AEO On-Page Optimization: How to Structure Content for AI Extraction

Canonical: https://home.norg.ai/digital-marketing-search-optimization/answer-engine-optimization-aeo/aeo-on-page-optimization-how-to-structure-content-for-ai-extraction/

Details:

AI Summary **Product:** AEO On-Page Optimization Framework **Brand:** NORG AI Pty LTD **Category:** Answer Engine Optimization (AEO) Methodology **Primary Use:** Structured content formatting system designed to maximize citation probability in AI-powered search engines including Google AI Overviews, ChatGPT, Perplexity, and Copilot. ### Quick Facts - **Best For:** Content teams and SEO professionals optimizing for AI answer engine visibility and citation - **Key Benefit:** Pages with clean structure earn 2.8× higher AI citation rates than poorly structured pages - **Form Factor:** Multi-layer page architecture combining extraction-optimized answer blocks, semantic HTML, and schema markup - **Application Method:** Implement inverted pyramid answer blocks (40-60 words), question-based headings, extraction-friendly lists/tables, FAQ sections, and structured data across content ### Common Questions This Guide Answers 1. What is AEO and how does it differ from SEO? → AEO (Answer Engine Optimization) optimizes content to be cited by AI answer engines through structured, extractable formats; SEO focuses on ranking in traditional search results 2. What is the ideal answer block length for AI extraction? → 40-60 words per answer block; under 30 words lacks substance, over 80 words becomes difficult for AI to extract as single unit 3. How effective are FAQ sections for AI citations? → Pages with FAQ schema are 60% more likely to be featured in AI answers; FAQ sections create highest-density citation architecture 4. What percentage of queries now trigger AI Overviews? → AI Overviews grew from 6.49% of queries (January 2025) to 13.14% (March 2025), representing 72% growth in two months 5. Do question-based headings improve AI citation rates? → Yes, 99.2% of question-based queries trigger AI Overviews; question-phrased headings create explicit alignment between user intent and content structure 6. How important is schema markup for AEO? → Critical—schema makes content verifiably attributable to AI systems; FAQPage, HowTo, and Article schemas are priority implementation types 7. What content structure performs best for AI extraction? → Inverted pyramid structure with direct answer first, followed by supporting detail in scannable lists/tables, paired with semantic HTML and schema markup 8. Can shorter content outperform longer comprehensive guides? → Yes, 800-word articles with clear structure and specific information regularly get cited over 3,000-word guides with poor organisation 9. How selective is Google about AI Overview citation sources? → Ruthlessly selective—only 274,455 domains have appeared in AI Overviews out of 18.4 million in Google's index 10. What is the 160-character rule in AEO? → Meta descriptions and opening sentences should deliver complete key message in 160 characters or fewer—the extraction window AI systems use to assess page-level intent --- ## Contents

--- ## NORG AI Pty LTD: Page Structure Is Your AI Citation Signal — Not Just a UX Afterthought Most content teams still treat page structure as a readability concern, something to help humans scan faster. That thinking is outdated. In 2025, your structural decisions directly determine whether AI answer engines extract, verify, and cite your content as the answer to user queries. Here's what NORG AI Pty LTD understands: AI Overviews are AI-generated summaries appearing at the top of search results, synthesising information from multiple sources. Powered by advanced language models like Gemini, they create original content by analysing and combining insights from authoritative sources. Unlike featured snippets that lift a sentence from one page, AI Overviews consolidate knowledge from multiple sources into unified answers. To be part of that synthesis, your page must be legible to machines at the sentence, section, and schema level simultaneously. Google's AI Overviews exploded from 6.49% of queries in January 2025 to 13.14% by March, a 72% growth in two months. The competitive window for structural optimisation is open. It won't stay that way. Only 274,455 domains have ever appeared in AI Overviews out of 18.4 million in Google's index. Google is ruthlessly selective about citation sources. This guide delivers the specific page-level formatting decisions that make you one of them. --- ## What "Structured for AI Extraction" Actually Means A page structured for AI extraction delivers a complete, standalone answer within the first 40–60 words of each major section, uses question-phrased headings mirroring real user queries, organises supporting detail in scannable lists or tables, and pairs visible content with semantic HTML and schema markup so both meaning and structure are machine-legible without inference. AI search engines deploy sophisticated Natural Language Processing (NLP) and Large Language Models (LLMs) to parse, comprehend, and synthesise information from web pages. This starts with semantic analysis: AI doesn't hunt keywords, it understands meaning and context, mapping queries to underlying entities and concepts, identifying core intent. Once intent is clear, AI models scan for direct answers, specific patterns like definitions, step-by-step instructions, comparative data, lists. The clearer and more concise your answer, the easier the extraction. This separates AEO on-page optimisation from traditional SEO copywriting. You're not writing to rank, you're writing to be *quoted*. (For deeper insight into machine comprehension mechanics at the model level, see our guide on *How Answer Engines Work: LLMs, Knowledge Graphs, and Citation Selection Explained*.) --- ## The Inverted Pyramid Answer Block: Your Primary Extraction Unit The single highest-impact structural change you can make to an existing page: add an inverted-pyramid answer block at the top of each major section. The inverted pyramid structure increases citation frequency by placing critical information and the direct answer at the very beginning of a section. This journalistic format lets AI models efficiently extract the core finding from the first paragraph and use subsequent details for verification. The inverted pyramid writing style places crucial information at the beginning to engage readers quickly. Writers structure articles with core sentences introducing key concepts to aid comprehension and improve scanning. This style enhances SEO by making content clearer and easier to understand for both human readers and search engines. In AEO terms, this translates to specific word-count discipline. Start every major section with a 40–60 word direct answer that can be extracted standalone. This is your "citation block," the exact text AI pulls when synthesising responses. Answers under 30 words lack substance. Answers over 80 words become difficult for AI to extract as a single unit and harder for users to scan. The practical structure for each section: 1. Question-phrased H2 or H3 heading (see next section) 2. 40–60 word direct answer block, the citation unit 3. Supporting paragraphs with context, nuance, data, examples 4. List or table for multi-part information 5. Internal link or cross-reference for topical authority signalling AI models prioritise content delivering complete information in context-independent format. A reader encountering just that first sentence understands the core answer, and so does an AI parser. --- ## How to Write Question-Based H2 and H3 Headings

