

# The Visibility Strategy That's Calendar Friendly + Keeps You Visible To Your Market

**Why female founders who understand SEO, GEO + AEO are easily found.**

You didn't start your business to become a full-time marketer. You wanted...

- to serve clients
- freedom
- flexibility
- ability to make great money while enjoying life

But somewhere along the way, "getting and staying visible" became a your #1 job.

Post 5x a day. Dance on Reels. Pray the algorithm hasn't changed...again

Here's what other business coaches won't tell you, traditional SEO is only a small piece of the visibility puzzle.

While you're optimizing for keywords that worked in 2018, AI is completely rewriting how people find your business online.

**AI is fundamentally changing who's visible + who's buried inside the sea of sameness.**

***The good news? You can get ahead of this shift right now.***

**I know you're busy, so here's the TL;DR version:**

*[TL;DR = too long, didn't read]*

**SEO** = Optimizing for traditional search engines [e.g., Google keywords, backlinks, etc.]

**GEO** = Optimizing for GENERATIVE search engines [e.g., ChatGPT, Perplexity, AI overviews]

**AEO** = Answer Engine Optimization being THE authoritative source AI cites

***If you're only optimizing for Google's traditional search, you're missing...***

- ChatGPT recommendations [GEO]
- Perplexity citations [AEO]
- Google's AI overviews [AEO]
- Voice search optimization [AEO]

*If you want to increase your online visibility, keep reading. I recognize this is long.*

*You can either try to quickly tackle these concepts and hope for the best, or you can take your time and get it right so your market can easily find you.*

**The #1 question I'm asked about SEO, AEO and GEO is, "How much of a priority are these?" You don't have to guess, I laid out a timeline with tasks to execute in this guide.**

**In this guide, you'll discover...**

the 3 types of optimization that determine your online visibility in 2025  
why your perfectly SEO'd content might be completely invisible to AI  
search engines and how to fix it

the simple shift that makes your content work harder for you with LESS  
effort

how to future-proof your visibility so you're not starting from scratch  
every time technology changes

the exact questions to ask yourself to determine which strategy will give  
you the biggest ROI

**You're familiar with SEO. What about GEO and AEO?**

# SEO [Search Engine Optimization]

**What is SEO?** Getting your website to show up high in search engine results when people type in queries.

**How does it work?** When someone searches for "best yoga mats," search engines scan billions of web pages and rank them. SEO helps your site climb those rankings.

## Best Practices

- Use keywords your market actually searches for. What's your market research tell you? Market research is my area of expertise, I can help you. <https://calendly.com/angiegiltner/strategic-fit-vision-session>
- Create helpful, well-written content that answers your top 5-7 FAQs.
- Make sure your website loads quickly and easily read on phones. Get other reputable sites to link to yours; these are called backlinks. For example, a couple of the members of The Real Talk Network are showcased on [Femetis.com/networking](https://Femetis.com/networking), there are links to the members' websites. This is a backlink.
- Use clear headlines and organize content logically.

**When is SEO used?** This is your foundation. If you want customers to find you through the various search engines, you need SEO.

# AEO [Answer Engine Optimization]

**What is AEO?** Optimizing so your content appears in direct answers, like the featured snippets at the top of search engines or voice assistant responses. Looking into the future, the shift from typing to voice input is quickly approaching.

**How does AEO work?** When someone asks, "How do I clean yoga mats?" a search engine will pull a quick answer from a website and display it in a box above regular results. AEO helps you win that spot.

Best practices

- Answer your 5-7 FAQs clearly and concisely. You'll see some overlaps between SEO, AEO and GEO, which is a huge benefit!
- Use question-based headers on your website and blogs: "How to..."; "What is..."; "Why does..."
- Format answers in short paragraphs [40-60 words] or bullet lists. Include *structured data markup* [small code snippets that help search engines understand your content].
- Target long-tail questions people ask. A long-tail question is a highly specific, multi-word search query [usually 3+ words] that indicates precise user intent, often resulting in lower search volume but higher conversion rates. An example is: "What is the best waterproof hiking boot for wide feet in 2026?" What long-tail questions are your market searching for? Don't forget, I can help with this!

<https://calendly.com/angiegiltner/strategic-fit-vision-session>

**When to use AEO?** When your business involves educating customers or answering common questions. Great for building authority.

**Here's what *STRUCTURED DATA MARKET* looks like.**

Think of it as **labels for your website content** that help search engines understand what they're looking at.

Imagine you write on your website: "Our yoga studio is open Monday-Friday, 6am-8pm."

The market reads and knows it's your business hours. But the search engine's crawler is just code, it sees text. The crawler doesn't know these are hours.

Structured data is like adding invisible sticky notes to your content that say: *"Hey search engine, this is the business name, this is the address, these are the hours, this is a customer review."*

## Example

**What you see on the page:** "5-star rating - Amazing yoga classes! - Sarah M."

**What the structured data says behind the scenes:**

This is a review  
Rating: 5 out of 5 stars  
Author: Sarah M.  
About: Yoga classes at [Your Studio]

This helps search engines show those star ratings directly in search results.

## Common Types of Structured Data

**For local businesses:**

Business name, address, phone number  
Hours of operation  
Price range

**For products:**

Price  
Availability [in stock/out of stock]  
Reviews and ratings

### **For recipes:**

- Cooking time
- Ingredients
- Nutrition info

### **For articles:**

- Author name
- Publish date
- Article headline

### **For events:**

- Date and time
- Location
- Ticket price

## Why It Matters

When search engines understand your content better, it can:

- Show rich results like star ratings, prices, or event dates directly in search.
- Feature your content in voice search answers.
- Display your business info correctly in Google Maps.
- Create those handy recipe cards or event listings.

## Is AEO hard to implement?

It depends. The good news is that you have options.

### **Easiest way:** Use plugins

WordPress: Yoast SEO, Rank Math, or Schema Pro

Shopify: Built-in for products

Wix/Squarespace: Built-in structured data for basic stuff

AEO Tool - Answer Engine Optimization Tool | FREE

11 Best Answer Engine Optimization (AEO) Tools for 2026 | GrackerAI I...

**Hard-ish way:** Use Google's tools

Schema Markup Generator, free online tools where you fill in forms  
Google's Structured Data Markup Helper walks you through highlighting content

**Advanced and most costly way:** Your developer adds it

If you have custom needs or a developer, they can add it directly to your site code

## Simple Steps to Get Started

1. **Identify what type of content you have** - Are you a local business? Selling products? Publishing articles?
2. **Use a plugin or tool** - Don't try to write code, unless you know what you're doing. Let tools do the heavy lifting.
3. **Test it** - Use Google's Rich Results Test, free tool, to make sure it's working. Just paste your URL and it checks for errors.
4. **Start small** - Begin with your most important pages: homepage, product pages, or contact info.
5. **TRANSPARENCY MOMENT I can easily help with the customized language you and your business need to keep visibility high.** However, tech is not my strength. If you'd like to chat about how I can help you find the exact language you need to stay visible to your market.  
<https://calendly.com/angiegiltner/strategic-fit-vision-session>

## Example Without Being Technical

If you run a bakery and have a page about your chocolate cake...

**Without structured data:** Google sees words about chocolate cake but doesn't know the price, rating, or that it's even a product for sale.

**With structured data:** Google knows it's a product, costs \$35, has 4.8 stars from 47 reviews, and is available for pickup. Now Google can show that info directly in search results, making people more likely to click.

Think of structured data as filling out forms that help search engines display your content better. Most website platforms have plugins that do this automatically, you just need to fill in the information once.

Start with the basics, business info, product/service details, and add more as you grow. Even small improvements can help you stand out in search results.

## *GEO [Generative Engine Optimization]*

**What is GEO?** Optimizing AI tools like ChatGPT, Claude, Perplexity, or Google's AI overviews cite or recommend your content when generating responses.

**How does GEO work?** When someone asks an AI, "What's the best project management tool for small teams?", the AI might mention or quote your comparison article. GEO increases those chances.

### Best practices

- Create authoritative, comprehensive content [AI models favor trusted sources].
- Be factual.
- Use clear, well-structured writing.
- Include specific data, examples, and use cases.
- Build brand mentions across the web; don't forget about hashtags  
This [article](#) on hashtags I wrote is a few years old, the learning remains true. [Check it out](#). Also, write your # in camel case, #angiegiltner is non-camel case; #AngieGiltner is camel case. Camel case makes it easier for people to read.
- Focus on expertise and credibility markers.
- Answer questions thoroughly, not just superficially.

**When to use GEO?** This is newer but growing fast. Important if your target customers are early adopters who use AI for research.

# Become an AI trusted source

## Show, Don't Tell

- Share specific experiences and case studies from your work. Include actual data and results: *"We increased retention by 23% using this method"* beats "This method works great."
- Explain the "why" behind your advice, not just the "what."
- Admit limitations or when something didn't work; AI models value balanced perspectives. If you're unclear on how to show your market, let's chat. <https://calendly.com/angiegiltner/strategic-fit-vision-session>  
Remember when I shared that tech is not my strength? AI values candor.

**Example** Instead of "Social media marketing is important," write, *"In our first year, Instagram drove 40% of our customer acquisition, but TikTok had 3x higher engagement rates despite a smaller following. Here's what we learned about each platform..."*

## Build Author Credibility

### Establish who you are

Create a detailed "About" page with your background and credentials. Include author bios on articles with relevant experience. Link to your LinkedIn, speaking engagements, or media mentions. Show your track record, years in business, clients served, results achieved.

**Why this matters:** AI models look for signals that a real, qualified person wrote the content, not just marketing copy.

To maximize speaking to your market and GEO, structure your About Page like this

- Start with an “Is this you?” type question. Draw from your market research. Assure your market they’re in the right place.
- Share WHY you’re so passionate about your solution; tell the story using language from your market research.
- Then, move into your awards, accomplishments with links [if you can] to increase credibility, add any badges, education, etc.

Here’s an [example](#) of my 2014 Ohio’s Small Business of the Year Award. My business has changed a lot since 2013!

Example of a badge.



## Get Cited and Mentioned

### Build your digital fingerprint

Contribute guest articles to reputable industry publications.

Get interviewed for podcasts or quoted in articles.

Participate in industry forums and communities, thoughtfully, not spammy.

Speak at conferences or webinars.

Build relationships with journalists in your space.

**The goal:** When your name or company appears across multiple trusted sources, AI models recognize you as an authority.

# Create Comprehensive, Original Content

## Go deeper than competitors

- Write thorough guides that cover topics from multiple angles. Include original research, surveys, or data you've collected.
- Add unique insights from your experience that can't be found elsewhere.
- Update content regularly to keep it current.

## Quality markers AI models notice

- Long-form content on your blog that thoroughly explores topics in 1,500+ words.
- Well-organized with clear sections.
- Multiple perspectives or approaches covered.
- Practical, actionable advice.

# Use Authoritative Citations

## Show your homework

- Link to reputable sources when making claims.
- Cite industry studies, research papers, or official data.
- Reference established experts or organizations.
- Don't simply link to a site or reference, explain why the source matters.

**Example:** "According to a 2024 McKinsey study of 1,000 founders, 68% said cash flow management was their biggest first-year challenge." [the example would have a link to the McKinsey study].

# Build E-E-A-T Signals

This stands for **Experience, Expertise, Authoritativeness, Trustworthiness**.  
This is a quality framework that AI models also value.

