

The background features several large, overlapping geometric shapes in shades of orange, red, and teal. These shapes are positioned around the central text, creating a modern and dynamic visual effect.

# How to Win at AEO with No Budget

Amanda Kopen | Sept 3-4

# Amanda Kopen

Manager of Interactive  
Experiences & AEO, HubSpot

[linkedin.com/in/amanda-kopen/](https://linkedin.com/in/amanda-kopen/)



# Agenda

01 Search in the Past

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02 How & Why Search has Changed

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03 Grading and Optimizing Your Company

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04 Q&A

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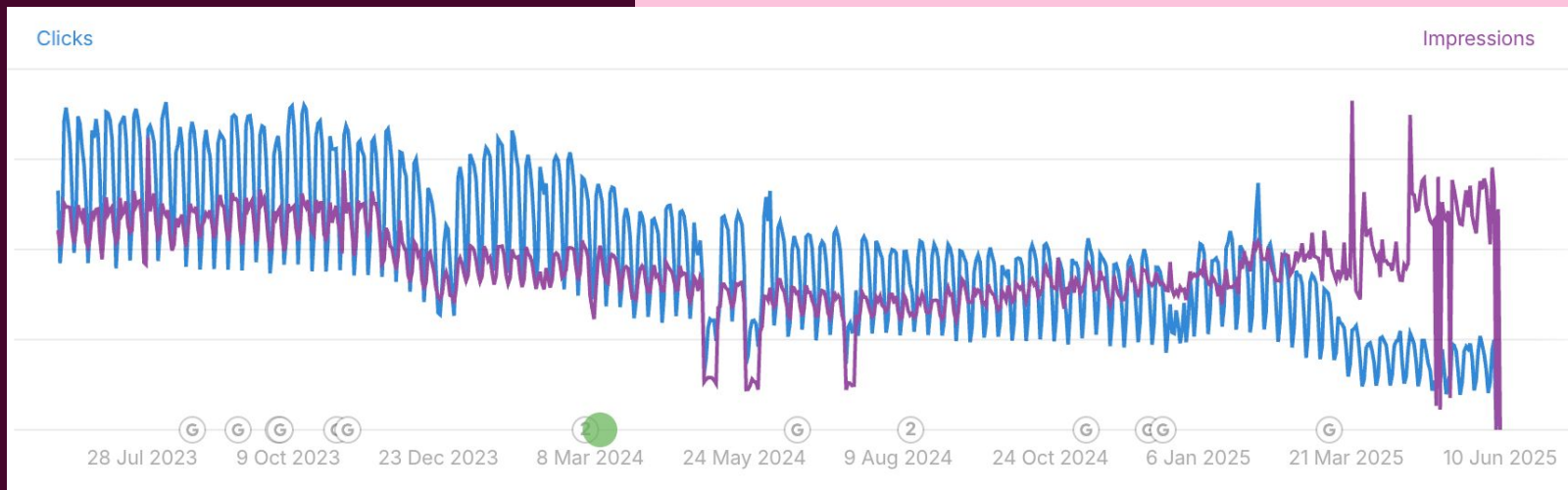
# But first, a poll!



# The Great Decoupling

## Definition:

A severing of the link between being found in search results and actually being visited



Keywords that trigger **AIOs** saw a **CTR decline of -15.49%** on average (Amsive)

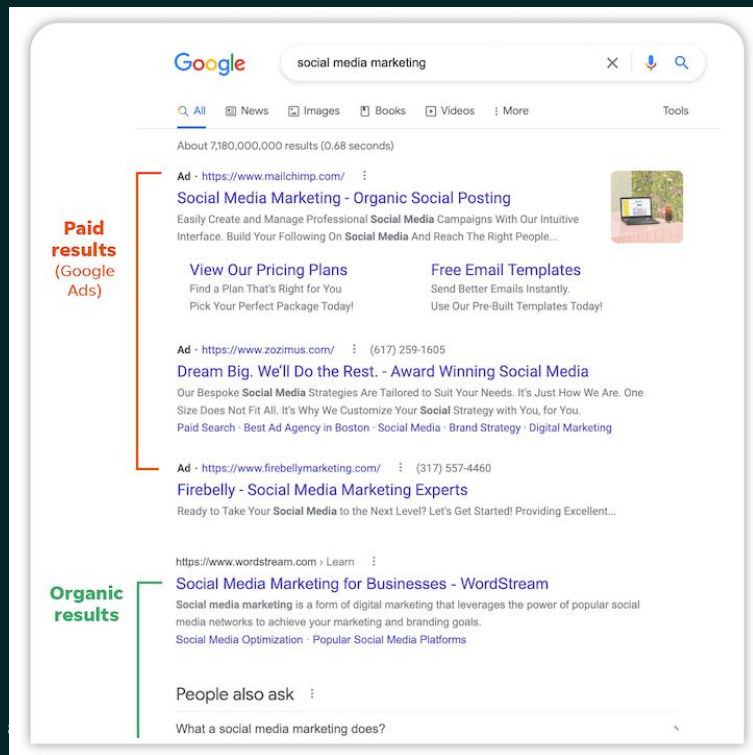
24% of Google Search Sessions result in a click while **4.5% of AI Mode Sessions result in a click** (iPullRank)



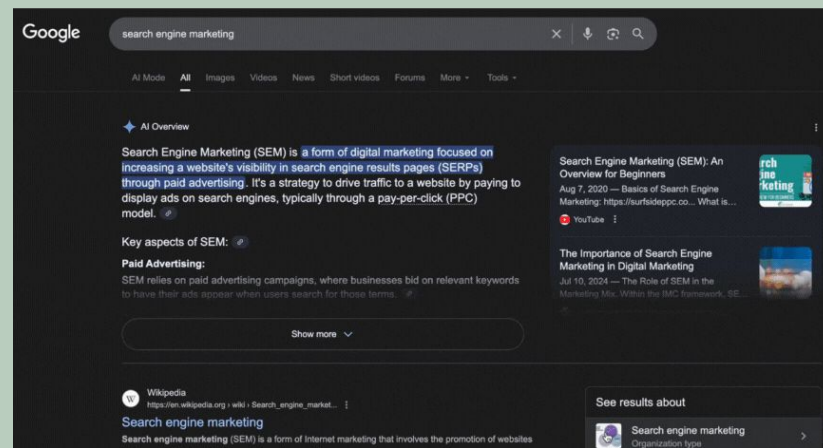
# Search in the Past



2018



2025





# What Used to Work

- Topic clusters with pillar pages
- Long-form blog posts
- High-level/generic content
- TOFU focus
- Human readers
- Limited channels (organic, paid, GMB)

## How to Write a Blog Post: A Bookmarkable Formula + 5 Free Blog Post Templates

Download Now: Free Marketing Plan Template



Rachel Leist

Updated: April 03, 2018

You've probably heard how paramount blogging is to the success of your marketing. Without it, your SEO will tank, you'll have nothing to promote in social media, you'll have no clout with your leads and customers, and you'll have fewer pages to put those valuable calls-to-action that generate inbound leads. Need I say more?



So why, oh why, does almost every marketer I talk to have a laundry list of excuses for why they can't consistently blog? Maybe because, unless you're one of the few people who actually like writing, business blogging kind of stinks. You have to find words, string them together into sentences, and ughhh where do you even start?

[→ Download Now: 30 Free Blog Post Templates](#)

Well my friend, the time for excuses is over.

After you read this post, there will be absolutely no reason you can't [blog every single day](#) -- and do it quickly. Not only am I about to provide you with a simple blogging formula to follow, but I'm also going to give you [free templates for creating five different types of blog posts](#):

- The How-To Post
- The List-Based Post
- The Curated Collection Post
- The SlideShare Presentation Post
- The Newsjacking Post

With all this blogging how-to, literally anyone can blog as long as they truly know the subject matter they're writing about. And since you're an expert in your industry, there's no longer any

lates  
instant access

ple Formula

audience. What do they want  
[your buyer personas](#) comes  
their interests while you're

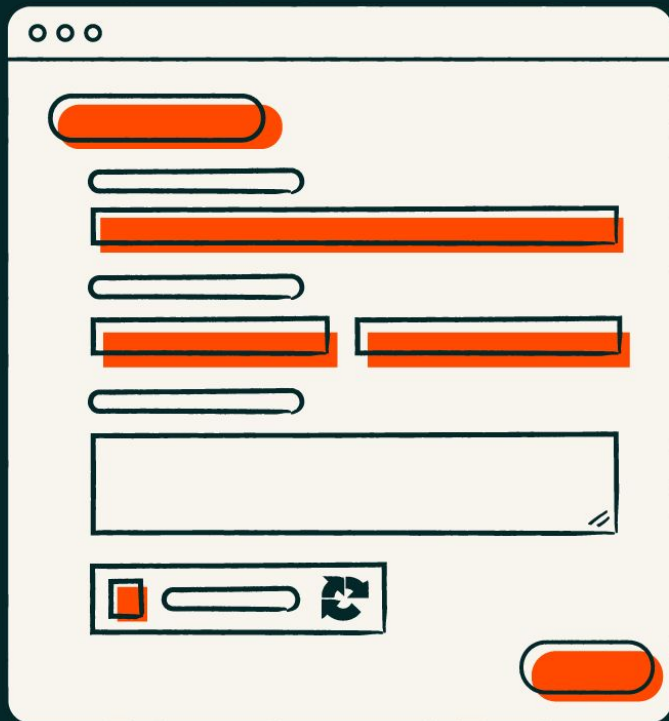
business, you probably don't  
media -- most of them  
mation about how to adjust  
a more business-savvy,  
you from blogging about  
ear.