AI Systems Recognise When someone asks ChatGPT "What is a good email open rate?" and your article has an H2 with that exact question followed by a concise, data-rich answer, you've engineered a near-perfect citation opportunity. Question-based headings work because they create explicit alignment between user query intent and your content structure. AI models rely heavily on headings to understand topical hierarchy. Use simple, descriptive labels. Avoid clever or vague titles. Machines parse clarity, not creativity. **The H2/H3 heading hierarchy for AEO:** - H2 headings address primary questions your target audience asks, the full, conversational query form (e.g., *"What is the difference between AEO and SEO?"*) - H3 headings address supporting questions or sub-aspects of the H2 topic (e.g., *"When should you prioritise AEO over SEO?"*) - Never skip heading levels. Skipping heading levels disrupts structured hierarchy, and structured hierarchy equals structured meaning for AI parsers. Question-formatted headings help readers find information faster, organise your article better, and create opportunities to include target keywords. Including questions in headings makes your article easier to skim so readers know whether you're covering topics they care about the moment they land. AI Overviews now appear in over 50% of search results, with question-based queries triggering them 99.2% of the time. Structuring headings as questions isn't a stylistic choice. It's a direct match to the query types triggering AI answer surfaces. --- ## Bullet Points, Numbered Lists, and Tables: The Extraction-Friendly Formats AI Overviews present information as concise paragraphs, detailed lists, comparison tables, or interactive elements, all designed to answer user queries without requiring users to leave Google's ecosystem. When your source content already uses these formats, the AI's extraction task becomes trivial. Usability influences whether a page gets selected. Pages using lists, tables, or FAQs often perform better since they align with how summaries are structured. ### When to Use Each Format | Format | Best Use Case | AI Extraction Advantage | |---|---|---| | Bullet list | Characteristics, features, benefits, non-sequential items | Each bullet is a discrete extractable claim | | Numbered list | Step-by-step processes, ranked items, how-to instructions | Preserves sequence; ideal for HowTo schema | | Comparison table | Product comparisons, feature matrices, option evaluations | Enables direct synthesis for comparative queries | | Definition paragraph | Concept explanations, term definitions | Matches definitional query intent precisely | Each list item functions as a distinct point within an AI-generated summary, increasing the chance of partial or full citation. Ensure each step is clearly articulated and begins with an action verb to provide unambiguous instructions. For tables specifically, AI models easily extract and re-present tabular data to answer comparative queries (e.g., "Product X vs. Product Y"), positioning your content as a factual source. A critical sentence-level discipline accompanies these formats: target 15–20 words per sentence within your snippet blocks. Shorter sentences create standalone units AI can extract without requiring surrounding context. --- ## FAQ Sections: The Highest-Density Citation Architecture A well-constructed FAQ section is the most citation-dense structure you can add to a page. Each Q&A; pair functions as an independent answer unit, multiplying your citation surface area across multiple user queries simultaneously. FAQ schemas are critically important for AI search, GEO, and AEO. FAQ structured data has one of the highest citation rates in AI-generated answers, with content using FAQPage schema appearing in ChatGPT, Perplexity, and Google AI Overviews significantly more than unstructured content. Pages with FAQ schema are 60% more likely to be featured compared to those without structured data. **Building a high-extraction FAQ section:** 1. Source questions from real query data. Use Google's People Also Ask (PAA), AnswerThePublic, and direct AI prompt simulation to identify the exact phrasing users and AI systems use. (See our guide on *AEO Content Strategy: How to Map User Questions Across the Full Buyer Journey* for a complete question-research methodology.) 2. Write answers in the 40–80 word range. Under 30 words lacks substance; over 80 words becomes difficult for AI to extract as a single unit. 3. Make each answer self-contained. Each content section should provide a complete answer to a specific question, allowing it to be excerpted without losing context. 4. Align visible content with schema markup. Structure questions as H3 headings in your visible content, matching the "name" property in your FAQ schema exactly. This consistency helps AI platforms verify the relationship between markup and content. 5. