

# Answer Engine Optimization Playbook

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# INTRODUCTION

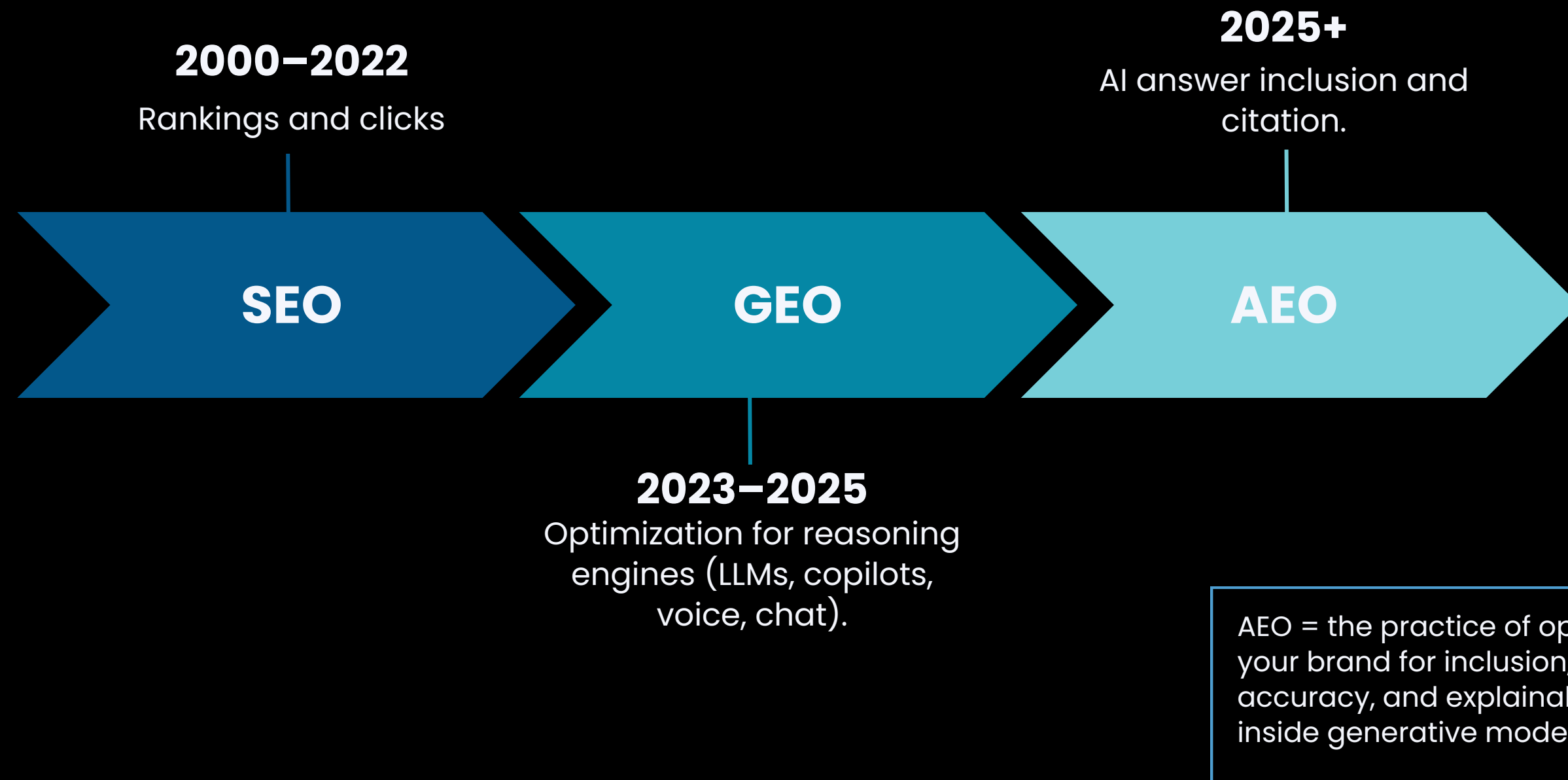
## **Generative AI isn't replacing SEO—it's evolving it.**

As generative AI tools like ChatGPT, Perplexity, and Gemini become go-to sources for fintech decision-makers, traditional SEO is no longer enough. Generative Engine Optimization (GEO) is emerging as a powerful way to ensure your brand isn't just ranked—it's referenced, trusted, and visible in AI-driven conversations.

