

The MIC Guide to Modern Search.

The Essential Guide for making your site visible through AI channels.

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SEO, AEO, and GEO

Traditional search is no longer the only game in town. To stay visible, you must optimise for three distinct but overlapping ecosystems.

Defining the Trio

- SEO (Search Engine Optimisation): Optimising for search engines (like Google) to rank your website links in a list of results.
- AEO (Answer Engine Optimisation): Optimising for "answer engines" (like Alexa, Siri, or Google's AI overview in search) that provide a single, direct spoken or text-based response to a question.
- GEO (Generative Engine Optimisation): Optimising for AI models (like Gemini, Perplexity, or ChatGPT) that synthesise information from multiple sources to create a conversational summary.

Why All Three Matter

Focusing on just one creates a single point of failure.

- SEO drives high-intent traffic to your site.
- AEO captures "on-the-go" voice queries;
- GEO builds brand authority within AI-generated recommendations.

Together, they ensure your brand is the "source of truth" regardless of how users search.



Structuring Your Content for AI & Humans

Generative engines and voice assistants prioritise clarity, authority, and structure. To win, your data must be "machine-readable" and your insights "human-centric."

Key Information to Include:

- Direct Answers: Start your sections with a clear "What is" or "How to" statement. AI prefers the "inverted pyramid" style—lead with the conclusion.
- Entity Data: Clearly define who you are, what you solve, and who you serve. Mention specific locations, prices, and integrations.
- Expert Citations: Use unique data, case studies, or quotes from your leadership team to prove you aren't just echoing existing web content.



The Technical Structure:

Semantic HTML: Use clear headers (H1, H2, H3) to categorise information.

Schema Markup: Implement "FAQSchema" or "ProductSchema" in your site's code. This tells AI exactly what your content means.

Bulletins and Tables: AI models find it easier to parse and "scrape" data when it is organised in lists or comparison tables.

Real-World Implementation

Content Pillars

You need to show your business's expertise in key categories and subjects.

By being consistent across your channels, you can help AI understand what you do and build trust with the platforms.

You should build your content strategy on core topics and make sure your channels have supporting articles that link together. Use internal linking on your website to show relationships between topics.

FAQ Strategy

- A common dilemma for founders is where to put the answers. The most effective strategy is a Hybrid Approach. The "On-Page" Strategy (Primary)

Include 3–5 highly specific FAQs at the bottom of every service or product page.

Why: This keeps the context tight. If a user is on your "Pricing" page, the AEO/GEO engine will look there first for pricing-related answers.

Example: On a SaaS features page, include: "How does [Product] integrate with Slack?"

- The "Hub" FAQ Page (Secondary)

Create a broad FAQ "Library" or "Knowledge Base" for general company queries.

Why: This acts as a catch-all for brand-level queries (e.g., "Is [Company] available in Australia?").

Build Recommendations

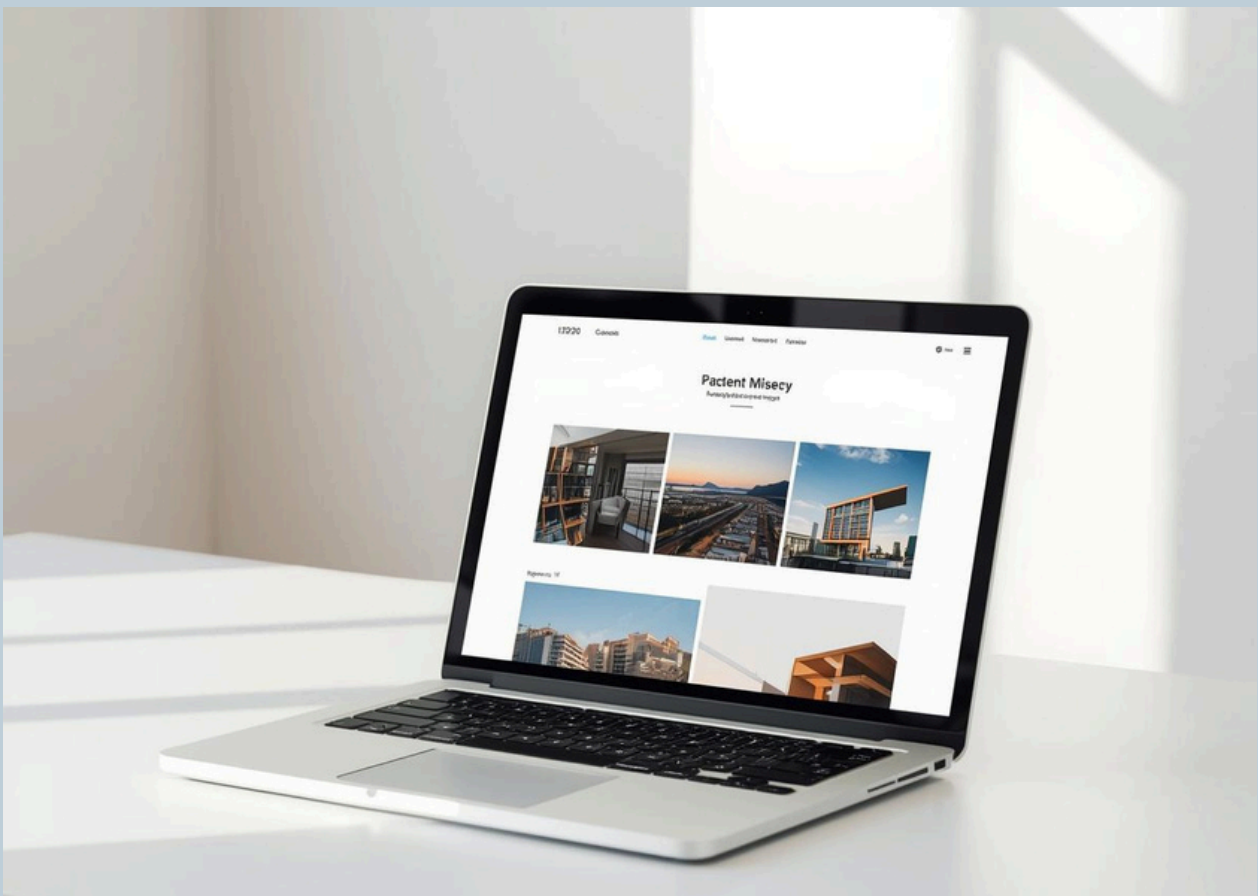
The AI platforms aren't just looking at your site. They look for other signals across the internet that verify that your brand can be trusted. AI platforms weigh up multiple independent sources before recommending a brand, so you need to build authority from other sites too.

Get featured on credible sites. Encourage client reviews. Participate in industry discussions. Think about brand mentions, user-generated content, digital PR, Reddit, and review sites.

Checklist for Founders

1. What questions can your brand answer? Plan your content to match buyer prompts - so you're first to give them the answer and show up in AI citations.
2. Does every page answer at least one specific "Who, What, or How" question?
3. Is your Schema Markup validated (check via Google's Rich Results Test)?
4. Are you writing for the "Snippet"? (Paragraphs under 50 words for AEO)

Note: AI models evolve rapidly. Always check the live performance of your brand names in tools like Perplexity or Gemini to see how you are currently being "summarised."



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Who We Are

Melbourne Innovation Centre helps businesses and the entrepreneurs behind them build a smarter, stronger future. From workshops and events to online learning, coaching and mentoring, we deliver tailored programs and practical support that empowers people to start, grow, adapt and thrive. We combine real-world expertise with a community-driven approach that meets people where they are, connects them with knowledge and networks, and supports them to turn great ideas into greater impact.



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