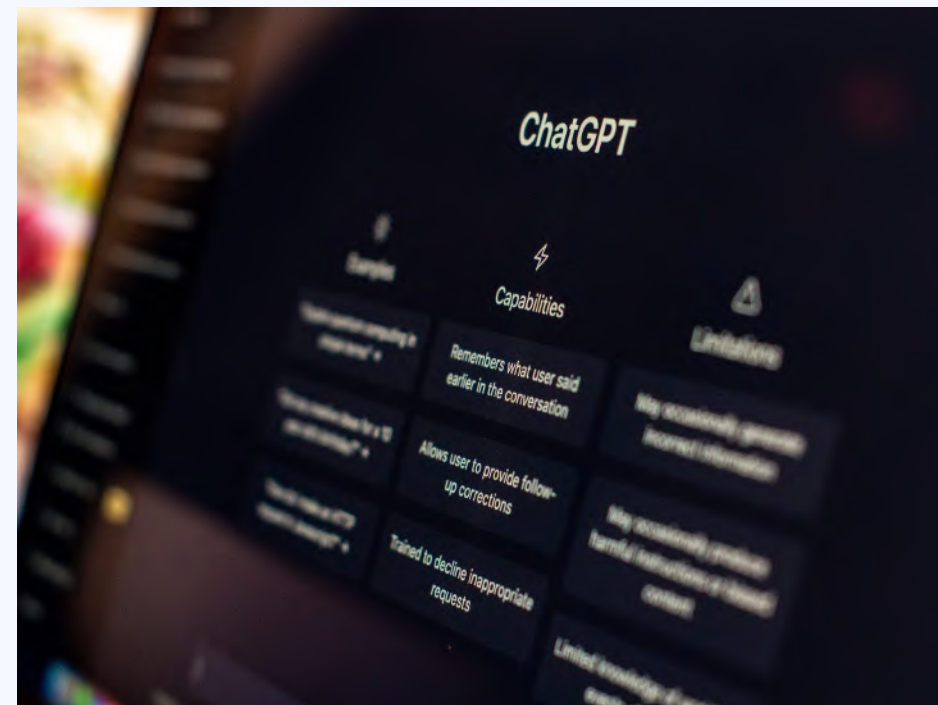
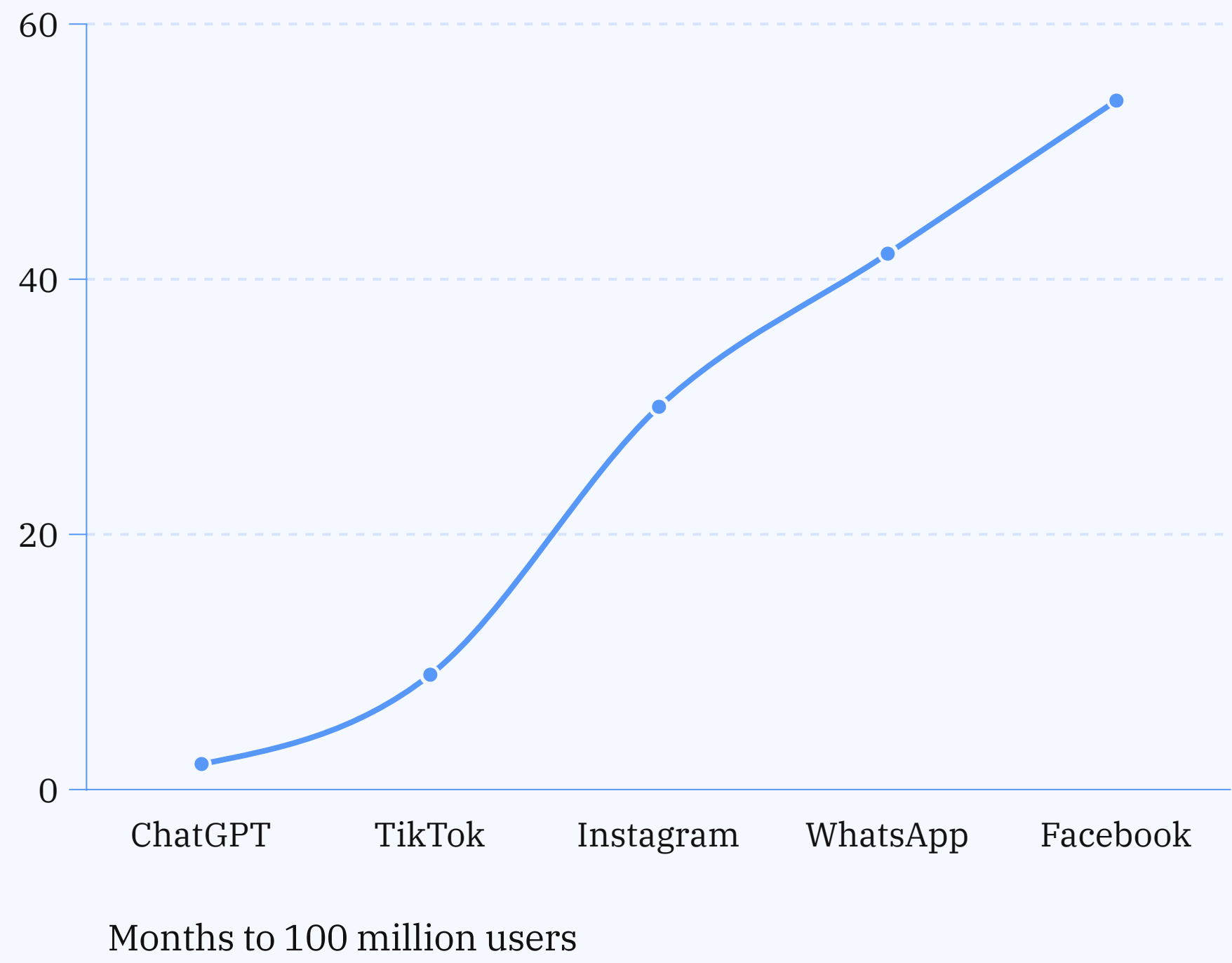


Empower your brand with Answer Engine Optimization for enhanced visibility.



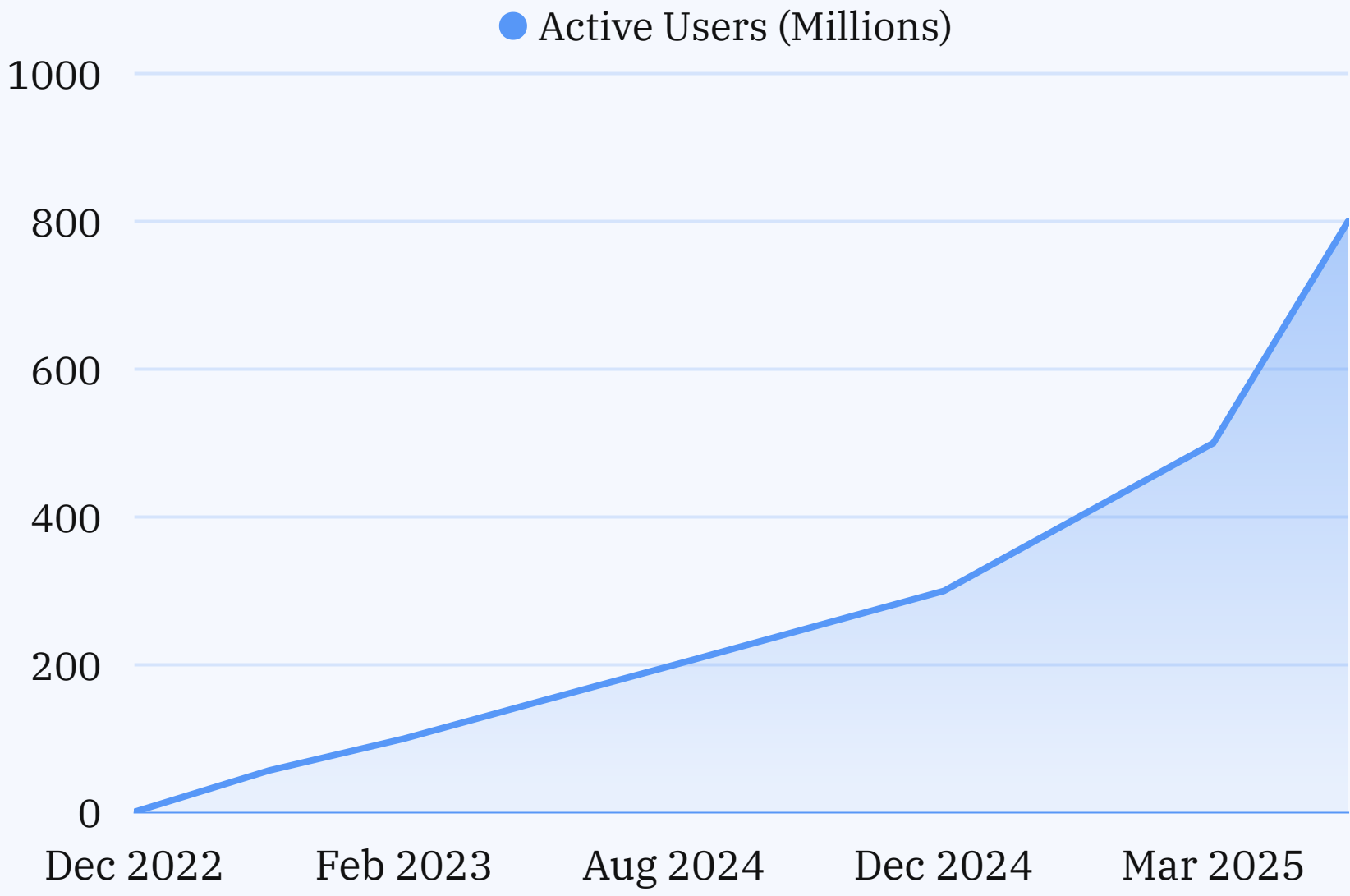


AI Search is the fastest growing technology we have seen.





Chat.GPT weekly search volume

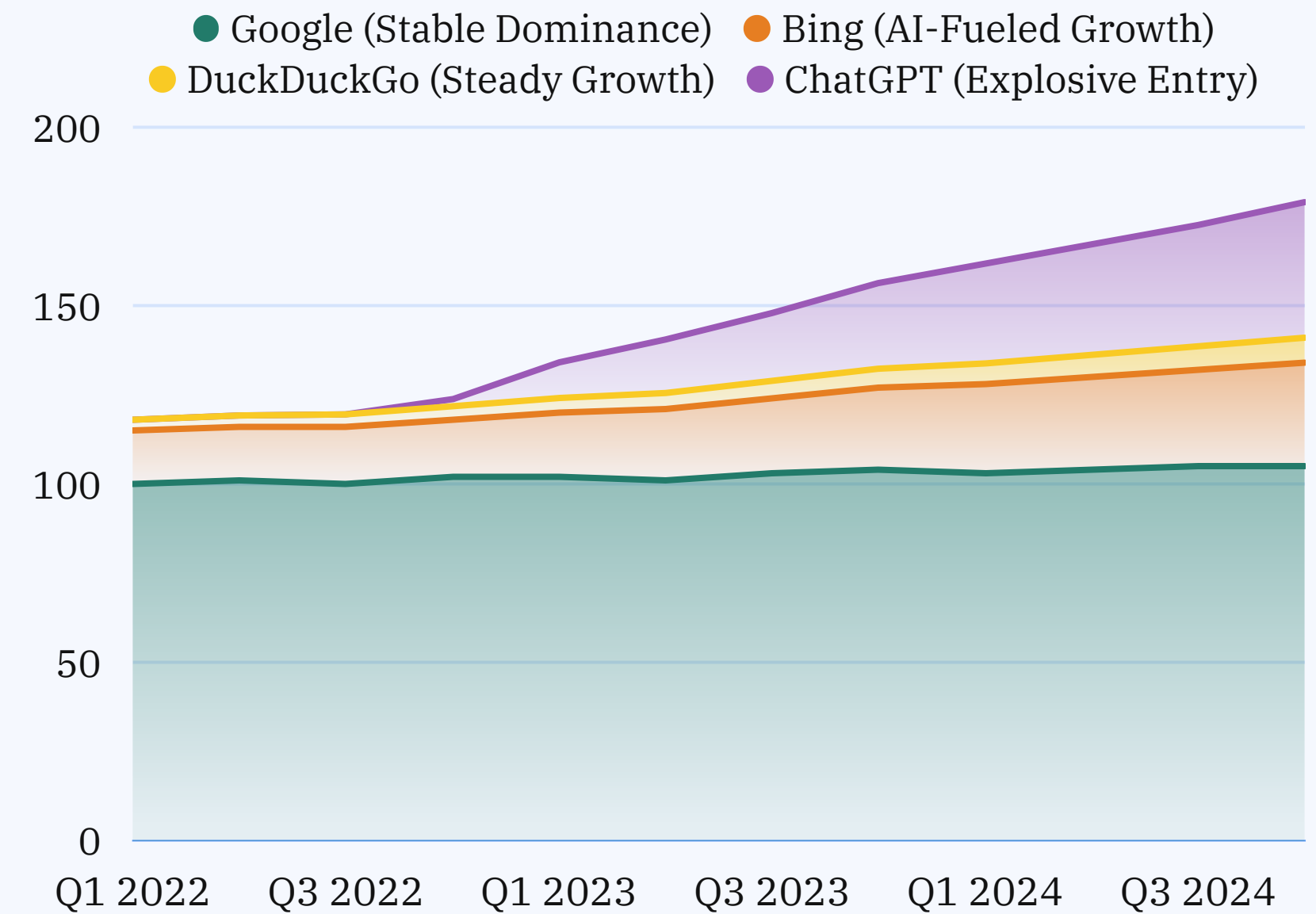


Growth continues to grow in an unprecedented manner

Changes in Search



This chart indexes Google at 100 since 2022. You can see how Google has held its ground while Chat GPT has had an explosive entry



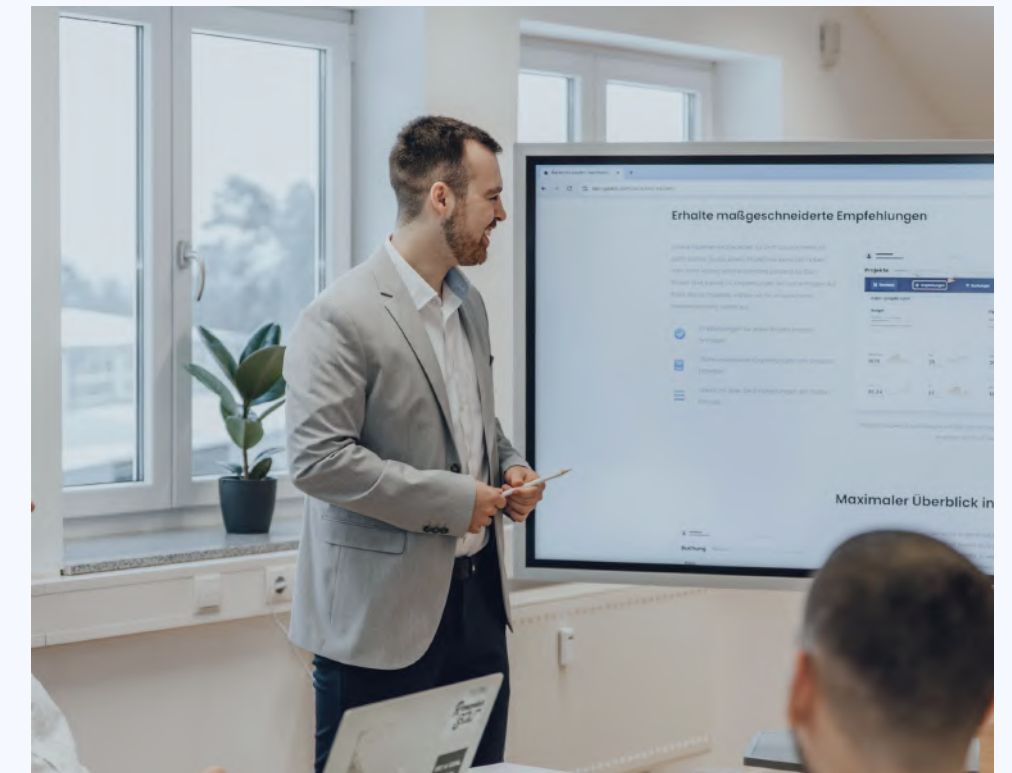


VISIBILITY FOCUS

Strategic Growth

In the world of Answer Engine Optimization, understanding the basics is crucial for achieving brand visibility and growth. By focusing on key elements, brands can enhance their online presence and engage with their audience effectively.

What's different is that the signals that the Answer Engines look for when generating answers are different than what Search Engines look for.





The New Product Shelf is Inside Generative AI

56%

consumers replaced traditional search with
Gen AI tools for product/service
recommendations (Search Engine Land)

1 in 3

The predicted number of US population that
will use AI as a primary search tool by 2027
(Statista)

25-30%

the expected drop in search engine volume
is by 2026 to AI Search (Gartner)

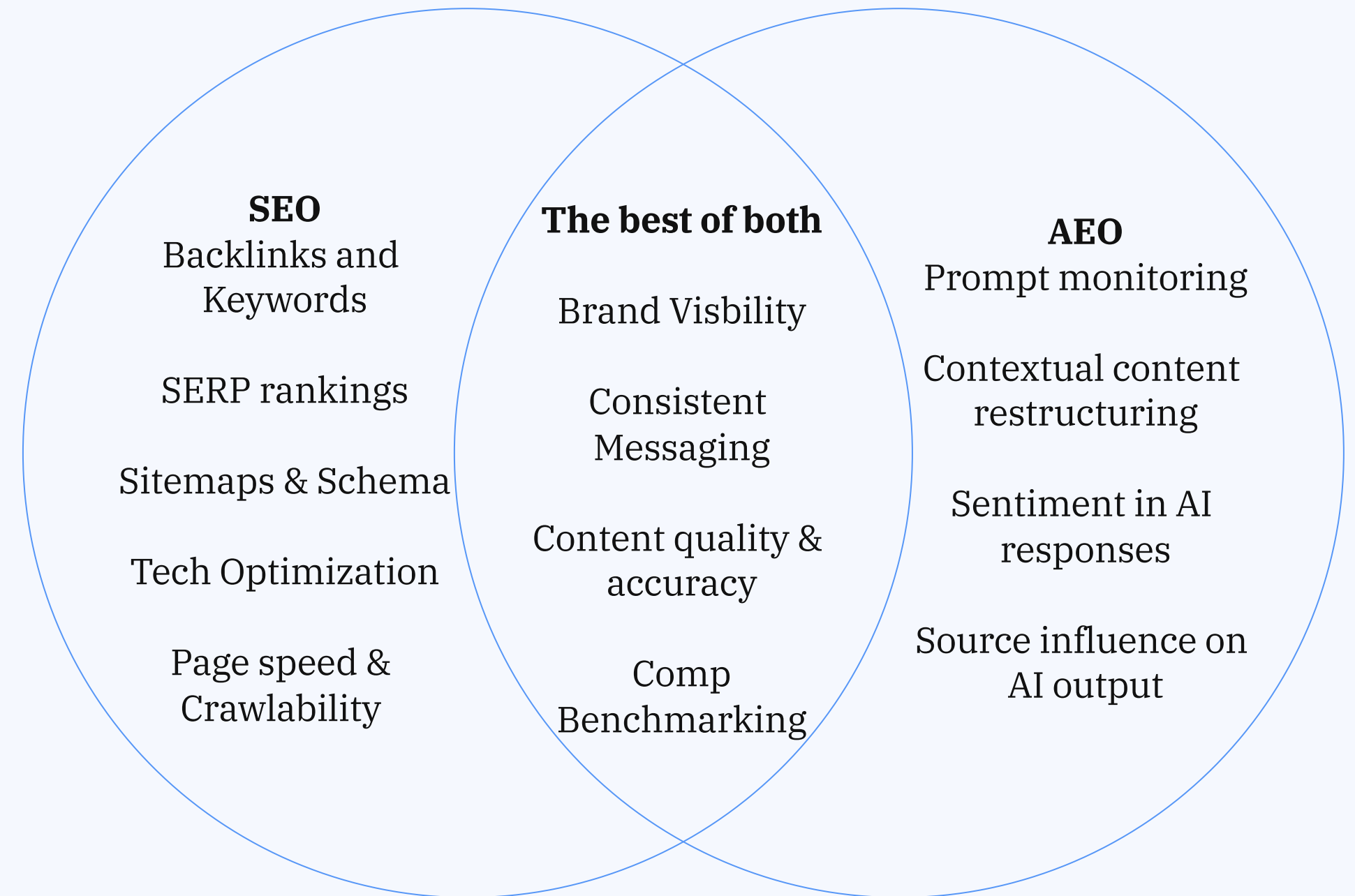
Do you use Chat.GPT?
How has your behaviour changed?



The power of a unified strategy

One brand.
Two ways to be found.

Search is evolving
Your strategy should too.





Introducing: **Pragmatic AEO**

Answer Engine Optimization for your Website or Shopify store on Autopilot.

Don't Just Rank, Get Answered.

Our high-impact Answer Engine Optimization (AEO) service is the essential bolt-on for businesses serious about future-proofing their website traffic. Get found in the new era of search.

Get your website discovered by Chat.GPT, Gemini, Perplexity and other Answer Engines.

Get your Shopify store enabled for Chat.GPT - Search, Discovery and Commerce

Six month pilots - now accepting applications.

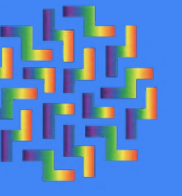
AEO Starter Tier:

Get your Brand Discovered in Chat.GPT, Gemini, and Perplexity



Unlock your AEO potential by
mastering Competitive Assessment
for market success.





Get your Brand Discovered



Research

Compute
And we align



Creation

We work together to align



Optimization

Your Brand | Marketing |
Content | Technology align



Delivery

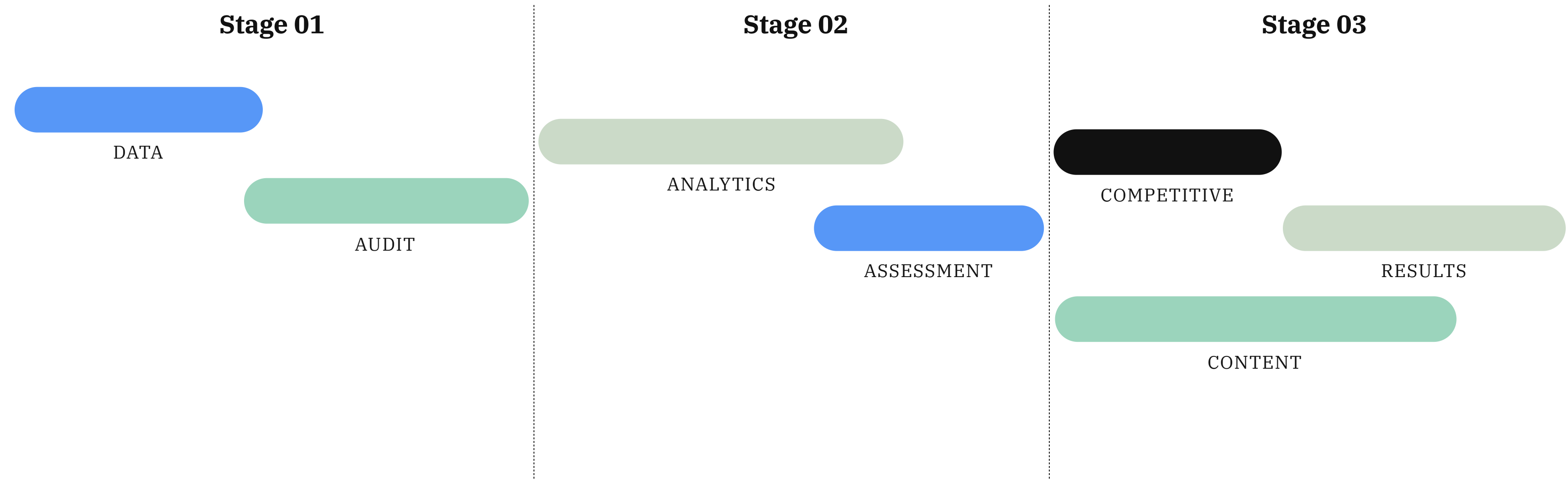
Monitor results and course
correct the plan