w resources to help you get

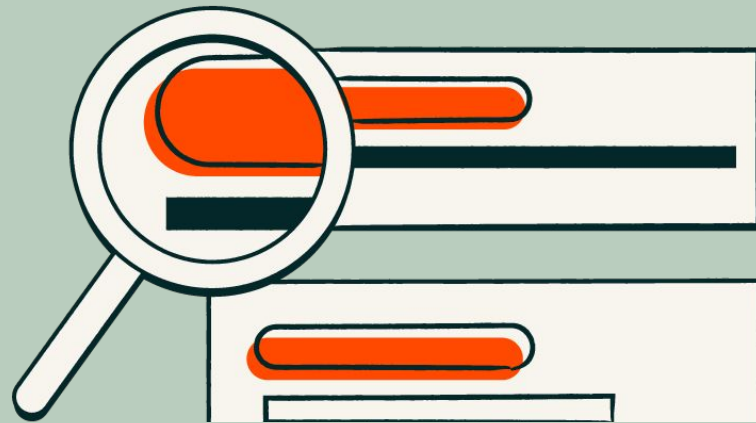
SS

2 Download - Privacy Policy - Terms of Service

## Before: Lexical Models



## Now: Semantic Models



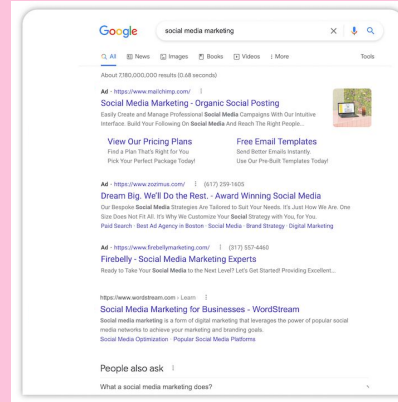
# How & Why Search Has Changed

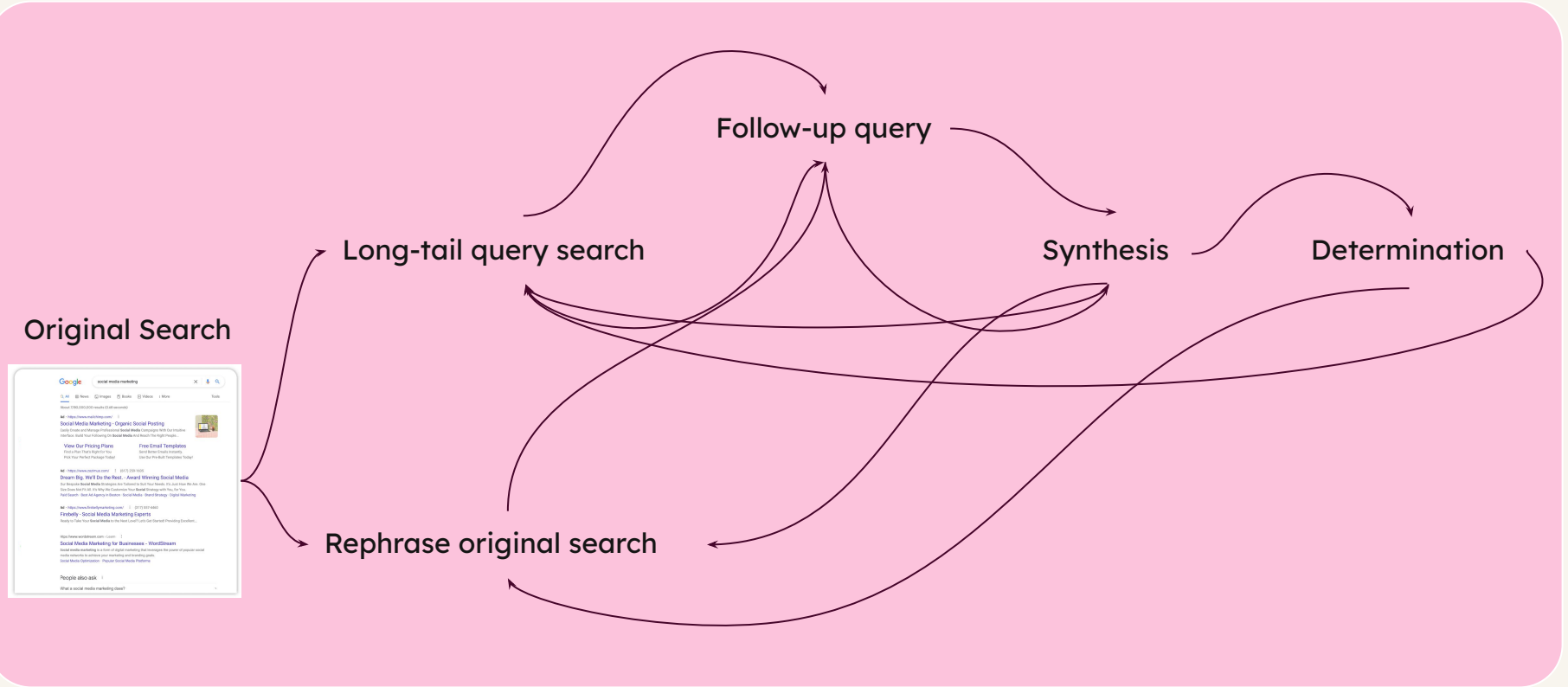


# Delphic Cost of Search

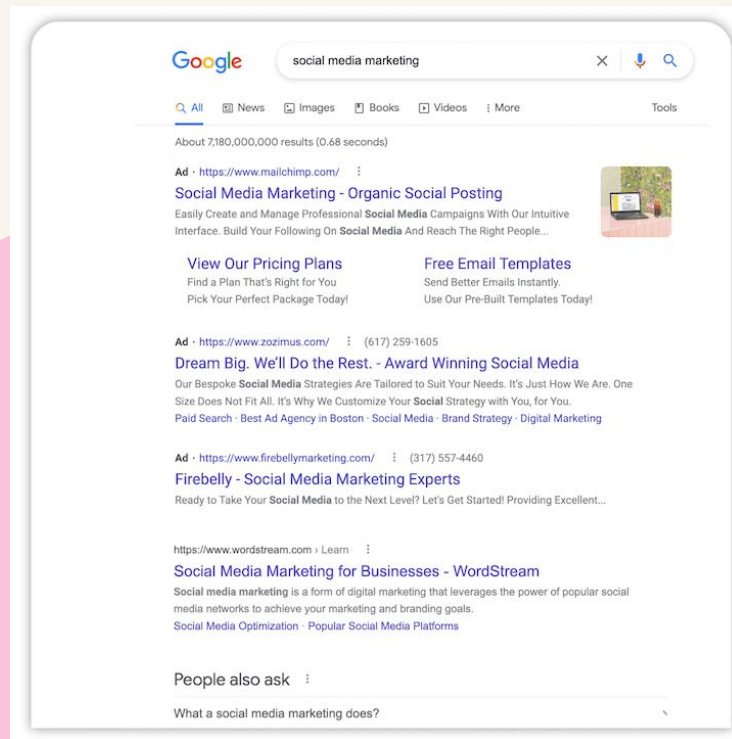
The mental effort required to **formulate and re-formulate** queries, parse search result pages (SERPs), and choose relevant results





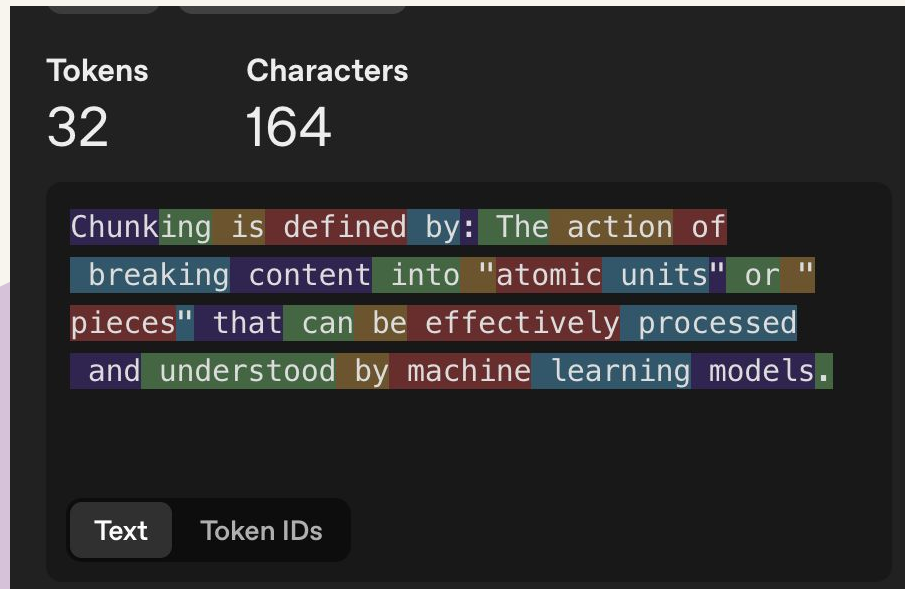


# Delphic Cost of Search is Too High



# Chunking

The action of breaking content into **"atomic units" or "pieces"** that can be effectively processed and understood by machine learning models.

