) Mention their neighborhood or your service area. (5) Include 2-3 related roofing keywords naturally (asphalt shingles, GAF materials, leak repair). (6) Keep tone professional, warm, and genuine. (7) Sign with your name, title, company, and phone number.

For negative reviews: acknowledge the issue, apologize, offer to make it right offline, and maintain professionalism. Never argue. Your response teaches AI and every future homeowner how you handle problems.

Citations: The New Backlinks

In SEO, backlinks were king. In AEO, the game has shifted to citations, which are mentions of your business across sources that AI reads and trusts. Every article, news

story, and publication that mentions your roofing company becomes a data point AI can use.

Priorit y	Action	Why It Matters
1	Sign up for HARO (helpareporter.com). Respond to journalist queries within 2 hours.	Even one press mention is a citation AI can find. Free.
2	Pitch local reporters. Offer to be their go-to roofing expert when storm season hits or housing news breaks.	Local media coverage creates Tier 2-3 citations.
3	Create citation-worthy content. Original data like average roof replacement costs in your city, storm damage stats, material comparison guides.	Content so valuable that others naturally reference it.
4	Complete every directory listing. Google, Yelp, BBB, Facebook, Apple Maps, Bing, Angi, HomeAdvisor.	Volume of consistent listings builds trust across platforms.

NAP Consistency and Credentials

NAP stands for Name, Address, Phone. If Google says you are at "123 Main St" and Yelp says "123 Main Street" and your website says "123 Main St., Suite 100," AI sees three different addresses. That is a trust red flag. Audit every listing and make them IDENTICAL. Same spelling, same abbreviations, same suite number.

Display your credentials prominently on your website and add them to your schema. For roofing contractors, the credentials that matter most to AI are: GAF Master Elite or CertainTeed SELECT ShingleMaster certification, NRCA membership, state roofing contractor license (with number), BBB accreditation, manufacturer warranties you are authorized to offer, and years in business. These are all verifiable trust signals that AI can confirm across multiple sources.

Ten-Minute Win

Go to your Google Business Profile right now and respond to your 3 most recent reviews using the 7-element formula. Then Google your business name in quotes and check that your name, address, and phone number are identical in the top 10 results. Fix the ones that are wrong.

Pillar 2: Content Intelligence

AI does not just read your website. It is looking for content it can extract and cite. The magic is that content optimized for AI is almost always better for homeowners too. Clear structure, direct answers, good headings, and comprehensive depth serve everybody.

Five Rules for AI-Ready Content

Rule 1: Answer the question in the first two sentences. AI is looking for a direct answer it can quote. Do not bury it in paragraph four after three paragraphs of backstory.

Bad vs. Good

Bad: "Roofing is an important part of home maintenance. Your roof protects everything inside. Many homeowners wonder about costs. There are many factors to consider..." (still no answer by paragraph 3) | Good: "A roof replacement in Nashville typically costs \$8,000 to \$15,000, with most homeowners paying around \$11,000 for a standard asphalt shingle roof on a 2,000 square foot home." (answer in sentence one)

Rule 2: Use precise language, not marketing fluff. AI cannot verify "best in class" or "unmatched quality." It CAN verify "15 years in business," "GAF Master Elite certified," and "4.8 stars across 200+ Google reviews."

Rule 3: One clear topic per page. Do not create a page about "roofing, siding, gutters, and windows." Create separate pages for each. A page about everything is a page about nothing.

Rule 4: Include evidence and specifics. Specific numbers ("2-3 day installation for most residential roofs"), named credentials, real scenarios, and cited sources. AI values verifiable information.

Rule 5: Keep it fresh. Review and refresh key pages every 6 months. Update cost estimates, add new project examples, change the "last updated" date. A page from 2021 signals a dead business.

FAQ Content: Your AEO Gold Mine

When someone asks AI a question, AI searches for content that directly answers that exact question. If your website has Q&A content that matches, AI can confidently extract and cite your answer. A page with 10 FAQs gives you 10 chances to be quoted instead of one.

Where to find the questions your homeowners actually ask: your inbox and phone calls, Google's "People Also Ask" box, your sales team, and AI itself. Ask ChatGPT: "What questions do homeowners in Nashville ask before hiring a roofing company?" The answers are surprisingly on target.

Here are the FAQ questions every roofing contractor should answer on their website:

FAQ Question	Why AI Loves This
How much does a roof replacement cost in [city]?	The number one question homeowners ask. Answer with a specific local range.
How long does a new roof last?	Material comparison opportunity: asphalt (20-30 yrs), metal (40-70 yrs), tile (50+ yrs).
Does homeowners insurance cover roof replacement?	High-intent question. Storm damage vs. age vs. maintenance is a great explainer.
How do I know if I need a new roof vs. a repair?	Shows expertise. List the 5-7 signs with specific detail.
What roofing materials are best for [city/region]?	Local expertise signal. Climate, wind rating, hail resistance by region.
How long does a roof replacement take?	Specific timeline builds trust: 1-3 days residential, factors that affect it.
What should I look for in a roofing contractor?	Credential showcase: licenses, insurance, manufacturer certifications, reviews.
Do you offer free roof inspections?	High-conversion question. Answer directly then explain your process.

The Pillar Page Strategy

A pillar page is a comprehensive piece of content (3,000 to 5,000 words) that covers all aspects of a broad topic. Cluster pages are focused articles (800 to 1,500 words each) that dive deep into specific subtopics. Every cluster links back to the pillar. Every pillar links to all its clusters. The result is an interconnected web of content that screams "topic authority" to AI.

Content Type	Example	Word Count
PILLAR PAGE	"Complete Guide to Roof Replacement in Nashville"	3,000-5,000 words
Cluster: Cost	"How Much Does a Roof Replacement Cost in Nashville?"	800-1,500 words
Cluster: Materials	"Asphalt vs. Metal vs. Tile Roofing: Which Is Best for Nashville?"	800-1,500 words

Cluster: Timeline	"What to Expect During Your Roof Replacement"	800-1,500 words
Cluster: Insurance	"Does Insurance Cover Roof Replacement in Tennessee?"	800-1,500 words
Cluster: Choosing	"How to Choose a Roofing Contractor in Nashville"	800-1,500 words

Your second pillar page should cover storm damage: "Complete Guide to Roof Storm Damage in Nashville." Clusters for that one include hail damage signs, filing insurance claims, emergency tarping, working with adjusters, and when to repair vs. replace after a storm.

Ten-Minute Win

Write down the 5 questions homeowners ask most before they hire a roofer. Those five questions should each have a dedicated answer on your website. If they do not, you just identified your biggest Content Intelligence gap. Start with question number one and publish it today.

Pillar 3: Technical Excellence

You could have the best content and the strongest trust signals on the planet. But if your website takes 8 seconds to load, AI will not wait around to read it. Technical Excellence is the foundation everything else sits on.

Here is what to fix and in what order:

Priority	Fix	How	Impact
1	Convert images to WebP	Free at webpforseo.com . Upload, convert, replace on your site.	PageSpeed jumps 10-30 points instantly. Biggest single win.
2	Get HTTPS/SSL	Free via Let's Encrypt. Ask your hosting company. No excuses.	Without the padlock icon, AI sees "not secure." Major trust penalty.
3	Fix mobile performance	Test at pagespeed.web.dev . Look at MOBILE score specifically.	Most AI queries come from mobile. If your site breaks on phones, you are invisible.
4	Fix crawlability	Check Google Search Console for errors. Fix broken links. Submit sitemap.	Every page AI cannot reach is content that cannot earn you a recommendation.
5	Improve Core Web Vitals	Run PageSpeed Insights. Fix LCP under 2.5 sec, CLS under 0.1.	Google's speed metrics directly feed into AI evaluations.

You do not need to be a developer to do most of this. The WebP conversion is the single easiest win in this entire book. The SSL certificate is the most important. Your web person can handle the rest with these instructions.

Ten-Minute Win

Go to webpforseo.com right now. Convert your homepage's biggest image to WebP. Re-upload it. Then run pagespeed.web.dev and compare your before and after score. We have seen roofing company sites jump from 45 to 78 with image optimization alone.

Pillar 4: Schema Authority

Most roofing companies have ZERO schema markup. That means AI has to guess what your business is, what services you offer, and where you are located. When you add schema, you are speaking AI's native language while your competitors are still mumbling.

Schema markup is code that you add to your website that explicitly tells AI what your content means. You do not need to write the code yourself. WordPress plugins like Rank Math SEO or Yoast SEO handle the technical part. You just need to know what to tell them to set up.

What to Implement and When

Priority	Schema Type	What It Tells AI	When
REQUIRED	LocalBusiness	Your company name, address, phone, hours, roofing services, service area.	Today
REQUIRED	FAQPage	Your Q&A content structured so AI can extract answers directly.	Today
HIGH	Service	Each roofing service: roof replacement, storm damage repair, inspections, gutter install.	Within 30 days
HIGH	AggregateRating	Your review score and count. AI sees your 4.8 stars from 200+ reviews instantly.	Within 30 days
MEDIUM	Article + Person	Your blog content with author credentials and roofing expertise.	Within 60 days

How to implement: If you use WordPress, install Rank Math SEO (free version covers LocalBusiness, FAQ, and Article). Follow their setup wizard. If you do not use WordPress, give your web developer this table and ask them to add JSON-LD schema to your site. It is a standard request any developer will understand.

Ten-Minute Win

Go to Google's Rich Results Test (search.google.com/test/rich-results). Paste your homepage URL. If the answer is "No rich results detected," you have a zero on Schema Authority and a massive opportunity. Install Rank Math or ask your developer to add LocalBusiness schema today.

Pillar 5: Accessibility and AI Readability

Here is the insight that gives you an unfair advantage: AI does not "see" your website. It reads the underlying code, almost exactly the way a blind person using a screen reader does. The same accessibility standards that help people with disabilities make your content crystal clear to AI crawlers. Optimize for screen readers and you automatically optimize for AI.

And a big side note: just because you have an "ADA plugin" on your site does not mean you are ADA compliant, especially for AI. Those plugins are a good add-on but they will not replace your site being structurally set up correctly.

The Six Essentials

Fix	What To Do	Why AI Cares
1. Alt Text	Describe every image with roofing service, location, and context. "Nashville Pro Roofing team completing GAF shingle installation in Brentwood TN" not "IMG_3847.jpg."	Without alt text, AI sees a black box. Alt text IS the image for AI.
2. Heading Hierarchy	One H1 per page. H2 for major sections. H3 for subsections. Never skip levels.	AI uses headings to build a content outline. No headings means no structure.
3. Semantic HTML	Use <nav>, <main>, <article>, <section> tags instead of generic <div> tags.	AI cannot tell navigation from content from sidebar without semantic tags.
4. Descriptive Links	"Read our roof replacement guide" not "click here."	AI needs link context. "Click here" tells it nothing about the destination.
5. Table Headers	Use proper <th> header cells with scope attributes on all data tables.	Without headers, AI cannot parse table data or extract structured answers.
6. Color Contrast	4.5:1 minimum contrast ratio. Test at webaim.org/resources/contrastchecker .	Low contrast fails both visually impaired users and AI text extraction.

Bonus: did you know there is up to a \$5,000 tax credit per year for making your website ADA accessible? The ADA Website Tax Credit is really an AEO Tax Credit in disguise.

Ten-Minute Win

Right-click any image on your homepage and select "Inspect." Look at the alt text. If it is empty or a filename, write a real description for your 5 most important images. For

example: "Completed asphalt shingle roof replacement Green Hills Nashville TN" or "Storm damage hail impact on residential roof Franklin Tennessee." Each one takes 30 seconds. Then run wave.webaim.org on your homepage to see what else needs fixing.

What to Tell Your Web Person

You do not have to do all of this yourself. Here is exactly what to hand your web developer, designer, or marketing agency. Print this page and give it to them.

Task	Urgency	Tell Them This
Convert all images to WebP	THIS WEEK	"Convert every image on the site to WebP format. Use webpforseo.com if needed. This is the biggest speed win."
Add LocalBusiness + FAQPage schema	THIS WEEK	"Install Rank Math SEO and set up LocalBusiness and FAQPage schema on the homepage. JSON-LD format."
Fix alt text on all images	THIS WEEK	"Every image needs a descriptive alt tag with roofing service type, location, and context. No blanks. No filenames."
Check HTTPS/SSL	TODAY	"Make sure we have an SSL certificate and the padlock icon shows. If not, install one through Let's Encrypt."
Fix heading hierarchy	WITHIN 30 DAYS	"One H1 per page. Logical H2 and H3 structure. Do not use headings for styling."
Add semantic HTML	WITHIN 30 DAYS	"Use <nav>, <main>, <article>, <section> tags. Replace generic <div> wrappers."
Submit XML sitemap	WITHIN 30 DAYS	"Generate a sitemap and submit it through Google Search Console."
Add Service + Review schema	WITHIN 60 DAYS	"Add Service schema for each roofing service page and AggregateRating schema with our Google review data."

If your web person does not know what any of this means, that is a red flag. These are standard requests in 2026. Run their own website through aeowebsitechecker.com before you spend money with them.

Next up: We take everything from this chapter and apply it specifically to local roofing businesses. Google Business Profile optimization, local content strategies, and the hyperlocal tactics that AI loves.

CHAPTER 4

AEO for Local Roofing Companies

Dominating Your Geographic Market — And Measuring What Works



Being Local Is Your Superpower

When you hear about AI and billion-dollar tech companies, it is easy to feel like a goldfish swimming in an ocean full of whales. But here is what nobody is telling you: when it comes to AI answer engines, local roofing companies actually have unfair advantages over national brands.

It is like high school. You did not have to be the most popular kid in the entire country. You just had to be known in YOUR school. Same thing with AEO. You do not need AI to recommend you to the entire planet. You just need AI to recommend you when a homeowner in YOUR service area asks for a roofer.

Your Advantage	Why Local Roofers Win
Less Competition	Competing against 50 local roofers, not 50,000 nationals. When someone asks AI for a roofer in Brentwood, you are only up against local companies.
Geographic Specificity	AI values local expertise. A page about "Roof Replacement in Brentwood, TN" beats a generic national page every time.
Review Density	100 local reviews mentioning specific neighborhoods and storm events are worth more than 10,000 scattered national reviews.
Community Signals	Sponsorships, local press, and Chamber membership are signals national brands cannot replicate in every market.
Trust Proximity	"Near me" queries favor businesses AI can verify are actually local. Your GBP, local address, and local phone are trust signals nationals cannot fake.

The Geography Optimization Framework

Think of your service area like a target with rings. Your strategy is to dominate from the center outward. Like playing Risk: secure Australia first, THEN take over the world.

Layer	Territory	Content Strategy	Priority
1: Core	Your primary city/cities where most roofing jobs happen	Dedicated landing pages. Pillar content. Reviews. Local press.	Dominate FIRST
2: Secondary	Surrounding suburbs and cities you regularly serve	Neighborhood-level blog posts. Community involvement. Location mentions.	Expand next
3: Extended	Places you will travel to if the job is right	Service area page listing ZIP codes/counties. Basic coverage.	Layer 3 is gravy

Layer 1: Your Core Territory

For each core city (usually 1-3 cities), you need a dedicated landing page like "Roof Replacement Services in Brentwood, TN," a pillar content guide such as "Complete Guide to Roof Replacement in Brentwood," local case studies with project photos showing before and after, reviews that mention the city and neighborhood by name, local press coverage, and local business involvement like Chamber membership.

Layer 2: Go Deeper Than Your Competitors

Most roofing companies stop at city level. You are going deeper, to the neighborhood level. Homeowners do not say "I need a roofer in Nashville." They say "I need a roofer in Green Hills" or "My Belle Meade home got hit by hail." When someone asks AI "Who is a good roofer in Belle Meade?", you want AI to know you specifically serve Belle Meade.

You do not need a separate page for every neighborhood. But you do need to mention specific neighborhoods naturally in your content, case studies, and blog posts. Posts like "5 Common Roofing Problems in Green Hills Homes" or "Why Belle Meade's Mature Tree Canopy Creates Unique Roof Challenges" are gold for AI.

Five Types of Local Content That AI Loves

Content Type	Roofing Example	Why AI Loves It
Local Guides	"Complete Homeowner's Guide to Roof Replacement in Franklin, TN"	Establishes comprehensive local roofing expertise
Seasonal/Weather	"How Nashville's Spring Storm Season Destroys Roofs (And How to Prepare)"	Location-specific + time-relevant = AI gold
Neighborhood Tips	"5 Roofing Issues Specific to Belle Meade Homes"	Hyper-local authority nationals cannot match
Local Comparisons	"Metal vs. Shingle Roofing: What Works Best in Middle Tennessee"	Answers real homeowner questions with local climate context
Community Stories	"Our Team Volunteered for Habitat for Humanity in Nashville"	Generates community signals + press + backlinks

The Content Theme Strategy

Do not write random content. Organize by monthly themes. January: winter roof maintenance and ice dam prevention. March: spring storm prep and inspection season. July: heat damage and attic ventilation. October: pre-winter checkups. Each theme feeds multiple content pieces that link together, building the content clusters AI loves. Every piece should be location-specific: "Nashville Roof Storm Damage Guide" not just "Storm Damage Tips."

Community Engagement: Your Secret Weapon

Here is something your marketing agency probably has not told you: the most powerful AEO strategy for local roofing companies is not technical. It is community involvement.

Every community involvement generates digital signals. Sponsoring a youth team gets you a backlink from their website. Getting featured in local press gets you a citation. Joining the Chamber gets you a directory listing. AI sees ALL of these signals and thinks: "This roofing company is deeply connected to this community. I should recommend them."

Level	Activities	Impact
1: FOUNDATION (start here)	Chamber of Commerce, BBB, NRCA local chapter, Google Business Profile, Angi, HomeAdvisor, online directories	Easy to do. Table stakes. Gets you a baseline of local signals.
2: ACTIVE (best ROI)	Youth sports sponsor, Habitat for Humanity builds, school partnerships, local media column on home maintenance, home show booths	Separates you from the pack. Generates backlinks, press, and social proof.
3: LEADERSHIP (authority)	Board seats at nonprofits, speaking at home shows, teaching storm prep workshops, industry thought leadership on roofing trends	Hardest but most powerful. Makes you THE roofing authority AI recommends first.

Pro tip: when choosing sponsorships, prioritize ones that give you a backlink on their website. A \$500 youth soccer sponsorship that gets you a link on the team's website and a mention in the local paper is worth way more than a \$5,000 billboard that creates zero digital signals.

Getting Local Press Coverage

Local press mentions are AEO gold. And here is the secret nobody tells you: reporters are desperate for local business stories. They have pages to fill every week. If you make their job easy, they will cover you.

Strategy	What You Do	What You Get
Be the Expert Source	Email local reporters: "I am available as a local roofing expert"	Regular press quotes with your name and business cited

	whenever you need a quote about storm damage, home maintenance, or roofing trends."	
Pitch Seasonal Stories	Before storm season: "5 Ways Nashville Homeowners Can Prepare Their Roof for Spring Storms." Before winter: "How to Spot Ice Dam Warning Signs on Your Roof."	Feature articles positioning you as the local roofing authority
Original Data	"We inspected 100 Nashville roofs after the March storms. Here is what we found."	Original data that reporters love to cite. Major credibility boost.
Awards	Apply for BBB, Chamber, Best of Nashville, GAF President's Club, and industry awards.	Award announcements create automatic press coverage + trust signals

Regional press releases work well too. They do not have to be expensive. Do at least one per quarter, ideally monthly. Make sure whoever writes them understands how to write for AI, not just traditional press format.

Measuring What Works

Creating content without measuring it is guessing. Measuring without creating is pointless. The flywheel works when you do both: Create, Publish, Measure, Improve, Repeat.

The Monthly AI Visibility Test

AEO measurement is different from SEO. There is no single ranking to check. AI responses change based on how questions are phrased, who is asking, and even the time of day. So you need a system.

Once a month, ask 5 queries across 6 AI platforms. Use incognito mode. Same queries every month. Track the trend, not individual results.

Query	Ask This (customize with your city)
Q1	"What are the best roofing companies in [your city]?"
Q2	"Who should I hire for a roof replacement in [your city]?"
Q3	"My roof was damaged in a storm in [your city]. Who should I call?"
Q4	"Recommend a roofing contractor in [specific neighborhood]"
Q5	"Best roofer for storm damage repair near [local landmark or area]"

Ask each query on ChatGPT, Grok, Claude, Gemini, Perplexity, and Copilot. Record: Were you mentioned? What position? What did AI say about you?

Score	Rating	What It Means
0-25	INVISIBLE	AI does not know your roofing company exists. Start the action plan in Chapter 5 immediately.
26-50	POOR	Occasional mentions on 1-2 platforms. Focus on Trust Architecture and Schema Authority.
51-75	FAIR	Inconsistent visibility. Content Intelligence and community signals needed.
76-100	GOOD	Regular mentions across multiple platforms. Keep building and expanding to new service areas.

101-125	DOMINATING	Strong presence across all platforms. Maintain and expand to Layer 2 and 3 territories.
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Your Monitoring Rhythm

Frequency	Content Actions	Measurement Actions
Weekly	Publish 1-2 pieces (project photos, tips, neighborhood content). Respond to all reviews. Post to GBP and X.	Quick spot-check: ask 1 AI platform your top query.
Monthly	Publish pillar page or major content. Update FAQ with new roofing questions. Refresh oldest content.	Full AI Visibility Test (5 queries, 6 platforms). Run aeowebsitechecker.com.
Quarterly	Audit all content. Plan next quarter's seasonal themes. Expand to new service area markets.	Deep competitive analysis. Review all Five Pillar scores. Adjust strategy.

Reading the Signals

Signal	What It Means	What to Do
AEO score improving but AI still not citing you	Foundation solid, content or trust signals weak	Double down on Content Intelligence and Trust Architecture
Cited on some platforms but not others	Different platforms weight different signals. Normal early on.	Research what the missing platforms value and target those signals
Was being cited, then stopped	Competitor improved or your content went stale	Update stale content. Check competitor activity. Add fresh project photos and reviews.
Great local results, weak for specific services	Location content strong, service content thin	Create pillar pages for roof replacement, storm damage, and inspections separately. Add Service schema.

The Bottom Line

Local AEO for roofing companies is about three things done consistently: (1) Create content that proves you know YOUR area, not generic roofing content. Mention specific neighborhoods, local storm patterns, and regional building codes. (2) Build community connections that generate digital signals: sponsorships, press, Habitat builds, home shows. (3) Make it easy for AI to verify you are local: Google Business Profile, local

schema, consistent NAP, reviews mentioning specific neighborhoods and project types. Do these better than the other roofers in your market and AI will start recommending you. It is not magic. It is math.

Next up: Your complete action plan. The 7-day, 30-day, 60-day, and 90-day roadmap that takes everything in this book and turns it into a step-by-step schedule for your roofing company.

CHAPTER 5

Your 90-Day Action Plan

From Invisible to Recommended — Step by Step



Your First 48 Hours

You have read the book. You understand the framework. Now it is time to actually do something about it. Not next week. Not next month. Right now.

Here is exactly what to do before you do anything else:

Step	Action	Time
1	Run your AEO score at aeowebsitechecker.com . Write down your total and each pillar score.	2 minutes
2	Do the Dave Test. Ask ChatGPT, Grok, and Perplexity: "Who is the best roofing company in [your city]?" Screenshot the results.	5 minutes
3	Run your top 2 competitors through aeowebsitechecker.com . Write down their scores.	5 minutes
4	Convert your homepage's biggest image to WebP at webpforseo.com . Upload it to your site.	10 minutes
5	Respond to your 3 most recent Google reviews using the 7-element formula from Chapter 3.	15 minutes
6	Block 2 hours this week on your calendar for "AEO Implementation." Treat it like a meeting with your biggest customer.	1 minute

That is under 40 minutes of work and you have already done more for your AI visibility than 95% of the other roofing companies in your market have done total.

The 90-Day Roadmap

This plan is designed so that each phase builds on the one before it. Do not skip ahead. The foundation work in Days 1-7 makes everything after it easier and more effective.

Days 1-7: Quick Wins (The Emergency Room)

Goal: Fix the things that are actively hurting you. Get your baseline numbers.

Day	Action	Pillar
1	Run AEO score. Do Dave Test across 6 platforms. Screenshot everything. This is your Day 1 baseline.	All Five
2	Convert ALL homepage images to WebP. Run PageSpeed Insights before and after. Fix SSL if missing.	Technical Excellence
3	Claim/complete Google Business Profile. Every field. Photos of your crew and completed projects. Hours. Roofing services. Description with keywords.	Trust Architecture
4	Respond to your last 10 Google reviews using the 7-element formula. Set up a system to respond within 48 hours going forward.	Trust Architecture
5	Write your top 5 homeowner FAQs (cost, timeline, insurance, materials, how to choose a roofer) and publish them on your website. Lead with the answer in the first sentence.	Content Intelligence
6	Install Rank Math SEO (or Yoast). Set up LocalBusiness schema on homepage. Set up FAQPage schema on your FAQ page.	Schema Authority
7	Fix alt text on your 10 most important images (project photos, team photos, before/after shots). Check heading hierarchy on homepage (one H1, logical H2/H3s).	Accessibility

Expected Result After Week 1

AEO score up 10-20 points. Every pillar touched. Technical foundation in place. You have done more in one week than most roofing companies will do all year.

Days 8-30: Build the Foundation

Goal: Get your score above 50. Build your content engine. Start generating trust signals.

Week	Action	Pillar
Week 2	Create a dedicated landing page for your number 1 service area city (e.g., "Roof Replacement Services in Brentwood, TN"). Include local testimonials, project photos, FAQ section, and LocalBusiness schema.	Content + Schema
Week 2	Set up a review request system. After every completed roof job, ask for a Google review. Provide a direct link. Ask homeowners to mention the type of roof, their neighborhood, and whether it was storm damage.	Trust Architecture
Week 3	Plan your first pillar page: "Complete Guide to Roof Replacement in [Your City]." Outline 6-8 cluster topics (cost, materials, timeline, insurance, choosing a contractor, what to expect). Write the pillar page (3,000-5,000 words) with local specifics.	Content Intelligence
Week 3	Add Service schema for each roofing service page (roof replacement, storm damage repair, inspections, gutter installation). Add AggregateRating schema with your Google review data.	Schema Authority
Week 4	Write and publish 2 cluster articles (800-1,500 words each) linked to your pillar page. Example: "How Much Does a Roof Replacement Cost in Nashville?" and "Asphalt vs. Metal Roofing: What Works Best in Middle Tennessee?"	Content Intelligence
Week 4	Join your local Chamber of Commerce. Complete your BBB listing. Sign up for HARO (helpareporter.com). Complete Angi and HomeAdvisor profiles.	Trust Architecture
Week 4	Add semantic HTML to your homepage and top 5 pages: <nav>, <main>, <article>, <section> tags. Fix any remaining heading issues.	Accessibility
Week 4	Run your second AI Visibility Test and AEO score. Compare to Day 1 baseline. Document improvements.	Measurement

Expected Result After Month 1

AEO score in the 50-65 range. First roofing content hub built. Review pipeline running. Schema in place. You may start seeing occasional AI mentions when homeowners ask about roofers in your area.

Days 31-60: Build Authority

Goal: Push your score past 75. Start getting consistent AI citations. Build community signals.

Week	Action	Pillar
Week 5-6	Write and publish 4 more cluster articles. You should now have a complete roof replacement pillar page with 6+ clusters. Start your second pillar page: "Complete Guide to Roof Storm Damage in [Your City]."	Content Intelligence
Week 5-6	Publish 2-3 location-specific blog posts. Examples: "5 Roofing Issues Specific to Belle Meade Homes" or "How Nashville's Spring Storms Affect Your Roof." Every post mentions specific neighborhoods you serve.	Content + Local
Week 6	Respond to your first HARO query about home maintenance or storm damage. Pitch one seasonal story to a local reporter (storm prep, spring inspection tips). Apply for one local business award.	Trust Architecture
Week 7	Identify and commit to one community sponsorship with a digital signal (backlink on their website). Youth sports team, Habitat for Humanity build, school fundraiser.	Trust Architecture
Week 7-8	Create author bio pages with credentials (GAF certification, years in business, license number), photos, and Person schema for anyone creating content on your site.	Trust + Schema
Week 8	Add Article/BlogPosting schema to all blog content. Refresh your oldest pages with updated cost estimates and project examples.	Schema + Content
Week 8	Run third AI Visibility Test and AEO score. Compare to Day 1 and Day 30. You should see significant improvement.	Measurement

Expected Result After Month 2

AEO score in the 70-80 range. Crossing the 75-point threshold. AI starting to mention your roofing company regularly on 2-3 platforms. First "ChatGPT recommended you" phone call from a homeowner likely.

Days 61-90: Dominate

Goal: Solidify your position above 75. Expand to new service areas. Build the compounding engine.

Week	Action	Pillar
Week 9-10	Complete second pillar page (storm damage guide) with full cluster set. You now have 2 comprehensive roofing content hubs. Start planning a third (e.g., "Guide to Roofing Materials").	Content Intelligence
Week 9-10	Expand to Layer 2 geography. Create landing pages for 2-3 surrounding cities or suburbs. Add local roofing content, project photos, and neighborhood mentions for each.	Content + Local
Week 10	Target 100+ Google reviews. If you started with 50, you should be approaching this with your review system running after every completed job.	Trust Architecture
Week 11	Post consistently on X (for Grok visibility). 3-5 posts per week: project photos, storm damage tips, roofing advice, community involvement. Engage with local homeowners and businesses on the platform.	Trust + Grok
Week 11-12	Video content: record 2-3 short videos (60 seconds) answering your top FAQs or showing drone footage of completed projects. Post on YouTube, X, and embed on your site. Add Video schema.	Content + Schema
Week 12	Comprehensive quarterly audit. Run AEO score. Full AI Visibility Test. Competitive analysis of top 3 roofing competitors. Plan next quarter's content themes and geographic expansion.	Measurement

Expected Result After 90 Days

AEO score 75+. AI recommends your roofing company consistently across multiple platforms. 5-15 AI-attributed leads per month from homeowners who found you through ChatGPT, Perplexity, or Grok. Content library growing. Authority compounding. You are ahead of 95% of roofing contractors in your market and the gap is widening every day.

Why Starting Now Matters More Than Starting Perfect

AEO compounds over time. Every piece of content you create works for you forever. Every review strengthens your authority permanently. Every citation builds on the last. It is like compound interest, but for marketing. And like compound interest, the biggest factor is not the rate. It is when you start.

Month	Roofing Company A: Starts Today	Roofing Company B: Waits 6 Months
Month 1	Audit done. Technical fixes. Content started.	"We will get to it after storm season." Nothing happens.
Month 3	First AI leads. Score up 20 pts. 5-10 leads/mo.	"We will get to it later." Still nothing.
Month 6	Dominating locally. AI recommends you. 15-30 leads/mo.	Finally starts. Audit phase. 0 leads from AI.
Month 12	Unassailable lead. Content library huge. 30-50+ leads/mo.	Where A was at Month 6. Still catching up.
Month 24	Category king. Competitors cannot catch up.	Where A was at Month 18. NEVER catches up.

Here is the kicker with AI. Once you get ahead and AI starts recommending you, AI does not like to trade horses. As long as you continue on the path, create great content, get good reviews, and follow the Five Pillars, it will be virtually impossible for others to break through. This is not like SEO where you can dump a bunch of money into it and win the race. Once you get ahead with AEO, from what we are seeing, it is going to be virtually impossible for someone to knock you out.

Think about that.

You Are Already Future-Proof

Platforms will change. New AI tools will launch. Some of today's leaders may not lead in 3 years. But the Five Pillars are not tied to any specific platform. They are tied to how AI fundamentally evaluates trustworthiness.

Will Change (Watch, Do Not Panic)	Will NOT Change (Build On This)
New AI platforms will launch and some will die	Trust and authority will always matter
AI will get better at detecting quality vs. junk	Quality content will always beat quantity
Voice search will become the number 1 query method	Local expertise will always have an advantage
AI will start making purchases, not just recommendations	Structured data helps AI understand you
Industry-specific AI tools will fragment search	Reviews and citations signal real credibility

Do not chase platforms. Build on principles. The businesses that built genuine authority, quality content, and strong technical foundations thrived through every Google update over 20 years. AEO is the same game.

The Big Shift Coming

AI will not just recommend roofing companies. AI will HIRE roofing companies. "Book me a roof inspection for Thursday." "Schedule a storm damage estimate this week." The homeowner will not even see a list. AI will choose based on trust signals, availability, and reviews, then book the appointment. When that happens, the roofing companies AI trusts get bookings automatically. The roofing companies AI does not trust will not even be considered. That window is closing. Build your foundation now.

Start Now or Get Left Behind

I wrote this book because I have watched too many good landscaping companies lose customers they do not know exist. Companies with great design work, excellent service, happy homeowners, and years of experience lose market share to competitors who simply understood the new rules.