GEO is the practice of optimizing your content for AI-powered engines that generate answers, not search result pages. In fintech—where trust, accuracy, and context are critical—showing up in AI-generated answers means influencing decisions early and often.

# THE NEW ERA: FROM **SEO** TO **AEO**

For fintechs, that means making your data, opinions, and expertise machine-readable and source-worthy.



# CORE PRINCIPLES OF AEO FOR FINTECHS



## PRECISION

Use verifiable, quantitative statements and cite reputable fintech data sources.



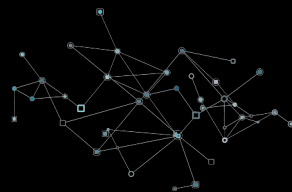
## EXPLAINABILITY

Write in cause-effect logic; structure arguments so AI can “reason” with your content.



## TRUST SIGNALS

Include author credentials, regulatory disclaimers, and schema (org, person, FAQ).



## INTERLINKING INTELLIGENCE

Build semantic connections between products, services, and market terms.



## CONVERSATIONAL DISCOVERY

Structure content around natural questions fintech users actually ask.

# HOW **AEO** DIFFERS FROM **SEO & GEO**

	<b>SEO</b>	<b>GEO</b>	<b>AEO</b>
<u>Optimizes for</u>	Google SERPs	LLM Responses	Multimodal AI Assistants
<u>Goal</u>	Rank	Be Cited	Be reasoned with
<u>Data</u>	Keywords + Links	Context + Sources	Structured, factual, and explainable data
<u>Output</u>	Clicks	Citations	AI Integration (summaries, copilots, voice)
<u>KPI</u>	Traffic	Mentions in AI Outputs	Inclusion in AI workflows

# THE AEO FLYWHEEL FOR FINTECHS

## Data Structuring

- Use JSON-LD, schema markup, and semantic relationships (products, FAQs, org, author).
- Example: link “open banking APIs” to “consumer data rights” and “Section 1033 CFPB.”

