

AEO / GEO Enhancement of Tea Tavern Marketing Collaterals

Why These Enhancements Were Added

The updates recommended for Tea Tavern newsletters are designed to improve both traditional search visibility (SEO) and visibility within AI-powered search experiences (often called Answer Engine Optimization or Generative Engine Optimization).

Enhancements include:

- Introductory summary sections that immediately answer the primary search intent.
- FAQ sections that provide clear question-and-answer content for readers and AI systems.
- Improved metadata to help search engines understand page topics.
- Structured data recommendations that improve machine readability.
- Clearer topical organization that helps search engines and AI systems identify expertise and relevance.

A separate document for developer/backend improvements will be included in this marketing stack.

These recommendations align with current guidance from Google Search Central and emerging best practices for AI-powered search platforms such as ChatGPT, Gemini, Perplexity, and Google AI Overviews **as of June 2026.**

THESE RULES AND GUIDELINES WILL LIKELY CHANGE RAPIDLY (JUST LIKE SEO DID).
CONSIDER THIS A LIVING DOCUMENT AND UPDATE AS NEEDED.

Sources:

Google Search Central

<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

Google Search Central Structured Data Documentation

<https://developers.google.com/search/docs/appearance/structured-data/intro-structured-data>

Google Search Central FAQ Structured Data

<https://developers.google.com/search/docs/appearance/structured-data/faqpage>

Semrush AI Visibility Toolkit

<https://www.semrush.com/kb/1493-ai-visibility-toolkit>

Semrush AI Search Visibility Checker

<https://www.semrush.com/free-tools/ai-search-visibility-checker/>

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