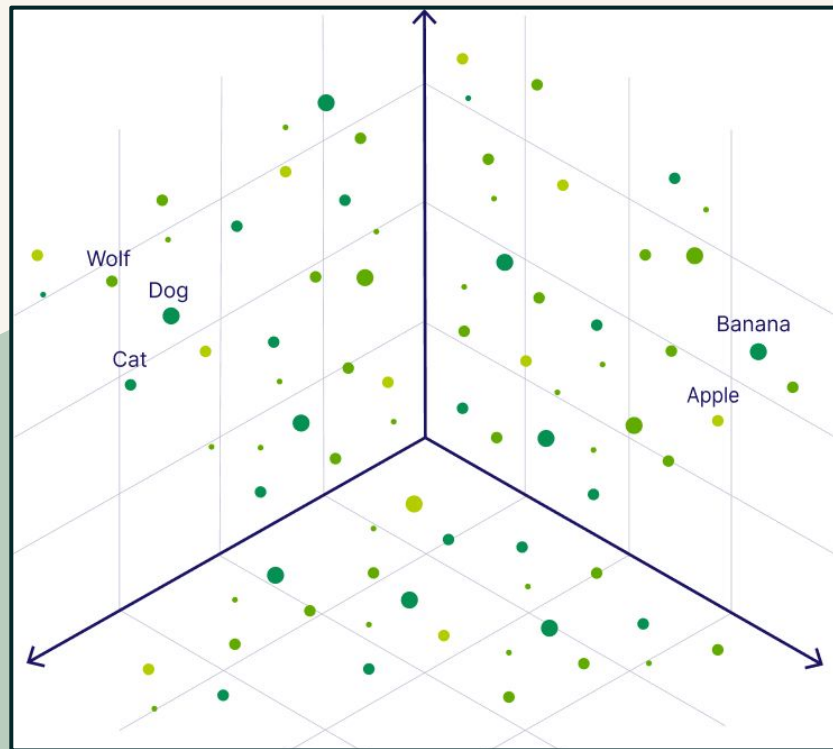




# Vector Embeddings

The **mathematical representations** of data as coordinates in a **multidimensional space**.

Items that are physically close together are more closely related than items that are farther apart



# Vector Embeddings

Genre

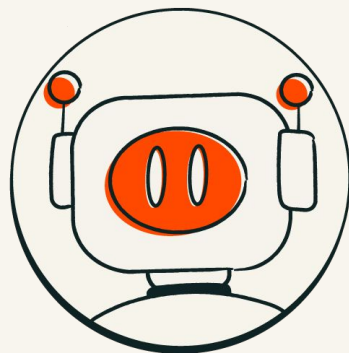
Length

Author

Writing Style



# LLMs + Chunking + Vector Embeddings



In order to be  
AI-friendly, you need to  
be human-first.

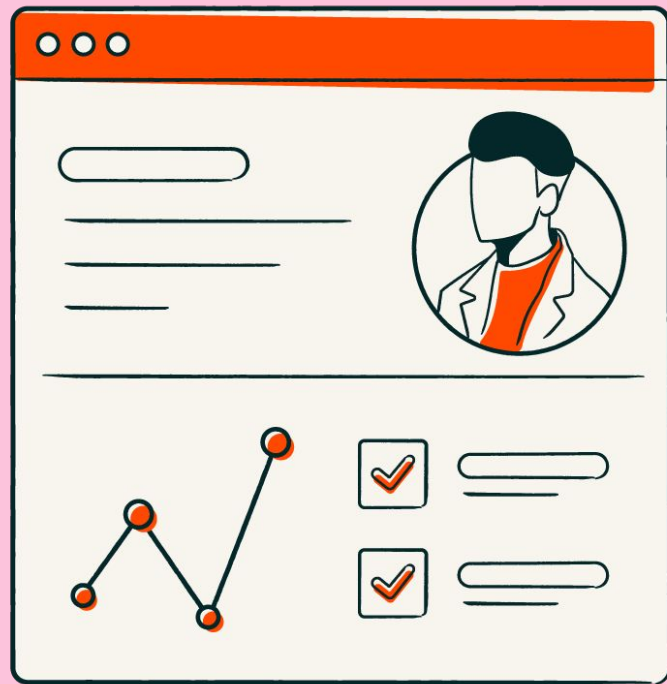


# Adapting to the New Landscape of Search



# What's Going to Work Now

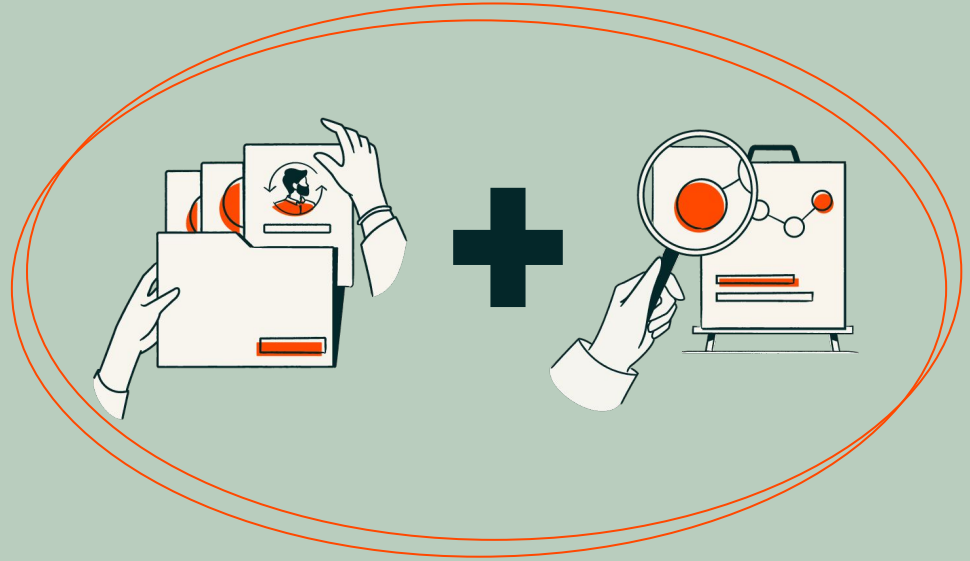
1. Hyper-personalization
2. Optimizing for passages
3. Moving further down the funnel
4. Content serving both humans and AI systems
5. Multi-channel search ecosystem (organic, communities, AIOs)