Implementation Delivery



Execution

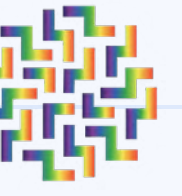
Executing AEO strategy with precision and timeliness



Growth AEO Tier:

Discovery and Commerce on Chat.GPT for Shopify Merchants only

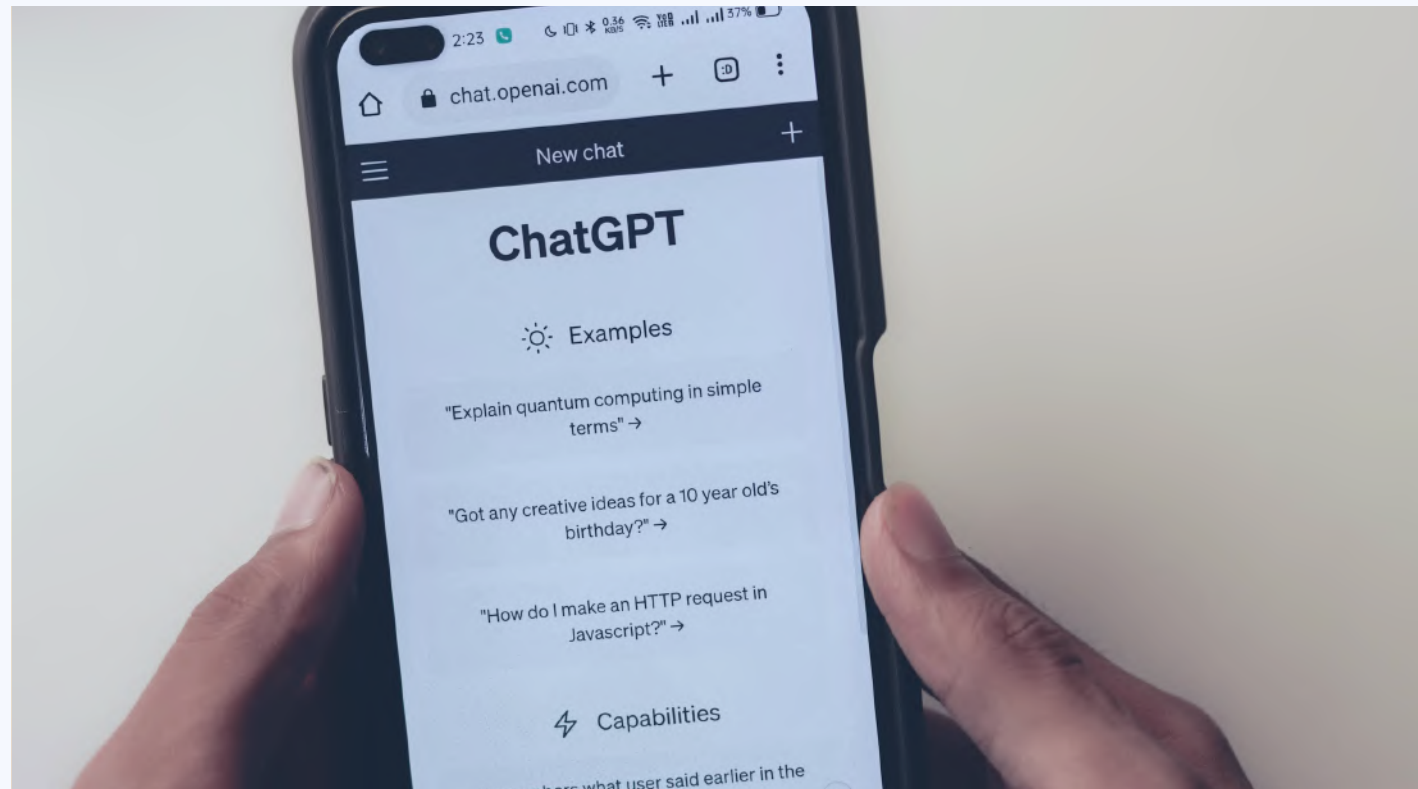




Growth AEO

Tier for Shopify Merchants that want discovery and commerce

DISCOVERY ON CHAT.GPT, GEMINI, PERPLEXITY



Tailored brand chat integrations with AEO for optimized customer interactions.

ENABLE COMMERCE ON CHAT.GPT



Maximize brand presence and engagement through AEO strategies and enablement on Chat.GPT



Why does it matter?



Tap into a Massive, High-Intent Audience

- Reach over **800 million active users** who are directly asking ChatGPT for product advice and solutions, signaling a strong intent to buy.

Leverage Your Existing Shopify Store Seamlessly

- Your products are surfaced automatically through a direct integration that powers **10% of all US e-commerce**, requiring no extra work to manage inventory or catalogs.

Boost Conversions with "Instant Checkout"

- Combat the **~70% cart abandonment rate** by eliminating the shopping cart. This frictionless, one-click purchase flow has the potential to lift conversion rates by **1.5x to 4x**.

Win on Merit, Not Ad Spend

- Gain visibility through AI-powered recommendations based on **product relevance**, not advertising budget. This levels the playing field, allowing the best product to win.

Build Trust Through Conversational Commerce

- Your brand becomes the solution in a trusted, helpful conversation, moving beyond disruptive ads to build credibility and foster genuine customer confidence.



Starter AEO

\$2500/month*



For any established website looking to build a foundational AEO presence.

- Comprehensive AEO Audit
- Schema Markup Implementation
- Content Answerability Analysis
- Monthly Reporting & Strategy

Growth AEO

\$5000/month*



The complete solution for Shopify stores to enable discovery and commerce in AI chat.

- All features of Starter AEO
- **Shopify Product Feed Optimization**
- **AI Commerce Integration**
- Priority Support & Consultation

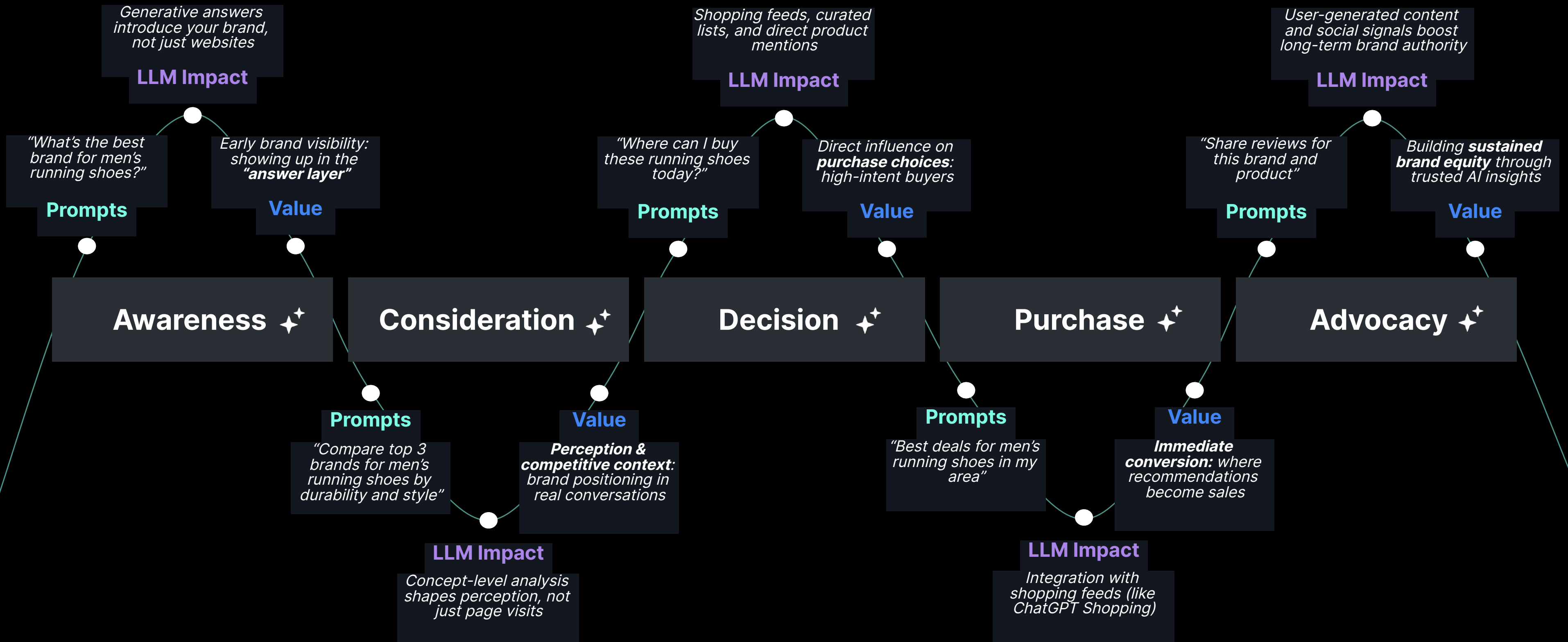
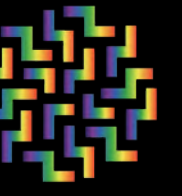
Enterprise - coming soon

Quote

For Enterprises which have complex operations - geography, brands, competitive set, languages, and require all LLM models.

