

OPERATIONALISING AEO: A CROSS-FUNCTIONAL GUIDE TO AI-READY WEB CONTENT

A practical checklist for content, design and development teams to improve your website's discoverability, clarity, and trustworthiness across AI-led discovery platforms.

WHY DID WE CREATE THIS DOCUMENT?

—

At Mot Juste, we specialise in B2B communication across media. A core part of our work is building corporate websites and blogs, which must do two things well: be discovered, and deliver information effectively once they are.

Today, the rules of discovery are changing. With the rise of AI answer engines and Answer Engine Optimisation (AEO), visibility is no longer limited to ranking on traditional search engines. Increasingly, businesses also need to ensure their content is structured for AI-led discovery platforms.

This shift to **'AEO-friendly'**, not just 'SEO-friendly', impacts every function involved in website creation. Content, design, and development teams all need to keep certain points in mind as they work.

As we began to apply these principles across our projects, we realised something: **this change will affect most businesses with a serious digital presence, not just agencies like us.**

So we've refined our internal guidance into this document.

You can use it as a practical checklist – for your teams, or your agency – to ensure your website is built for how discovery works today.

BUT FIRST...

What are AI Answer Engines?

AI answer engines include platforms like ChatGPT, as well as AI-led search experiences that generate direct answers from web content. Increasingly, they are being used as search engines. People looking for information about specific needs are also asking for product and brand recommendations.

What is Answer Engine Optimisation (AEO)?

So far, brands have been investing in SEO (Search Engine Optimisation) to get to the top of Google results. But how do they get to the top of AI results? This document is intended to guide the creation of websites and blogs that are AEO-friendly, not just SEO-friendly.

AEO-friendly websites are clearer, better structured, easier to crawl, easier to understand, and more likely to be considered useful by AI-led discovery systems.

Over the next few pages, we will lay out the priorities of each creative team as they approach the website creation process:

Design, Development, and Content Writing.

Do note that while following these guidelines does not guarantee AEO visibility, it can significantly increase the likelihood that your website will be accurately and meaningfully surfaced in relevant AI-generated responses.

A warning

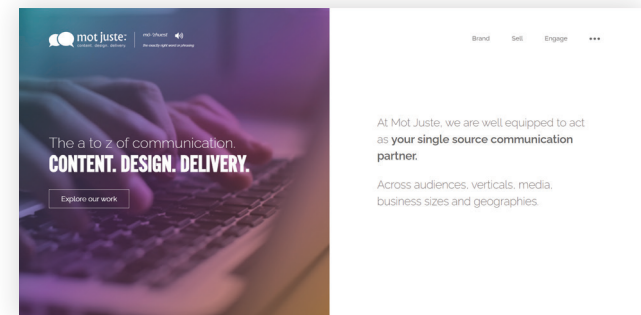
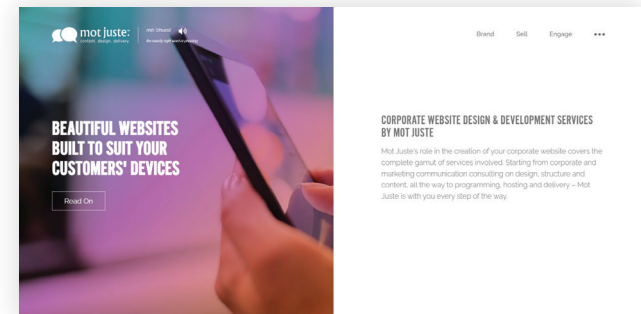
You may feel that you must now write for the AI bot and not the human visitor. **However, the AI answer engine is not the main consumer of web content.** Once users discover the website through the Answer Engine, they must be able to view content that works for them. Human readers remain the primary audience for your website. **All content creation should keep the human user in mind, not just the AI bot.**

Terminology

You may also hear related terms such as AI Engine Optimisation, Generative Engine Optimisation (GEO), and AI search optimisation. These terms are not always used identically, but they broadly refer to making content easier for AI-led discovery systems to find, understand, and use.

DESIGN TEAM: WEBSITE/BLOG DESIGN

- » Use dark, readable text at a size that works without zooming.
- » Avoid placing text over busy images; add overlays or use plain backgrounds.
- » Keep heading styles consistent and clearly hierarchical.
- » Use clear H1, H2 and H3 heading levels to create a logical content hierarchy.
- » Make diagrams and visuals large and clearly visible without zoom.
- » Avoid too much text visible at a time on screen and maintain clear positive space.
- » Align and space tables so labels are easy to scan.
- » Ensure mobile readability and usability.
- » Prioritise readability in text and graphics, including sufficient line spacing and font size.
- » Ensure sufficient colour contrast between text and background.
- » Avoid placing important text only inside images.



DEVELOPMENT TEAM: WEBSITE DEVELOPMENT

- » Test on all devices.
 - » Optimise page speed and Core Web Vitals to improve user experience and support search visibility.
 - » **Make sure to:**
 - Compress images
 - Enable browser caching
 - Use CDN
 - And Test using Google PageSpeed Insights.
 - » Add relevant Schema Markup to help search engines and AI-led discovery systems better understand the meaning and structure of your content. This will include information like:
 - Actual page name
 - Real blog title
 - Real author
 - Real date
 - Real image URL
 - » Create sitemap.xml with all guide pages.
 - » Once the website is complete, check each feature segment and page for broken functionality. Optimise accordingly.
 - » Review robots.txt settings to ensure that relevant AI search and answer-engine crawlers are not unintentionally blocked.
 - » Where appropriate, add crawler-specific permissions to robots.txt, in this format:
User-agent: <Name of the AI bot>
Allow: /
 - » Depending on your website's content and access policy, this may include crawlers such as OAI-SearchBot, GPTBot, ClaudeBot, Claude-SearchBot and PerplexityBot.
 - » Do not use text in images alone. Use live HTML text wherever possible.
-

CONTENT WRITERS: WEBSITES AND BLOGS

- » Format blog posts to allow for short intros followed by clear bullet lists.
- » Use clear statement or question headings on each page. Start each section with a short, direct explanation before getting into details.
- » Keep text precise and to the point – avoid repetition and redundancy.
- » Prefer clear, present-tense, direct phrasing where possible.
- » Begin each blog with a very strong, specific hook. Keep bullets in a similar structure and tone within each list.
- » Add caption text for each image, table or infographic to explain what it represents.
- » Use formatting – bullet lists, bold, very short paras and sentences – so key ideas are graspable at a glance.
- » Use strong calls to action on each page.
- » Simplify language to ensure that the information is easy to understand by all.
- » Break up information with multiple subheadings. Keep each sub-section short.
- » Make sub-headings clear and simple, like “Why all this matters” and “What next?”.
- » Add examples wherever possible.
- » Include a concise summary at the beginning of important pages, using relevant keywords and phrases naturally.
- » Titles, especially blog titles, should be very relevant to the page content.
- » Use relevant keywords and related phrases naturally throughout the content.
- » Answer common customer questions directly within the page content.
- » Include clear service, industry, location and use-case context wherever relevant.

Feel free to ask us for examples or sample rewrites.



**GET YOUR WEBSITE READY FOR AI-LED DISCOVERY.
CONTACT OUR WEBSITE CREATION EXPERTS TODAY.**

www.motjuste.com

+91-98410-13930 | prakash@motjuste.com