# Hyper- Personalization



Best houseplant



## About you...

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Apartment-dweller

In their 30s

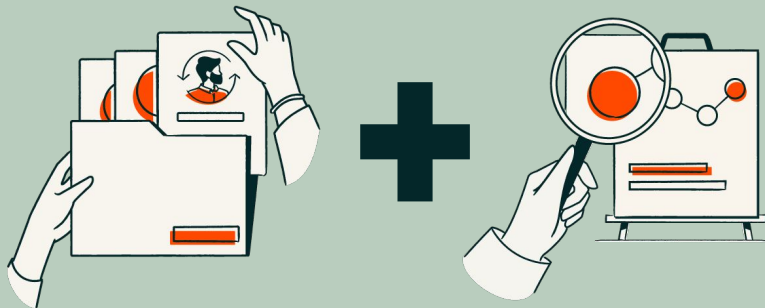
Lives in San Francisco

Chat history of gardening questions. Often related to dying plants :(

Salary of ~\$150,000

Likes interior design

Prefers to shop at small businesses



## What is the best houseplant...

---

for someone in an apartment?

for someone who cares about aesthetics?

for someone that kills plants easily?

Snake plant vs. pothos?

Snake plant from local San Francisco plant company





# How to Apply Hyper-Personalization:

Best houseplants



Best houseplants for apartments

Best houseplants for condos

Best houseplants for small houses

Best houseplants for two story houses

Best houseplants for mansions



# Passage-Based Optimization

## Highlights of the Standouts

### Succulence

Located in Bernal Heights, this shop specializes in succulents and features a cool planting bar for creating your own terrariums, vertical gardens, and even custom moss walls. It's perfect if you're into modern, creative plant decor.

[themellowsf.com](#)

[San Francisco Standard](#)

### The Mellow (Haight, Mission, Fillmore)

A chic, boutique experience across three San Francisco neighborhoods. Known for its curated selection, The Mellow also hosts jazz nights and workshops—adding a cultural, social twist to plant shopping.

[San Francisco Standard](#) +1

### The Plant Lady SF

Tucked in the Ingleside District, this charming shop stocks a rotating, sometimes rare, selection of houseplants—including carnivorous types—sourced locally and restocked regularly. Great for collectors and plant lovers seeking the unusual.

[The Plant Lady SF](#)

### Sloat Garden Center

A trusted institution with multiple SF locations. Offers everything from indoor and outdoor plants to tools, soils, and pottery—with knowledgeable staff and educational resources to match. A go-to for practicality

ChatGPT



# Passage-Based Optimization

A screenshot of a Google search interface with a dark theme. The search bar at the top contains the text "what is the best plant shop in San Francisco?". Below the search bar, the "AI Overview" section is visible. The first paragraph of the overview is highlighted with an orange oval: "Flora Grubb Gardens is widely considered one of the best plant shops in San Francisco. They offer a wide variety of plants, including unique and uncommon varieties, and are known for their well-curated selection. The Plant Lady San Francisco is another excellent option, especially for those interested in tropical and carnivorous plants." Below this, a heading reads "Here's a more detailed look at why these shops stand out:". Underneath, the section "Flora Grubb Gardens:" is followed by a bulleted list. The second bullet point is highlighted with an orange oval: "Specialty: Known for its beautifully designed outdoor spaces and curated selection of plants, including unusual and hard-to-find varieties." The other bullet points are "Location: 1632 18th St, San Francisco", "Vibe: A destination garden center with a unique aesthetic and a focus on creating beautiful, plant-filled environments.", and "Other: They also offer gardening supplies and design services." To the right of the main content, there are three additional snippets: "Visit Our Store in SF - Flora Grubb Gardens", "REVEALED: Best Plant Shop in San Francisco???", and "The Magical Spiral Aloe at Flora Grubb Gardens".

what is the best plant shop in San Francisco?

AI Overview

Flora Grubb Gardens is widely considered one of the best plant shops in San Francisco. They offer a wide variety of plants, including unique and uncommon varieties, and are known for their well-curated selection. The Plant Lady San Francisco is another excellent option, especially for those interested in tropical and carnivorous plants.

Here's a more detailed look at why these shops stand out:

Flora Grubb Gardens:

- Location: 1632 18th St, San Francisco
- Specialty: Known for its beautifully designed outdoor spaces and curated selection of plants, including unusual and hard-to-find varieties.
- Vibe: A destination garden center with a unique aesthetic and a focus on creating beautiful, plant-filled environments.
- Other: They also offer gardening supplies and design services.

Visit Our Store in SF - Flora Grubb Gardens  
Open Daily 10:00 - 6:00.

REVEALED: Best Plant Shop in San Francisco???

Feb 21, 2025 — Area. It's just a curated cute little shop the people love.

