

Answer Engine Optimization for Small Business

Optimize your business for AI answer engines

- 1 Identify your top 10 customer questions using AnswerThePublic or email inbox.
- 2 Write 40-60 word, stat-backed answers without filler or fluff.
- 3 Add FAQPage and Product schema markup using Merkle or SE Ranking.
- 4 Refresh all answer blocks and statistics every 60-90 days minimum.
- 5 Mark updated content with current date to signal freshness to AI engines.
- 6 Test your answer snippets in Perplexity, Bing Copilot, and Google SGE.
- 7 Remove vague tips and replace with specific stats, prices, and local data.
- 8 Validate structured data using Google's Rich Results Test before publishing.
- 9 Stack two to three tools: pair Merkle for schema with Frase for answers.
- 10 Focus on snackable answers over long-form blog posts for AI optimization.
- 11 Track monthly AI-driven inquiries in Google Search Console to measure results.