An answer worth publishing

An answer engine optimisation (AEO) starter kit for one real customer question. Use the example first, then fill in the worksheet on page 2.

01 Choose a question your team actually hears

Start with a sales call, shop enquiry or support email. Record the words the customer used and the decision they need to make.

02 Put the answer where the decision happens

Pick the page the customer is likely to land on. Lead with the answer, then explain what it depends on. Include exceptions such as postcode, stock or lead time.

03 Give the reader a way to check

Link to a policy, specification or booking detail that your team maintains. Name an owner and date for the next check, especially when the answer changes.

04 Test the answer without a prompt

Ask a colleague to find the answer on a phone and describe the next step. Record what they missed. Even a well-written answer is not a guarantee of a mention in AI search.

WORKED EXAMPLE / ILLUSTRATIVE STORE POLICY

Question: Can I collect this item today? Answer: If the item is in stock at your chosen branch, order by noon and wait for the collection email before travelling. Put the stock selector and collection policy beside this answer.

Your one-page AEO worksheet

Type into the fields and save a copy, or print and complete it with the person who handles customer enquiries.

01 The customer’s exact question

02 The page where the answer belongs

03 A direct answer, including any limits or exceptions

04 Source of the answer and who can verify it

05 What the reader should be able to do next

06 Owner, review date and how you will test the change