- Powered by the Industry Best in Class leader
- Fully featured Solution
- In development

AI Search: shaping every buyer decision





Process

The work:

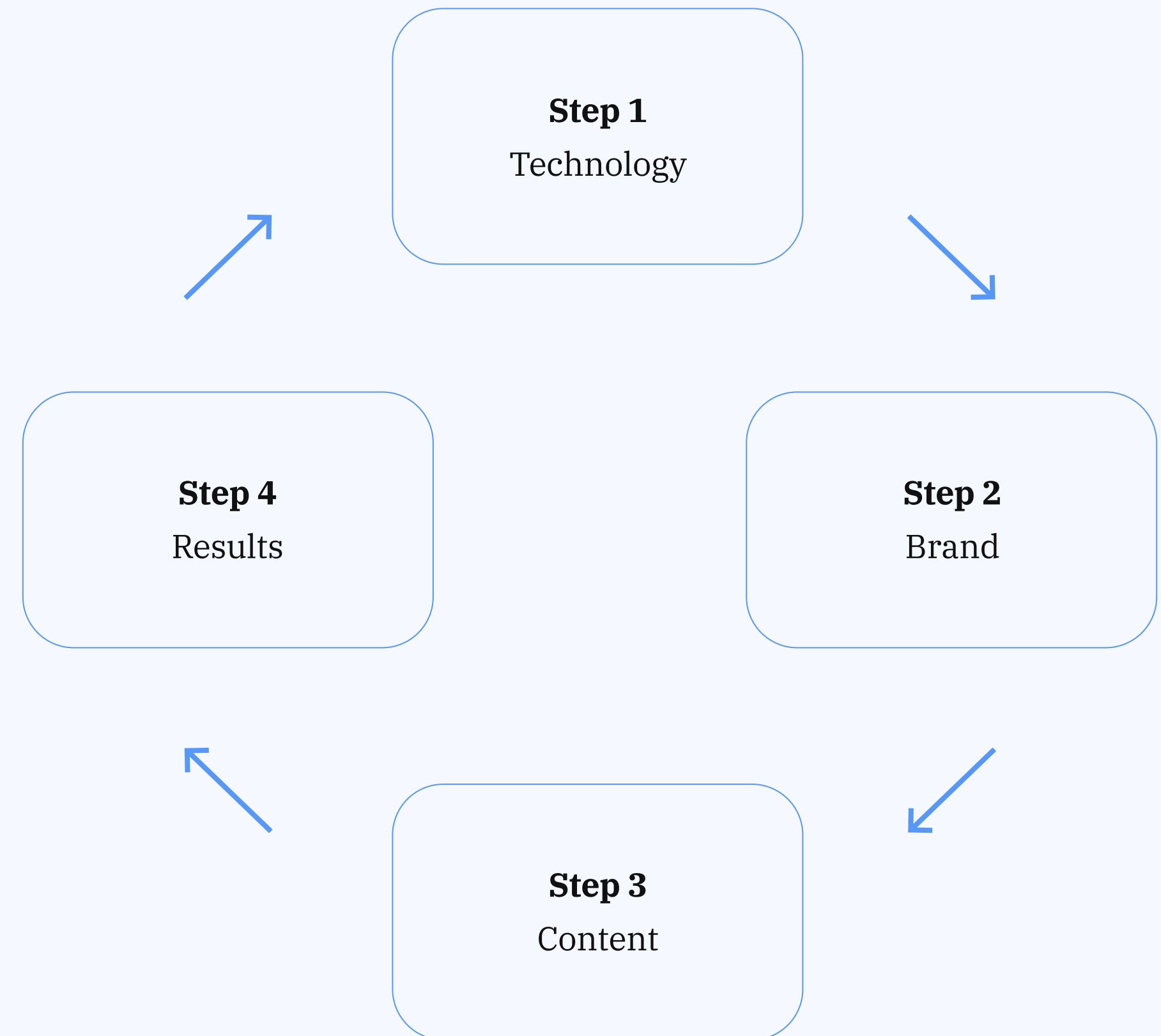
Partnering with client teams - we delivery weekly meeting with your Brand, Marketing, and Technology teams.

Monthly Executive Review

Engagements are a minimum of six months

Steps:

1. Set up the Technology
2. Identify how the brand fits vs. competition
3. Identify the gaps and build the plan
4. Deliver and monitor for results





Frequently Asked Questions

01

HOW IS AEO DIFFERENT FROM TRADITIONAL SEO?

While SEO focuses on ranking webpages, AEO focuses on making your information the direct **answer** to a user's query, whether in a search engine's AI overview or a chatbot. It involves more structured data, entity optimization, and content formatted for direct extraction.

02

WHAT KIND OF RESULTS CAN WE EXPECT IN 6 MONTHS?

Within 6 months, you can expect to have a fully optimized technical foundation for AEO, see improvements in rich snippet appearances, and have a clear content strategy for capturing answer-based queries. AEO is a long-term strategy that builds on your existing SEO success.

03

WHAT IS THE TIME COMMITMENT FROM OUR TEAM?