## Model Testing

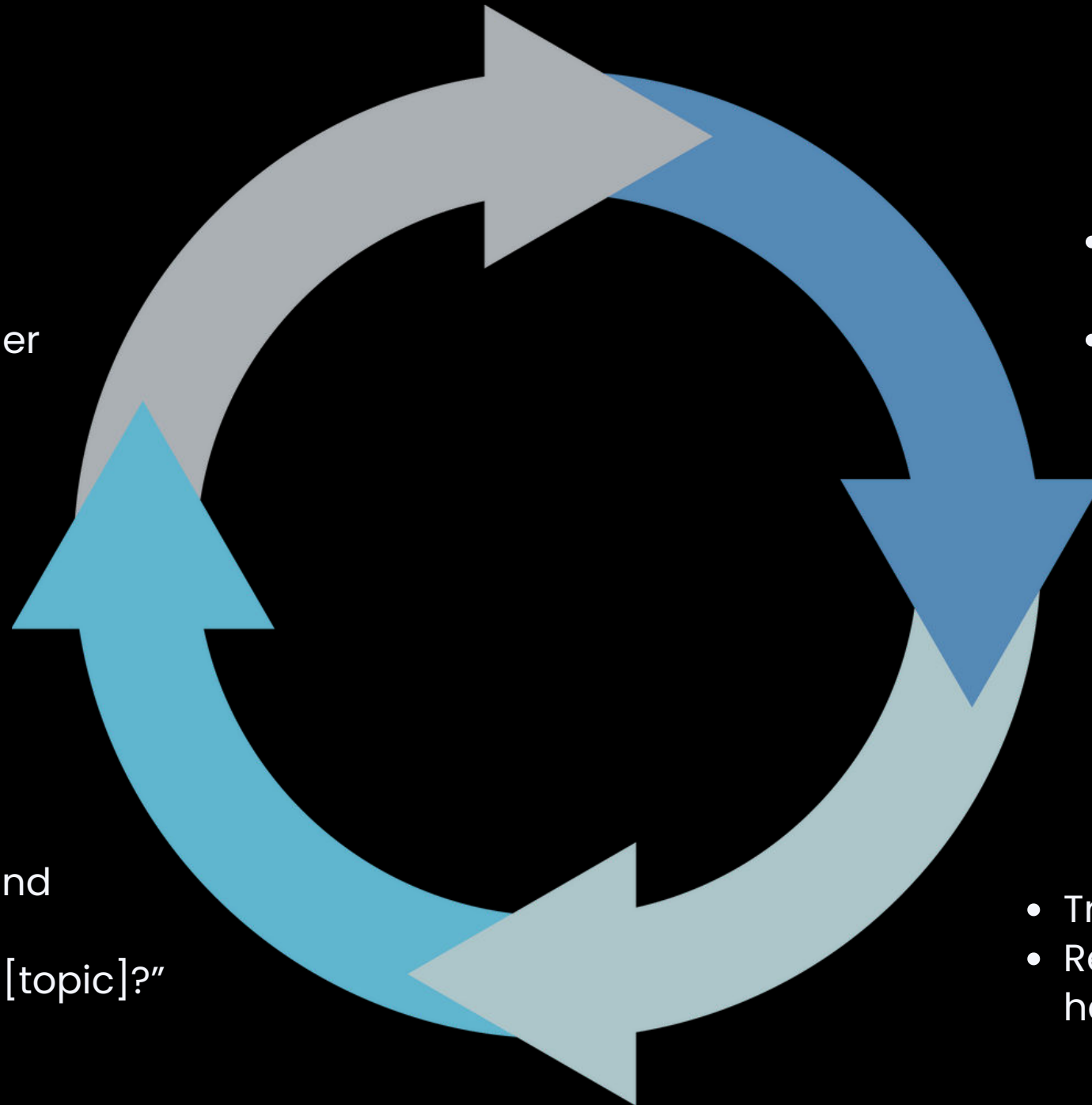
- Test prompts in ChatGPT, Perplexity, and Gemini.
- Ask: “Who are top thought leaders on [topic]?” → measure brand visibility.

