



■ MetaCraft's SEO & AEO Implementation Process

■ ■ Discovery & Audit

- Understand your business goals, audience, and current online visibility
- Run a full website SEO audit (technical health, content, keywords, links, performance)
- Identify opportunities for Answer Engine Optimisation (AEO) and voice search readiness

■ Keyword & Content Strategy

- Conduct deep keyword research (short-tail, long-tail, question-based)
- Identify "answer-seeking" queries for AEO (What, How, Why, Where...)
- Map keywords to content and pages based on search intent
- Create or refine content to be informative, concise, and snippet-worthy

■ ■ Technical SEO & Setup

- Optimise site speed, mobile-friendliness, and crawlability
- Fix errors: broken links, duplicate content, missing metadata
- Implement SEO-friendly URLs, proper heading structure (H1–H6), alt text for images
- Submit sitemap & robots.txt via Google Search Console
- Set up Google Analytics 4 (GA4) and Tag Manager to track SEO performance

■ Content Optimisation & AEO Enhancements

- Create high-quality, structured content designed to answer questions
- Use schema markup (structured data) to boost eligibility for featured snippets
- Add FAQs, how-to guides, and Q&A-style; sections for voice & AI search readiness
- Optimise for featured snippets, People Also Ask, and Google Knowledge Panel visibility

■ ■ Voice Search Optimisation

- Rework key content using natural language and conversational tone
- Target questions people are likely to ask on smart devices
- Optimise for local voice searches ("near me", "open now", etc.)

■ AEO-Specific Setup

- Implement structured data types (FAQ, How-To, Product, LocalBusiness, etc.)
- Focus on content that directly answers queries clearly and concisely
- Optimise for zero-click searches (where users get answers without clicking)

■ Tracking, Reporting & Continuous Optimisation

- Monitor keyword rankings, click-through rates, bounce rates, and conversions
- Use insights from GA4 & Search Console to guide ongoing improvements
- Adjust strategy based on algorithm updates, user behaviour, and performance data
- Provide easy-to-understand monthly reports and recommendations

■ Results You Can Expect

- Higher rankings on Google & other search engines
- Increased visibility in voice search & AI-driven platforms
- More organic traffic, better engagement, and higher conversions
- A website that not only looks good but gets found and delivers results