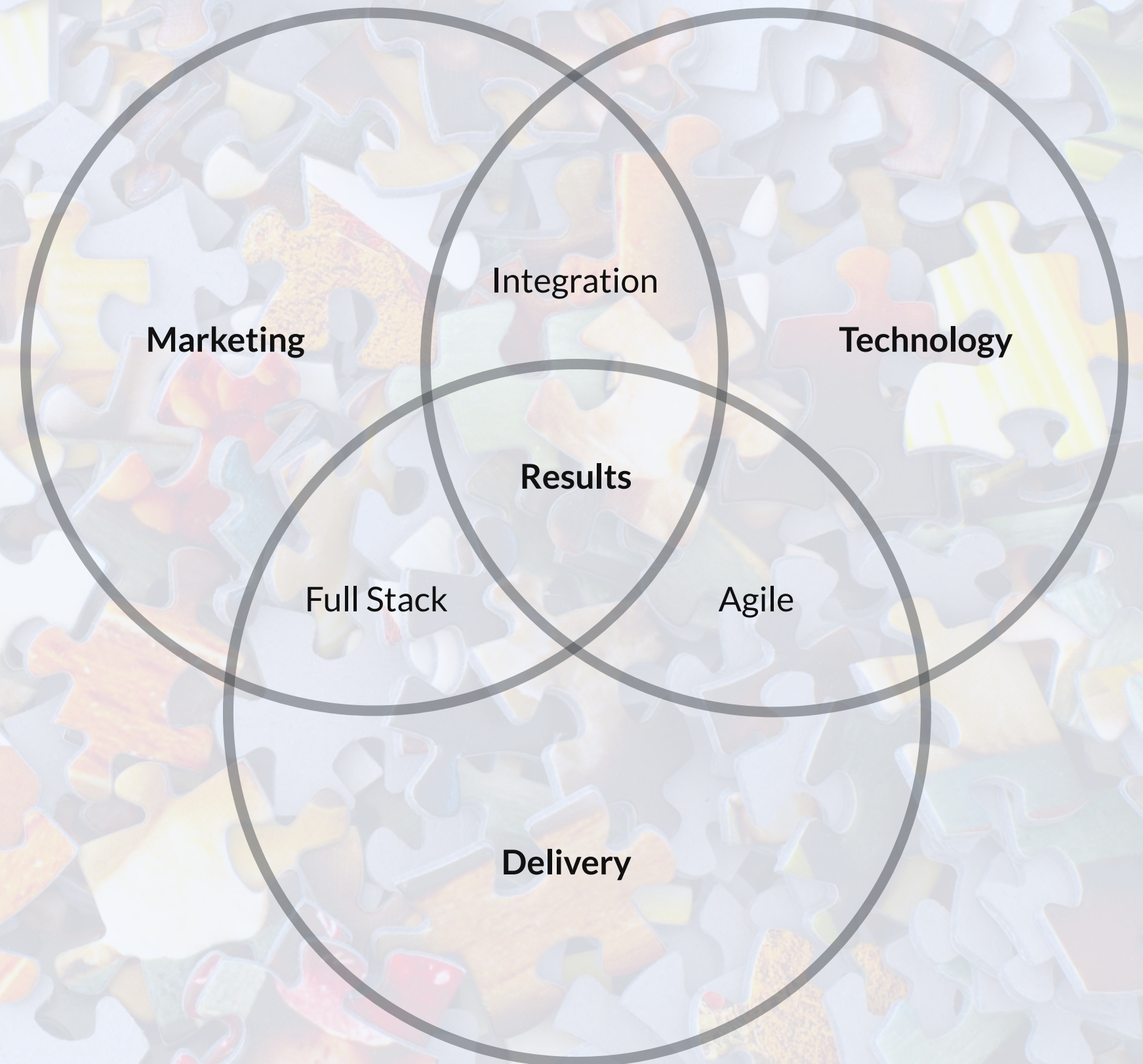
We designed this as a bolt-on service to minimize your team's workload. We require a primary point of contact for an initial onboarding call and weekly check-ins. We handle the rest.



Why we can deliver

Our team has deep experience in Marketing, Content, Technology, Operations and Program Delivery

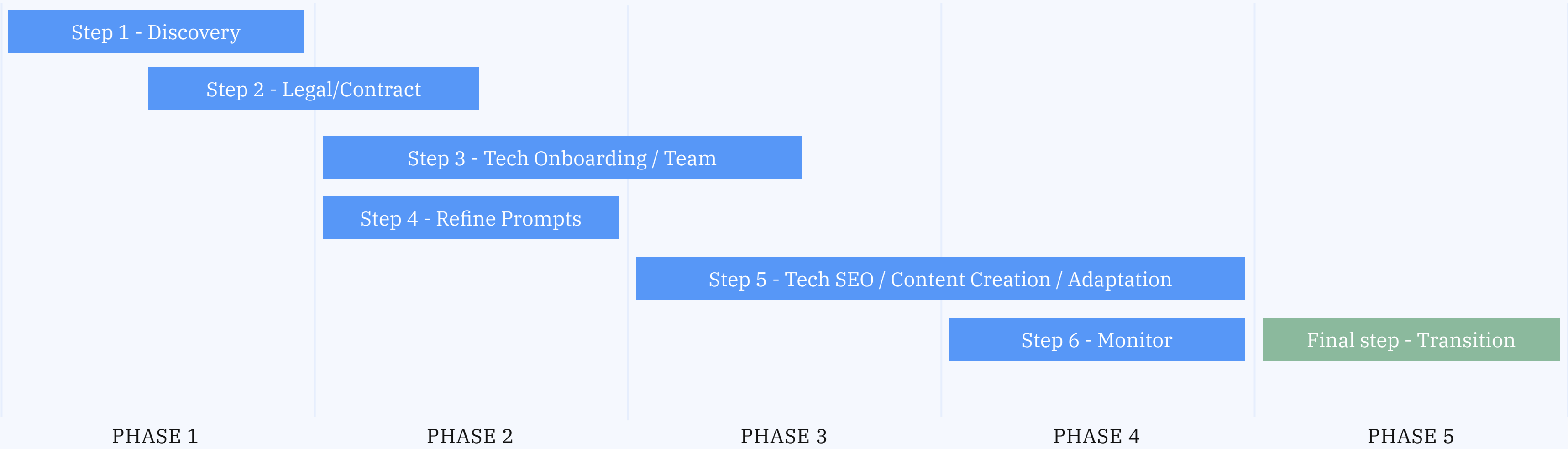
Rahul, Joe, Rudy, and Asif have over 100 years of experience in Marketing, Technology, and Delivery.





Implementation Plan

To execute AEO strategies effectively, we have outlined a clear implementation plan that includes steps for both all brands and specific brand work integrated with chat. gpt.





THEMATIC FEEDBACK

“

Helped us identify a value proposition with Reddit to drive up our authority for the LLMs. Removed roadblocks - technically. Identified a gap analysis and plan to augment our existing in-flight agency and marketing team work. Collaborated brilliantly with our team.

Credit Canada

“

A multi-day assessment led to an internal conversation about the need to up our game and re-do our site.

Evergreen Academy

“

Helped us understand the equity in my online presence and what gaps we may have on our new brand. Got lots to do. Know the plan. Gonna meet again in six months.

Kevin Smith Homes

“

Helped us understand our requirements for our next tech build. Showed how our competitors shopping journey favoured the LLMs.

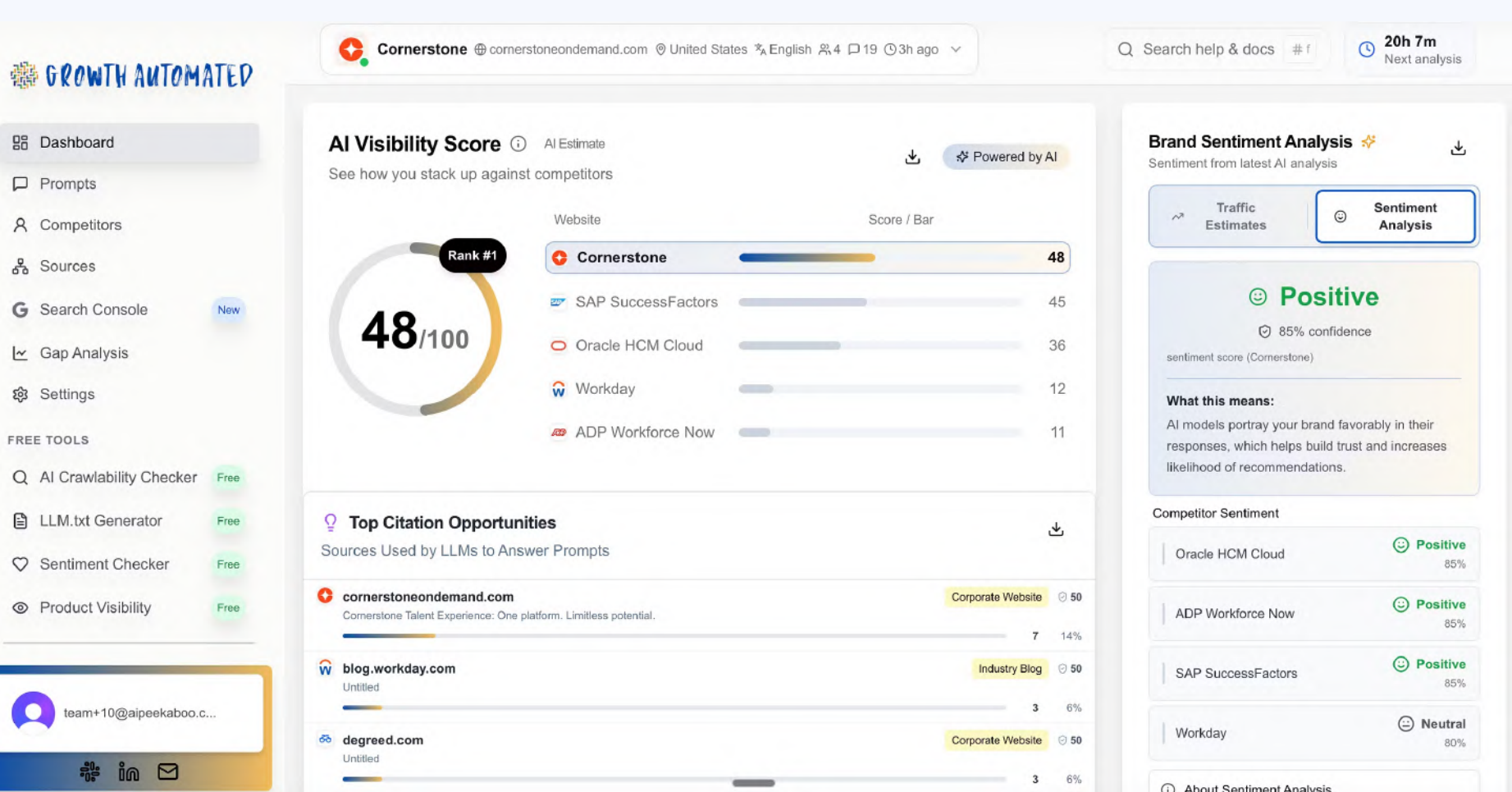
Woxbox

“

A seasoned builder was really impressed with the level of insights we gained versus our competitive set in short amount of time. We were willing to recommend the service to our own customers.