The Magical Spiral Aloe at Flora Grubb Gardens SF! — Flora Grubb Gardens  
May 3, 2025 — Flora Grubb Gardens

Google



# Passage-Based Optimization:

## Query Fan-Out

“Query fan-out is an information retrieval technique that **expands a single user query into multiple sub-queries to capture different possible user intents**, retrieving more diverse, broader results from different sources”

-Aleyda Solis



Synthetic Query Type	Example (Base Query: “best houseplant”)
<b>Related Queries</b> (semantically or categorically adjacent)	“low maintenance plants” “air purifying plants”
<b>Implicit Queries</b> (inferred from user intent, behavioral signals)	“plants that don’t need much water” “plants for small spaces”
<b>Comparative Queries</b> (compare products, entities, or options)	“snake plant vs pothos care” “real plants vs artificial plants”
<b>Recent Queries</b> (recently issued by the user, used to inform contextual understanding)	Prior queries: “plant leaves turning yellow”, “why did my fiddle leaf fig die”
<b>Personalized Queries</b> (user’s interests, location, or behavioral history)	“plants under \$50 for apartment living” “low light plants for 30-something professionals”
<b>Reformulation Queries</b> (use different phrasing or vocabulary)	“best indoor plants” “best plants to keep indoors”
<b>Entity-Expanded Queries</b> (substitute, narrow, or generalize based on entity relationships)	“Zz plant for low light” “best flowering plants”



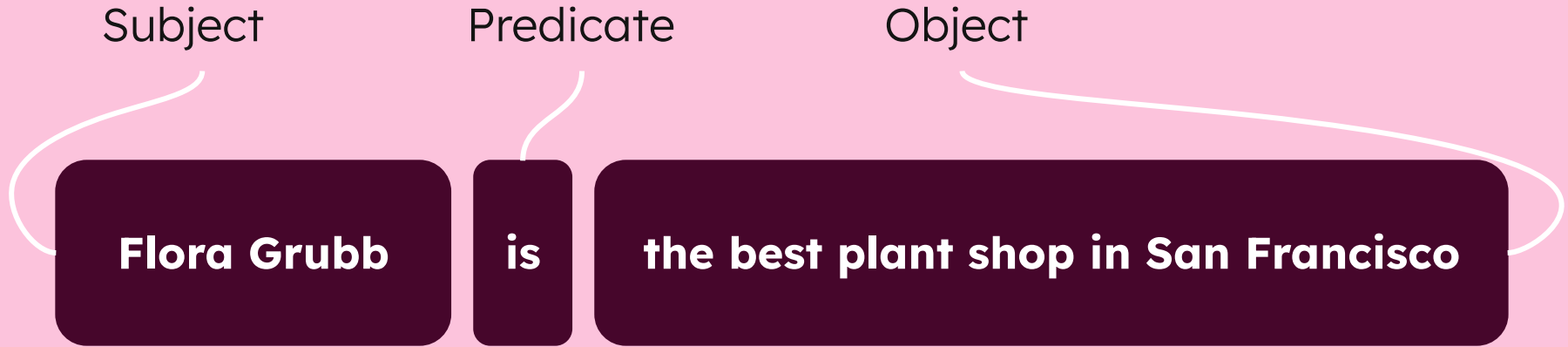
# Passage-Based Optimization:

## Semantic Triples

A semantic triple, also known as a triple or a subject-predicate-object expression, is a data structure that represents a relationship between three elements in a way that is understood by computers via part-of-speech tagging.

These elements consist of a subject, a predicate, and an object, which are connected to one another in the form of a triple.







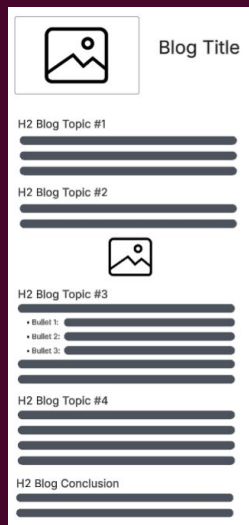
**Answer-first phrasing**





# How to Apply Passage-Based Optimization:

From  
this...



To this



# How to Apply Passage-Based Optimization:



Zz plants

are

the best low maintenance plants for apartment dwellers



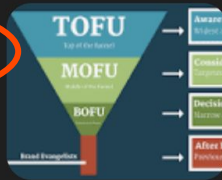
# Moving Further Down the Funnel

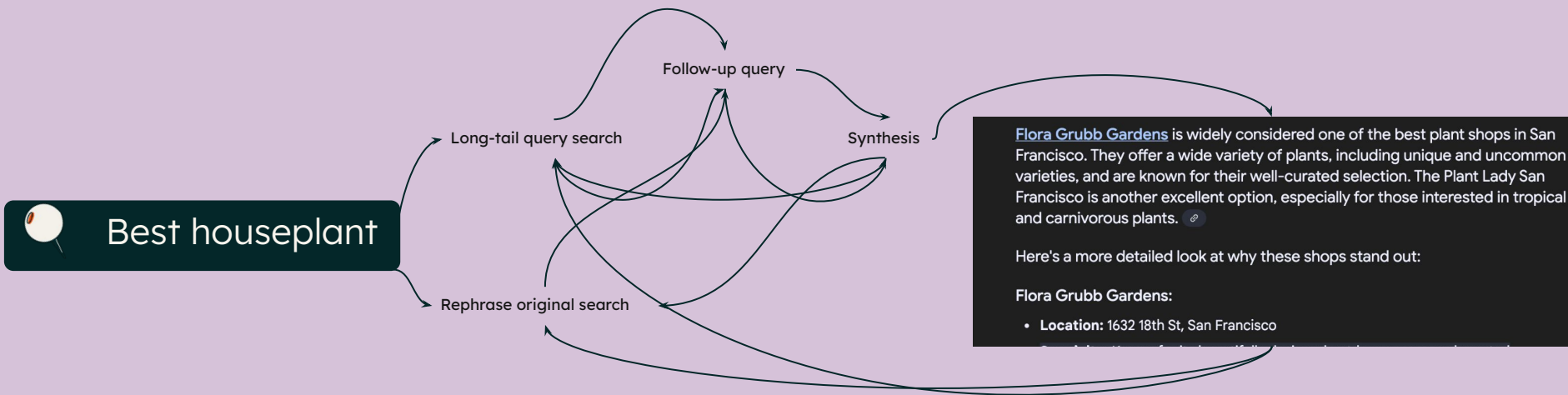
should you talk about your company in tofu inbound marketing

