

AI Analysis

How to Win at AEO With Zero Budget

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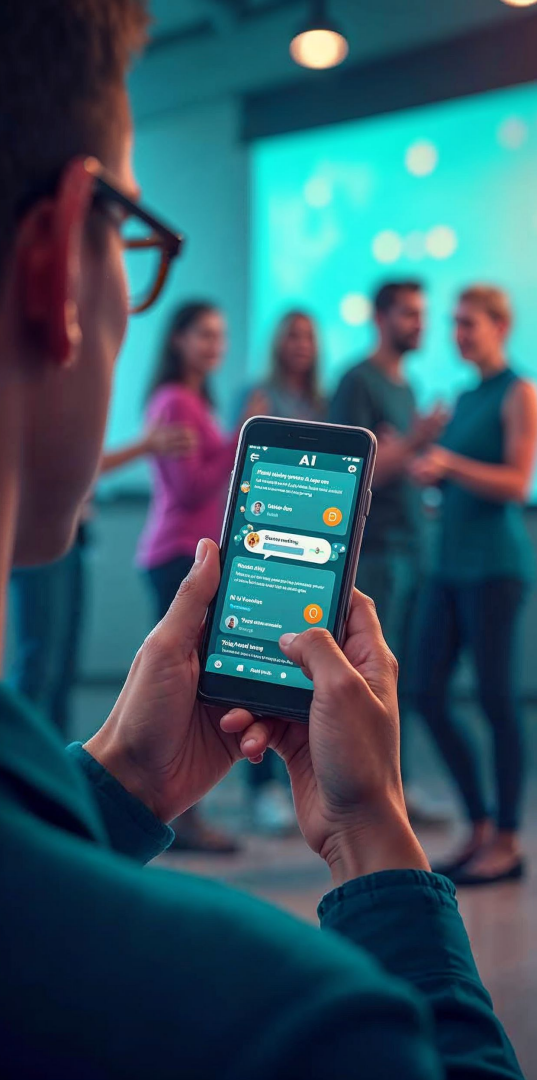
Summary

The session focused on how businesses can optimize their AI engine optimization (AEO) strategies with zero budget. Amanda Kopen discussed the shift from traditional search engine optimization (SEO) to AEO, highlighting the impact of AI on search behavior and the importance of adapting content to be both human-friendly and AI-friendly. She introduced the concept of the 'great decoupling' where impressions increase but clicks decrease due to AI overviews on search results pages, and emphasized the need for businesses to create content that caters to both AI engines and human users.

Kopen outlined several tactics for AEO, including hyper-personalization, passage-based optimization, moving further down the funnel, and improving technical accessibility. Hyper-personalization involves creating content that addresses specific user queries and preferences, while passage-based optimization focuses on structuring content in a way that AI engines can easily extract relevant information. Moving further down the funnel means incorporating mentions of the business and its products in content that is traditionally top-of-the-funnel, and technical accessibility involves ensuring that content is easily readable by AI engines through schema markup and logical URL structures.

The session also included practical tools for AEO, such as Agent.ai and AEO Grader, which help businesses evaluate and optimize their web pages and overall online presence. Kopen emphasized the importance of continuous experimentation and adaptation to stay ahead in the rapidly evolving landscape of AI-driven search. She concluded with a Q&A session addressing specific concerns about implementing AEO strategies, the impact of AI on different industries, and the importance of multi-channel search optimization.





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Takeaways

Hyper-Personalization

Creating content that addresses specific user queries and preferences is crucial for AEO. Businesses should focus on long-tail queries and personalize their content to cater to the unique needs of their target audience. This approach can improve visibility and relevance in AI-driven search results.

Passage-Based Optimization

Structuring content in a way that AI engines can easily extract relevant information is essential. This involves using query fan-out techniques and semantic triples to create answer-first phrasing and varying content formats. Ensuring that content is passage-optimized can enhance its discoverability in AI overviews and search results.

Technical Accessibility

Improving the technical accessibility of content is vital for AEO. Businesses should use schema markup, maintain logical URL structures, and consider pre-rendering services for JavaScript-heavy pages. These practices help AI engines understand and index content accurately, enhancing its visibility in search results.

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