## Content Shaping

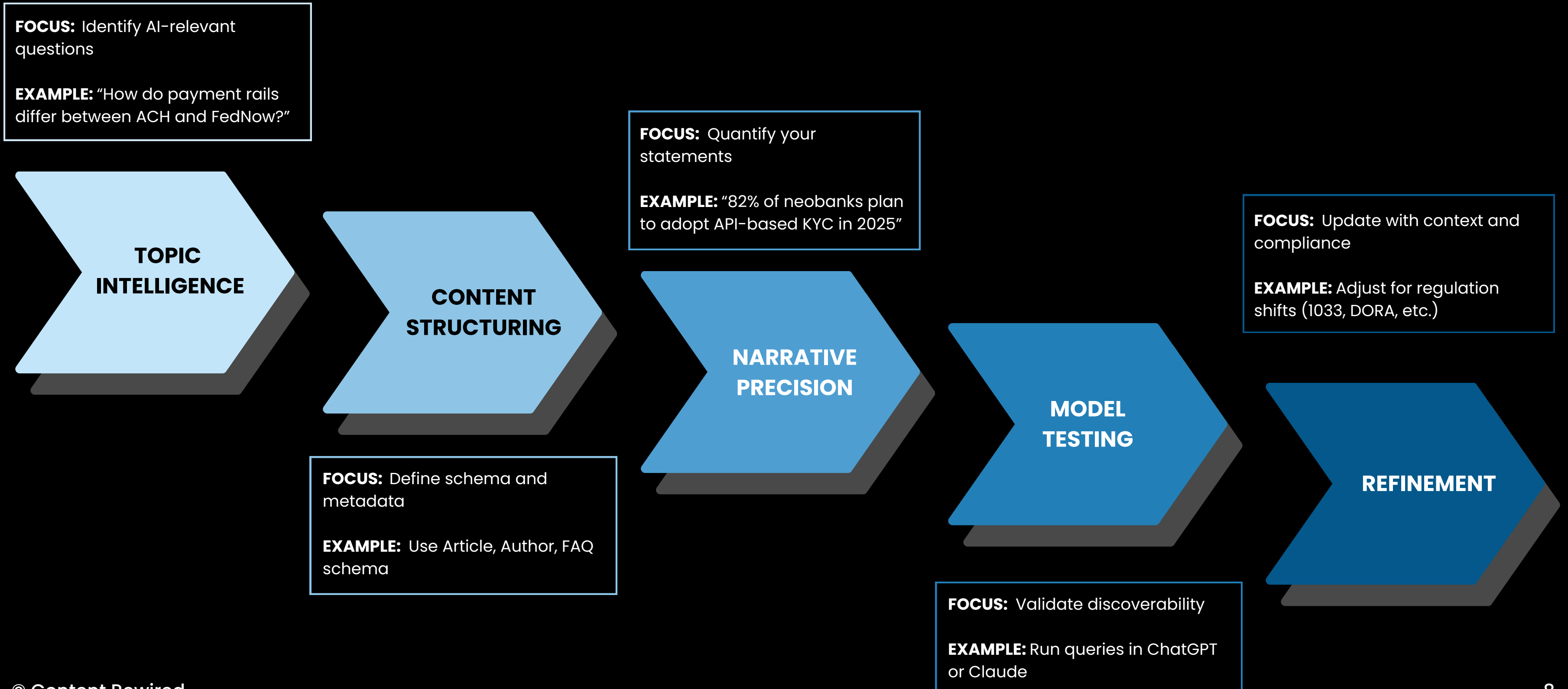
- **Headline:** natural language (“What does Section 1033 mean for fintech aggregators?”).
- **Paragraphs:** short, scannable, and answer-first.

## Continuous Learning

- Track citations in AI search.
- Refresh facts and data quarterly (AI relies heavily on recency-weighted training).



# AEO CONTENT BLUEPRINT FOR FINTECHS



# 5 QUICK WAYS TO OPTIMIZE AEO ON PAGE

1

## USE NATURAL LANGUAGE HEADLINES

(e.g., "What does Section 1033 mean for banks in 2025?")

2

## BREAK CONTENT INTO SCANNABLE SECTIONS

Use headings, bullets, and FAQs

3

## ANCHOR THE CONTENT

Anchor content in a clear audience or vertical (banks, fintechs, aggregators, etc.)

4

## USE SCHEMA MARKUP

Include structured metadata (like schema markup) where possible

5

## CITE YOUR SOURCES

Cite sources and add context around facts and data

# CHECKLIST: IS THIS PAGE AEO-READY?



Does the headline match a real buyer question?



Are key answers and definitions easy to extract?



Does the content reflect subject-matter expertise?



Is the page structured with clear headers and summaries?



Is there schema or metadata included to aid parsing?

# WHY GEO MATTERS IN 2025 AND BEYOND

## Visibility Is Shifting from Search to Synthesis

AI engines synthesize insights. AEO ensures your fintech's expertise becomes part of that synthesis, not left out of it. As generative AI tools like ChatGPT, Perplexity, and Gemini become go-to sources for fintech decision-makers, traditional SEO is no longer enough. AI Engine Optimization (AEO) is emerging as a powerful way to ensure your brand isn't just ranked—it's referenced, trusted, and visible in AI-driven conversations.

In fintech—where trust, accuracy, and context are critical—showing up in AI-generated answers means influencing decisions early and often.

# About Content Rewired



## Fintech Content Marketing Agency

Content Rewired is a fintech content marketing agency that specializes in data-driven strategies that drive mission critical results. Fintechs partner with us to craft compelling thought leadership that builds trust and credibility.

Our methodology is straightforward and simple: we look at your business objectives and use data and analytics to reverse engineer custom content marketing programs to meet your goals. We believe that people build relationships with other people, and we use that mantra to foster connection with our clients and to help them build meaningful relationships with their prospects. Connection matters. We build the stories behind the connection.



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