You do not have to be one of them. You now know what 95% of landscaping companies do not. You have a framework they do not have. You have an action plan they do not have.

The only question is whether you will use it.

The Brutal Truth

There will never be a perfect time. You will never have "enough time." Things will never "settle down." If you wait for the perfect moment, you will wait forever. Meanwhile, your competitors are implementing AEO right now. Every day you wait is a day you fall further behind.

For those of you that have gardens, here is an analogy that will make total sense. You have that packet of seeds sitting on the shelf. If you get them started today, in a month from now you are going to be ahead of everybody that is waiting for the right time to plant and the risk of frost is over.

You read this entire book. You did not quit at Chapter 1. That tells me something about you. Now go implement it. Your future customers are already asking AI for landscaping recommendations.

Your AEO Resources

Resource	What It Does	URL
AEO Website Checker	Free AEO score with Five Pillars breakdown	aeowebitechecker.com
WebP for AEO	Free image conversion for instant speed boost	webpforaio.com
iQ Site Speed	Free site speed testing with saved results	iqsitespeed.com
Book a Call	15-minute zoom with Andrew	Book A Call
iQ AI Tracker	This tracks how many AI visits your site is getting. For WordPress Only	iQ Ai Tracker WP Plugin

Make sure they find YOU.

Cheers,
Andrew "Easy" Anderson
AEO Website Checker

[You can set up a free discovery call with me here if you need help.](#)

PS Just so you know, if you do not want to do this yourself, we do complete AEO Implementation packages. We can work with your current site or do a brand new one from the ground up. No high pressure sales, if you are a right fit (we do not work with everyone) we can figure out how to help you out!

And we only work with one niche inside a city or town. Because otherwise we would be working against another client.

While some agencies may do that, we do not feel it is ethical and just plain bad karma!

GLOSSARY

AEO Terms and Definitions

Key terms used throughout this book

This glossary is a living document. For the latest definitions and new terms as the AEO landscape evolves, visit aeowebstechecker.com/aeo-glossary.



Core AEO Concepts

Answer Engine Optimization (AEO)

The practice of optimizing digital content to be discovered, understood, cited, and recommended by AI-powered search engines and conversational AI assistants. Unlike traditional SEO, which focuses on ranking among multiple search results, AEO aims to become THE authoritative answer that AI systems cite directly in their responses.

Answer Engine

An AI-powered system that provides direct, synthesized answers to user queries rather than displaying a list of links. Major answer engines include ChatGPT, Google Gemini, Perplexity, Claude, Microsoft Copilot, and Grok. Each uses large language models to understand questions, search sources, and generate responses.

Answer Engine Dominance Framework

The proprietary methodology used throughout this book for measuring and optimizing AI search visibility. Evaluates websites across 5 distinct pillars (Trust Architecture, Content Intelligence, Technical Excellence, Schema Authority, Accessibility and AI Readability), each contributing 20 points to a maximum score of 100.

AEO Score

A 0-100 metric calculated by summing the scores from all Five Pillars. Measures how well a webpage is optimized for AI-powered search engines. Businesses scoring 75+ consistently appear in AI recommendations. Check yours at aeowebsitechecker.com.

The 75-Point Principle

Businesses that reach a combined AEO score of 75+ across the Five Pillars consistently appear in AI recommendations. Below 75, mentions are sporadic. Above 75, AI treats you as a reliable, citable source. This is the threshold to aim for.

AI Visibility Test

A structured protocol for testing how visible your business is across AI platforms. Ask 5 target questions on each major AI platform (ChatGPT, Claude, Perplexity, Gemini, Copilot, Grok) and record whether you are mentioned, recommended, or cited. Perform monthly in incognito mode.

The Dave Test

A quick test to determine if AI knows your business exists. Ask ChatGPT, Claude, or any AI platform: "Who are the best [your industry] companies in [your city]?" If your business is not mentioned, AI does not know you exist.

Zero-Click Search

Occurs when users receive complete answers directly within the search interface without clicking through to any website. AI answer engines are fundamentally zero-click: users get THE answer and act on it without visiting your site.

Citation Authority

How frequently and prominently AI systems cite your content as a source when answering user queries. Building it requires comprehensive content, proper schema markup, clear source attribution, consistent accuracy, and topic depth.

The Five Pillars

Trust Architecture (Pillar 1, 0-20 pts)

Evaluates your site's credibility signals. Key factors: review volume and quality, credentials and certifications, press citations, community presence, author expertise, and NAP consistency. AI will not recommend a business it cannot verify as trustworthy.

Content Intelligence (Pillar 2, 0-20 pts)

Measures how well your content is structured for AI extraction and citation. Key factors: FAQ format, pillar pages, location-specific content, clear direct answers in the first 1-2 sentences, and regular fresh publishing.

Technical Excellence (Pillar 3, 0-20 pts)

Covers the technical foundation that enables AI to crawl, parse, and understand your content. Key factors: page speed, mobile performance, HTTPS/SSL, crawlability, and Core Web Vitals. If AI cannot access your site quickly, it skips you.

Schema Authority (Pillar 4, 0-20 pts)

Measures the quality and completeness of your structured data implementation. Schema markup tells AI exactly what your business is without guessing. Key types: LocalBusiness, FAQPage, Service, Person, AggregateRating.

Accessibility and AI Readability (Pillar 5, 0-20 pts)

Measures how well your content can be understood by both humans with disabilities AND AI crawlers. Key factors: alt text on images, heading hierarchy, semantic HTML, descriptive link text, table headers, and color contrast. AI reads your site the same way a screen reader does.