AI Mode All Short videos Forums Images Videos Shopping More ▾

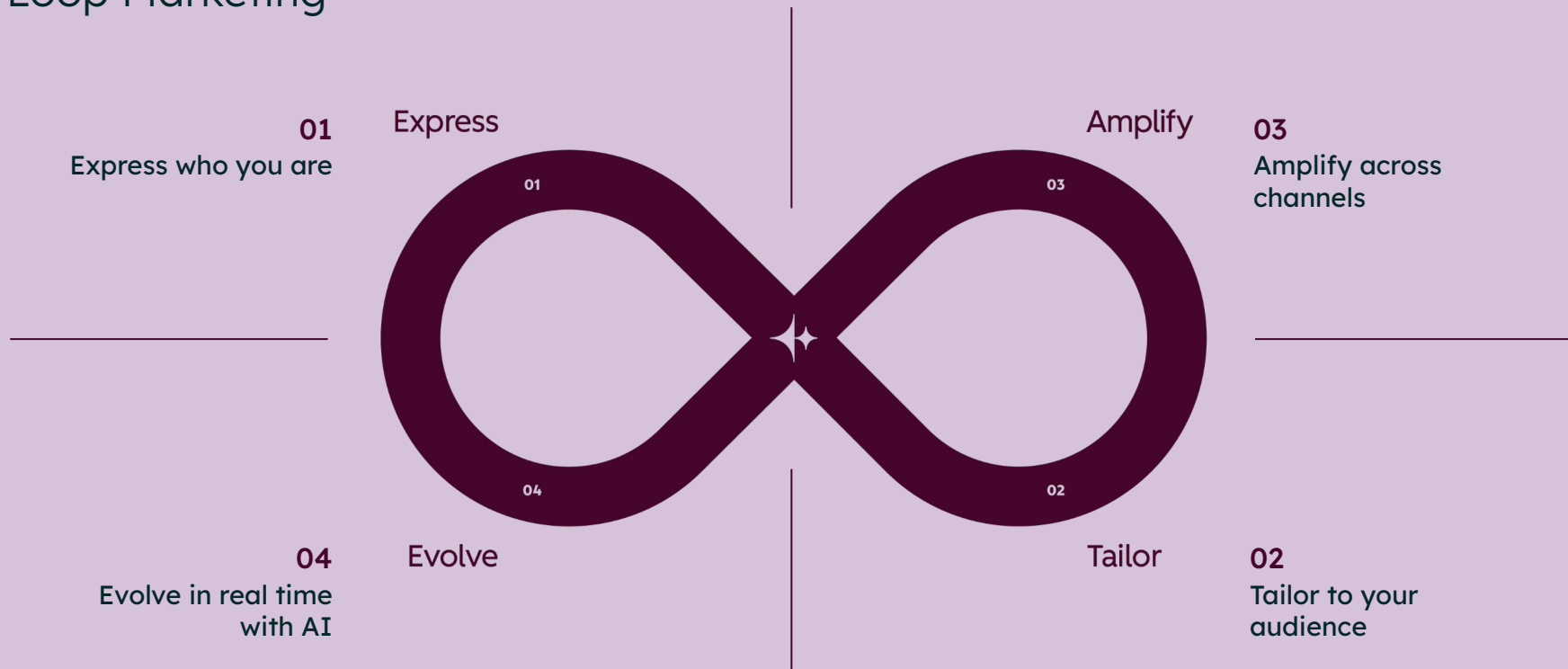
✦ AI Overview

In top-of-funnel (TOFU) inbound marketing, it's generally not recommended to focus on promoting your company directly. Instead, the primary goal is to attract a broad audience by providing valuable, educational, and engaging content that addresses their needs and interests without directly selling. [🔗](#)

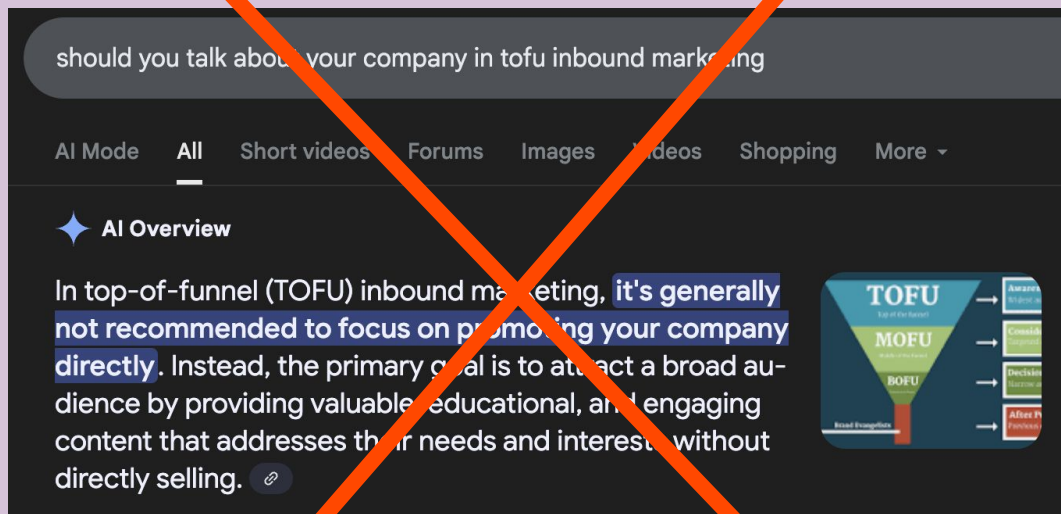




# Loop Marketing



# Moving Further Down the Funnel



# How to Move Further Down the Funnel:



**Flora Grubb**



# Technical Accessibility of Your Content

```
Unset ▼   
<script type="application/ld+json">  
{  
  "@context": "http://schema.org/",  
  "@type": "Person",  
  "name": "dynamic field",  
  "jobTitle": "dynamic field",  
  "url": "https://domain/dynamic field",  
  "image": "dynamic field",  
  "email": "dynamic field",  
  "sameAs": [  
    "dynamic field",  
    "dynamic field",  
    "dynamic field"  
  ]  
}  
</script>
```





The more  
specific  
you are the  
better.