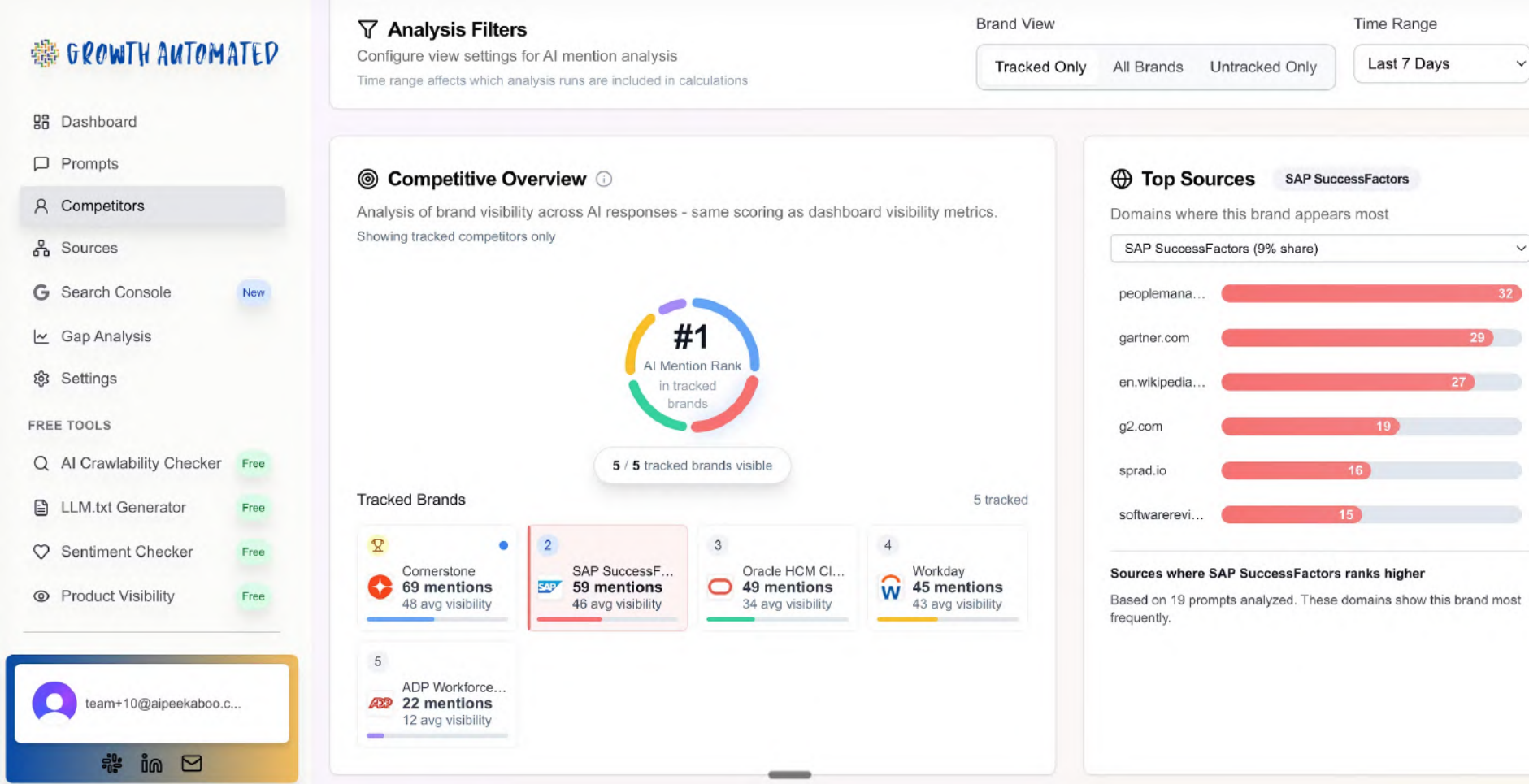
Acceler8 Labs

Growth Automated's AEO Platform



DASHBOARD

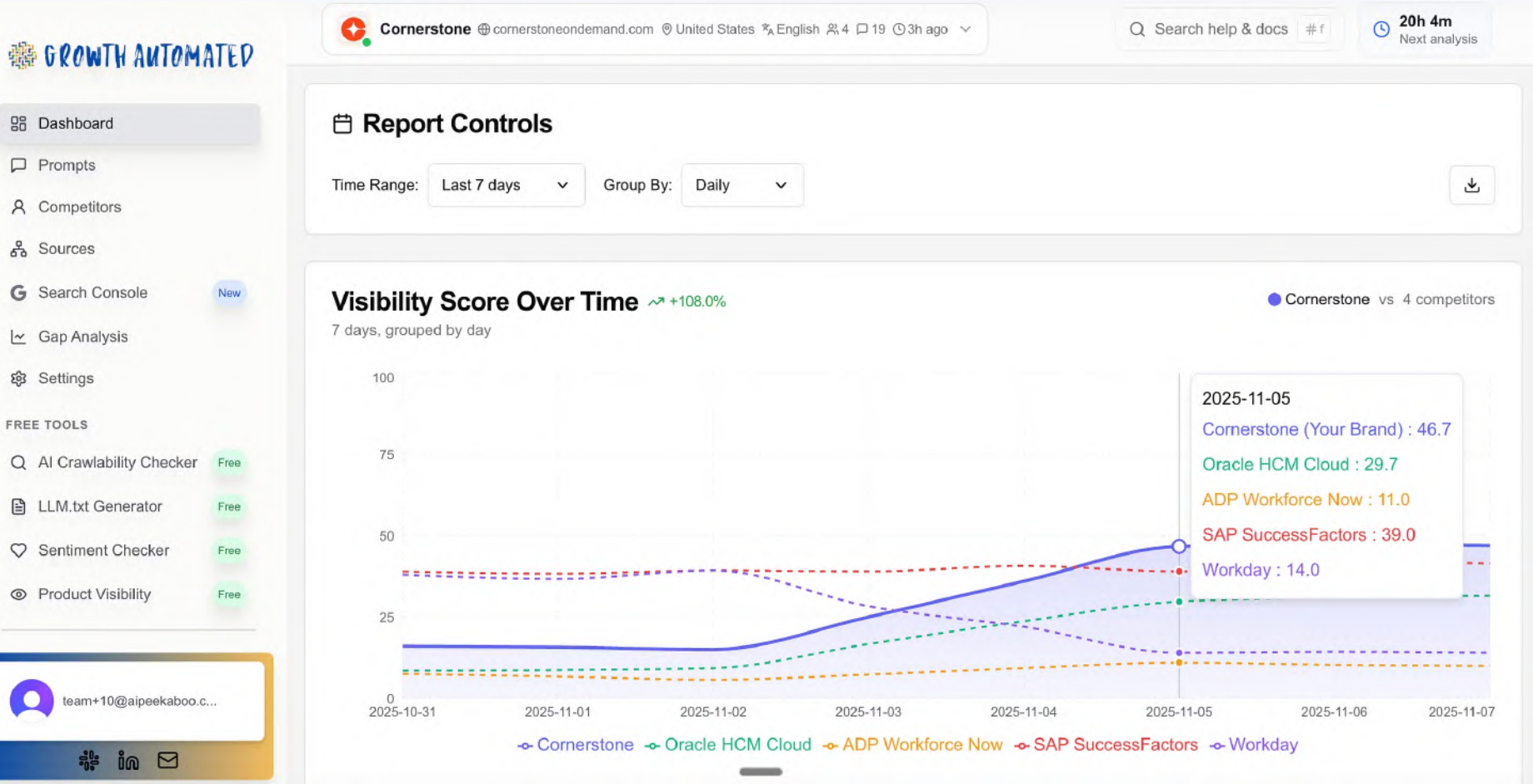
- Compare AI visibility score
- Brand Sentiment
- Web Traffic estimates for normal and LLM