**Experience** Show you've actually done what you're talking about

- "After managing social media for 50+ small businesses..."
- Include videos, photos, screenshots, or examples from your work

**Expertise** Demonstrate deep knowledge

- Explain nuances and complexities
- Address common misconceptions
- Share industry-specific terminology appropriately

**Authoritativeness** Build recognition in your field

- Win awards or recognition
- If applicable, get certified or licensed
- Build a following of peers who respect your work

**Trustworthiness** Be reliable and transparent

- Clearly disclose affiliations or sponsorships
- Include contact information
- Have a privacy policy and terms of service
- Use HTTPS [the S indicates your website is secure; HTTP is an unsecure website]
- Show real customer testimonials with names/photos

## Optimize Your Content Format

**Make it easy for AI to understand and cite**

- Use clear, descriptive headings [H1, H2, H3]
- Write in a logical structure: intro, main points, conclusion
- Include definitions for industry terms [use jargon sparingly]
- Use data tables, charts, or visual summaries
- Add a "Key Takeaways" or "Summary" section on blogs

## Break down complex topics

- Step-by-step processes
- Before/after comparisons
- Pros and cons lists
- Common mistakes to avoid

## Be Consistent and Persistent

### Build a body of work

- Publish regularly, quality over quantity, but consistency matters
- Cover your topic area comprehensively over time
- Develop a recognizable voice and perspective
- Update older content to keep it relevant [review and update content every 90-120 days]

**AI models notice** Sites that consistently publish quality content over time versus one-off posts.

## Engage with Your Community

### Build relationships, not just content

- Respond to comments on your blog and social media
- Answer questions in relevant online communities
- Share others' quality content
- Collaborate with other experts
- If you're interested in learning how I engage with my audience without managing a community, watch this video  
<https://www.youtube.com/watch?v=4ZNBc6dYjKQ> [5 min 44 sec]

**Why it helps** When people talk about you, link to you, and recommend you, AI models pick up on those trust signals.

# Get Verified Where Possible

## Official recognition matters

- Verify your business on Google Business Profile
- [Yelp for Business](#)
- Get listed in industry directories
- Get verified on LinkedIn [I'll warn you, the process is frustrating. I can't get them to accept my driver's license GRRRR!]
- Join professional associations, if applicable
- Obtain relevant certifications, if applicable
- Get your website verified on social platforms

## Strategic Calendar Friendly Starting Point

### Months 1-2 *[Plan 1-2 hours for every bullet point.]*

- Create a strong About page with your credentials
- Write 3-5 comprehensive articles on core topics in your nich
- Set up author bios with headshots and backgrounds
- Ensure your website has clear contact info and is secure [HTTPS]

### Months 3-4 *[Plan 2-3 hours for every bullet point.]*

- Pitch guest posts to 2-3 industry blogs
- Start collecting customer testimonials and case studies
- Create one piece of original research
- Update your LinkedIn with detailed experience

### Months 5-6 *[Plan 3-5 hours for every bullet point.]*

- Participate in 2-3 podcast interviews or webinars *[reciprocate when possible]*
- Write a detailed guide based on your unique experience
- Guest write on 5-10 peers' blogs in your industry *[reciprocate when possible]*
- Create comparison content or myth-busting articles

# What NOT to Do

## Avoid these trust-killers

- Copying content from other sites
- Copy/paste AI content without adding your thought leadership
- Making exaggerated or unsubstantiated claims; I'm sure you've seen this one, "*Making \$10k/month is easy!*" I wish you could hear my eyes rolling LOL
- Hiding conflicts of interest
- Using clickbait or misleading headlines, "*I made \$200,000 with this launch.*" Did you though? How much did you net after paid ads, your time, etc.? Most of these claims only net a fraction of the claim. Once again, I wish you could hear my eyes rolling.
- Keyword stuffing or writing primarily for algorithms; SEO tactic involving the excessive, unnatural repetition of keywords in website content, meta tags, or hidden text to manipulate search rankings.
- Publishing thin content to have more pages

## Ultimately

Becoming a trusted source is about **being genuinely helpful and credible**. AI models are trained to recognize quality content from real experts.

Focus on sharing your authentic experience, backing up claims with evidence, building your reputation over time, and creating content that genuinely helps your audience. The trust follows naturally.

Think of it this way, if you were recommending me to a peer, what would you say to them about my trustworthiness? That's what AI models are looking for too. Real expertise, proven results, and authentic helpfulness.

Start small, be consistent, and build from there. You don't need to do everything at once.