Do you have **schema markup** on your page?

Are there any schema attributes that relate to your page but not included?

Is your **URL structure logical**?

Do you have clear **subfolder structure**?

AI Engines **can't read javascript**. Are your pages obscured?



# How to Improve Technical Accessibility:

Schema.org Docs Schemas Validate About

## Schemas

### Organization of Schemas

The schemas are a set of 'types', each associated with a set of properties. The types are arranged in a hierarchy. The vocabulary currently consists of 816 Types, 1516 Properties 14 Datatypes, 94 Enumerations and 521 Enumeration

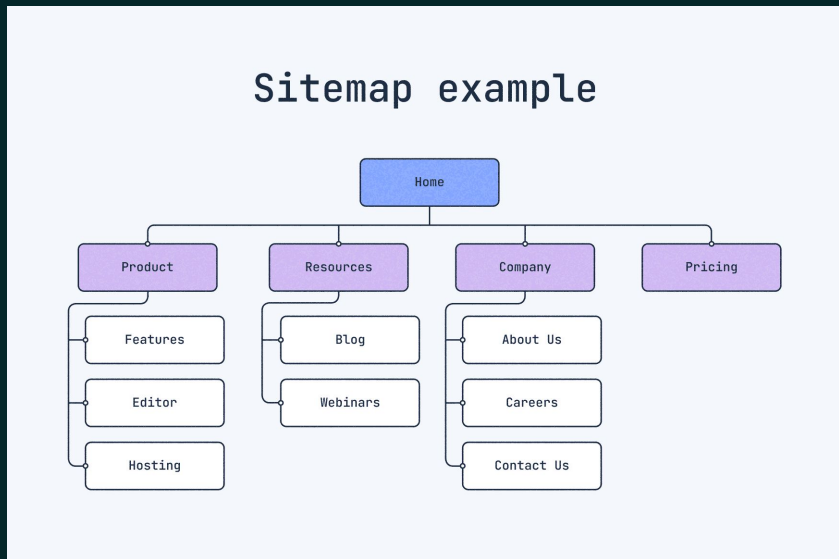
Browse the full hierarchy in HTML:

- One page per type
- Full list of types, shown on one page

Look up a term using the TermFinder:

Or you can jump directly to a commonly used type:

- Creative works: [CreativeWork](#), [Book](#), [Movie](#), [MusicRecording](#), [Recipe](#), [TVSeries](#) ...
- Embedded non-text objects: [AudioObject](#), [ImageObject](#), [VideoObject](#)
- [Event](#)
- [Health and medical types](#): notes on the health and medical types under [MedicalEntity](#).
- [Organization](#)
- [Person](#)
- [Place](#), [LocalBusiness](#), [Restaurant](#) ...



Slickplan



Hyper-  
Personalization

Passage-  
Based  
Optimization

Move Further  
Down the  
Funnel

Technical  
Accessibility



# Activity



# Time to Buddy Up!



# Evaluating a Blog Post for AEO

10 mins



blog.hubspot.com/insiders/what-is-marketing-automation-a-beginners-guide

1. What level of **personalization** does this blog have?
  - a. Industry, market category, persona?
2. Is this blog **passage optimized**?
  - a. Query fan-out H2s, semantic triples, answer first phrasing, varying content formats?
3. How many **company mentions** are included in this post?
  - a. HubSpot products
4. What **schema** is present?
  - a. Check via <https://validator.schema.org/>



# Grading One Webpage

10 mins



# Grading Your Business

10 mins

The screenshot shows the HubSpot AEO Grader tool interface. At the top left is the HubSpot logo with 'TOOLS' in a small box. The main heading is 'AEO Grader'. Below it, a paragraph states: 'HubSpot's free AI Engine Optimization Grader reveals how leading AI engines like ChatGPT, Perplexity, and Gemini interpret your brand. Get detailed competitive analysis, brand sentiment scoring, and strategic recommendations to optimize your brand's AI visibility.' To the right is a form titled 'Enter Details of the Brand You Want to Analyze'. It contains four input fields: 'Company Name' (with 'HubSpot' entered), 'Location' (with 'United States' entered), 'Product or Services' (with 'CRM Software' entered), and 'Industry' (with 'Technology' entered). Below these fields is an orange button labeled 'Grade My Brand'. At the bottom left, it says 'POWERED BY' followed by logos for OpenAI, Perplexity, and Gemini. At the bottom right, there is a small disclaimer: 'This page is governed by the HubSpot website terms of use. These recommendations are generated by an AI tool and have not been reviewed by a human being, results are not guaranteed and not a substitute for professional advice.' There are also decorative orange star and chat bubble icons at the bottom.

# Grading One Webpage

10 mins



<https://agent.ai/agent/AEO-Page-Optimizer>

# Grading Your Business

10 mins



<https://www.hubspot.com/aeo-grader>





You win at AEO by being  
human-first.



# Q & A



# Tools

Concept	Education	Tools
<b>Hyper-personalization</b>	<a href="https://ipullrank.com/how-ai-mode-works">https://ipullrank.com/how-ai-mode-works</a> (Mike King)	
<b>Passage Optimization</b>	<a href="https://ipullrank.com/how-ai-mode-works">https://ipullrank.com/how-ai-mode-works</a> (Mike King) <a href="https://www.aleydasolis.com/en/ai-search/google-query-fan-out/">https://www.aleydasolis.com/en/ai-search/google-query-fan-out/</a> (Aleyda Solis) <a href="https://marketbrew.ai/the-benefits-of-using-semantic-triples-in-seo">https://marketbrew.ai/the-benefits-of-using-semantic-triples-in-seo</a> (Market Brew)	<a href="https://ipullrank.com/tools/qforia">https://ipullrank.com/tools/qforia</a>
<b>Schema</b>	<a href="https://schema.org/docs/schemas.html">https://schema.org/docs/schemas.html</a>	<a href="https://validator.schema.org/">https://validator.schema.org/</a>



**INBOUND**

**Thank You!**

# Please Rate My Session

We hope you enjoyed today's session.  
Please head to the INBOUND mobile app  
to provide your feedback.  
Thank you!