COMPETITIVE SET

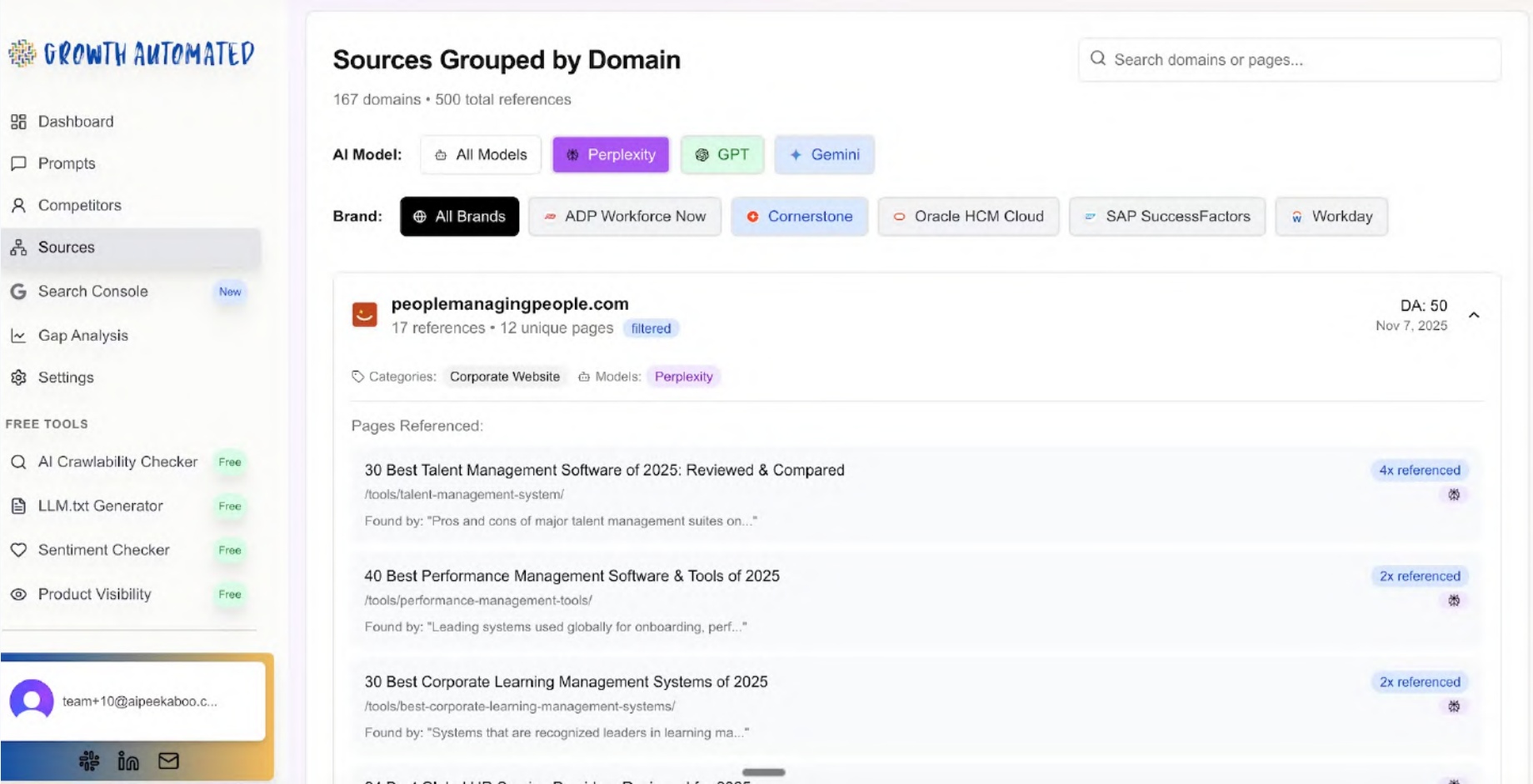
Performance is relative against competitors

Growth Automated's AEO Platform



DATA IS LONGINTUDINAL

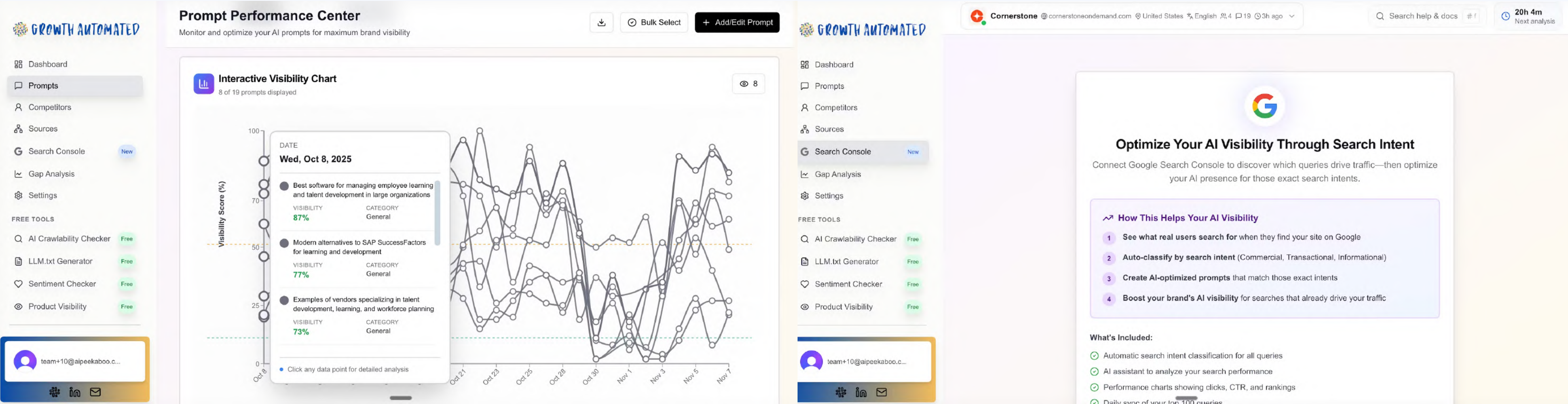
We measure data and track changes over time
Pilots require a baseline analytics tool



SOURCES GROUPED BY DOMAIN

See what sources are influencing the answer process - and
understand why and how.
See sources by LLM

Growth Automated's AEO Platform



PROMPTS DRIVE THE CONSERVATION YOU WANT TO OWN

Consumers don't do searches - they prompt.
Measure the prompts based on the conversations you want to own about your brand.
That is what we track - Prompts by Model - and Score

GOOGLE SEARCH CONSOLE IS DEEPLY INTEGRATED

Tool can bridge the gap between SEO and AEO by generating insights
A new AI chat bot has been built as an AI Agent when using Google Search Console from within the tool. This is a better interface than the native Google Search Console UI.



A black and white conceptual photograph. In the center, a large, three-dimensional, glowing white arrow points upwards. The arrow is composed of two thick, rounded shafts that meet at a point at the top. At the base of the arrow, a person in a dark suit is silhouetted, standing with their back to the camera and looking up at the arrow. The person is holding a briefcase in their right hand. The background is a dark, textured surface, possibly a wall or ceiling, which makes the glowing arrow stand out. Light rays emanate from the base of the arrow, creating a sense of depth and focus on the person. The overall mood is one of aspiration, progress, and looking towards the future.

Email

RSHARMA@SMALLFIDELITY.SERVICES