## Which ONE Should You Focus On?

**You'll notice I emphasized ONE!** Unless you prefer to sit in overwhelm, tackle SEO, AEO and GEO one at a time.

If you **follow the calendar friendly strategy** above, **in 6 months**, you'll have **mastered these concepts without stress, overwhelm, burn out, and calendar overload.**

1. Start with SEO - It's still how most people find businesses online. Master the basics first.
2. Add AEO once you have solid content. It helps you capture high-intent searchers and voice search users.
3. Finish with GEO so AI can find you.

*If you're ready to get started, stop the scroll. Schedule the time in your calendar over the next 6 months. mark your calendars. and get visible.*

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*I get it. I know you're busy. I know you're exhausted. I know this adds to your never-ending, overwhelming to-do list.*

Let me paint you two pictures.

### **Picture #1 The Catch-Up Game**

You wait. You tell yourself you'll "do it later." Six months have passed. Then, a year.

Meanwhile, AI search is growing exponentially. Your competitors, the ones who took action now, built authority. They're getting cited by ChatGPT. They're showing up in AI overviews. They've become THE trusted voice in your space.

And you? When you're finally ready to start, you're building from zero. You're playing catch-up. This approach is exhausting and requires a great deal of time.

You're competing against established authority. Against months [or years] of optimized content. Against businesses that already own the visibility you should have had.

**The time it takes to catch up is 3-5x longer than if you'd just started strategically from today.**

The mental load? Crushing. Because you'll be kicking yourself, "*Why didn't I start when I first learned about this?*"

### **Picture #2 The Strategic Implementation**

You decide to focus. One thing at a time. Strategic, intentional, compound growth.

1. **Week 1:** You audit your current visibility. You understand where you actually stand.
2. **Month 1:** You implement foundational SEO and start building GEO optimized content.
3. **Month 3:** You're seeing traffic increase. AI tools are starting to reference your work.
4. **Month 6:** You've built real authority. Ideal clients are finding you. Your content's working 24/7.
5. **Month 12:** You're THE name that comes up in your space. Not because you did more because **you did the right things, in the right order, at the right time.**

The same 12 months pass either way. But in Picture #2, you're building. Compounding. Growing.

In Picture #1, you're scrambling. Overwhelmed. Watching opportunities pass you by.

Here's what I need you to understand. Your visibility is changing RIGHT NOW. Not "someday." Not "eventually." Right. Now.

Every day you wait is another day your competitors are building the authority that should be yours. Every piece of content you create without understanding GEO and AEO is content that could be working harder for you. Every ideal client who can't find you is finding someone else instead.

## *You have two choices.*

**Choice 1:** Tell yourself you'll get to this *"when things slow down."*

**Choice 1 Result:** In 6-12 months, you're watching your competitors succeed with the strategy you meant to implement. You're starting from scratch while they're already established. You're the cautionary tale in someone else's success story.

**Choice 2: Focus on one thing at a time. Build strategically. Start now.**

**Choice 2 Result:** In 6-12 months, you're the one people are studying. Your visibility compounds while you sleep. You have the freedom you actually started your business for. Same time investment. Completely different outcomes.

Don't be the Female Founder who looks back a year from now and regrets waiting.

The Female Founders who stand out? She's not doing more. She's executing strategies that keep her relevant, ensures she's easily found, and recognized as the go-to in her industry.

You've got the knowledge. You have a basic understanding of SEO, GEO, and AEO.

*Now, it's time to implement strategically, intentionally, while focusing on ONE step at a time. Not "someday," because the **cost of playing catch-up is always higher than the cost of strategic action.** You're way too smart to learn that lesson the hard way.*



*Angie*

- ★ Have questions? You have my word...No obligation. No pressure. No sales pitch. <https://calendly.com/angiegiltner/strategic-fit-vision-session>
- ★ Check out my website <https://www.femetis.com/> [Notice the HTTPS? You may recall this means my site is secure.]
- ★ Connect with me on LinkedIn <https://www.linkedin.com/in/angiegiltner/>