Schema Markup and Structured Data

Schema Markup

Standardized code added to web pages that helps AI systems understand the meaning and context of content. Uses a controlled vocabulary from Schema.org to explicitly label information like business names, addresses, services, FAQs, and reviews. Critical for AEO because AI relies heavily on structured data to extract accurate information.

JSON-LD

JavaScript Object Notation for Linked Data. The preferred format for implementing schema markup, added within `<script>` tags. Clean, separate from HTML, and recommended by Google. This is the format you or your developer should use.

LocalBusiness Schema

Core identity markup for any business serving a geographic area. Includes name, address, phone, hours, service area, services offered, and geo coordinates. Without this, AI has no verified identity for your business. Implement first.

FAQPage Schema

Schema type for pages containing frequently asked questions. Structures each Q&A pair so AI can extract question-answer pairs directly. Pages with proper FAQPage schema see significantly higher AI citation rates.

Service Schema

Defines each service you offer with service type, name, description, area served, and provider. Tells AI exactly what you do. Critical for service-based businesses.

AggregateRating Schema

Structures your review score (rating value, review count) so AI can read and cite your social proof with confidence. AI sees your 4.8 stars from 200+ reviews instantly.

Person Schema

Marks up individual expertise with name, job title, employer, areas of knowledge, and links to LinkedIn. Builds E-E-A-T trust signals for content authors.

Content Optimization Terms

E-E-A-T

Experience, Expertise, Authoritativeness, and Trustworthiness. Originally a Google quality guideline, E-E-A-T increasingly influences how AI systems evaluate source credibility. Demonstrated through author bios, credentials, citations, and comprehensive content.

Pillar Page

A comprehensive, authoritative content piece (typically 3,000-5,000 words) covering all aspects of a broad topic. Serves as the central hub for a content cluster, with multiple cluster articles linking back to it.

Content Cluster

A content organization strategy where a pillar page covers a broad topic, supported by 5-10 related cluster articles that dive deep into specific subtopics. All clusters link to the pillar and the pillar links to all clusters. Demonstrates comprehensive topic authority to AI.

NAP Consistency

Name, Address, Phone. The requirement that your business information is IDENTICAL across every platform: Google, Yelp, BBB, Facebook, Apple Maps, your website. Inconsistent NAP confuses AI and damages Trust Architecture scores.

HARO (Help A Reporter Out)

A free service connecting journalists with expert sources. Signing up and responding to relevant queries is one of the fastest ways to build citations that AI can find.

Topic Authority

How comprehensively your website covers a particular subject area. AI systems prefer citing sources that demonstrate deep expertise through multiple related content pieces, consistent terminology, and interconnected information.

Technical AEO Terms

Core Web Vitals

Google's three performance metrics. LCP (Largest Contentful Paint): how fast main content loads, target under 2.5 seconds. FID (First Input Delay): how quickly the page responds, target under 100 milliseconds. CLS (Cumulative Layout Shift): how much the layout shifts during loading, target under 0.1.

WebP

A modern image format that provides 80% smaller file sizes than JPG/PNG with equivalent visual quality. Converting images to WebP is the single fastest page speed improvement for most websites. Free conversion at webpforseo.com.

HTTPS/SSL

Secure connection protocol indicated by the padlock icon in your browser. Sites without HTTPS receive a "not secure" warning and a major trust penalty from AI systems. Free via Let's Encrypt.

Semantic HTML

HTML tags that convey meaning about content structure: <nav>, <main>, <article>, <section>, <aside>, <footer>. Tells AI what each part of a page IS, unlike generic <div> tags that convey no meaning. AI reads semantic HTML the same way a screen reader does.

Alt Text

Alternative text descriptions added to images. Since AI cannot "see" images, alt text IS the image for AI. Should describe what is shown and why it matters, including relevant service types, locations, and credentials. Example: "Roof replacement project in Brentwood TN" not "IMG_3847.jpg."

Crawlability

How easily AI web crawlers can access and index your website content. Affected by robots.txt, XML sitemaps, page load speed, site architecture, and broken links. Every page AI cannot reach is content that cannot earn you a recommendation.

XML Sitemap

A file (yoursite.com/sitemap.xml) that lists all your website's pages and when they were last updated. Acts as a roadmap for AI crawlers, telling them exactly what content exists.

Google Business Profile (GBP)

Your business listing on Google, including name, address, phone, hours, photos, reviews, and posts. Feeds directly into Google's AI Overviews and Gemini. Complete optimization is non-negotiable for local AEO.

Emerging AEO Concepts

Agentic AI

AI systems that take autonomous actions on behalf of users: booking appointments, making purchases, completing tasks. As agentic AI grows, the businesses AI trusts will receive bookings automatically. The businesses AI does not trust will not even be considered.

AI Overviews

Google's integration of AI-generated summaries at the top of search results. These summaries synthesize information from multiple sources with citations, making them a key AEO target for any business that also does traditional SEO.

Voice Search

Spoken queries processed by AI voice assistants (Alexa, Siri, Google Assistant). Voice queries tend to be longer, more conversational, and question-formatted. When someone asks by voice, they get ONE answer, not ten options.

Conversational Search

Multi-turn dialogues where users ask follow-up questions and AI maintains context throughout. Content optimized for conversational search anticipates related questions and provides interconnected answers.

Stay Current

This glossary was current at the time of printing. AEO evolves rapidly as new AI platforms launch and existing ones update their systems.

For the latest definitions and new terms: aeowebstechecker.com/aeo-glossary

To check your AEO score: aeowebstechecker.com

You can also call us at 615 999-9179 Monday through Friday 9:00 AM to 5:00 PM CST. Saturday, 9:00 AM to Noon. [Or set up a discovery call for free here.](#)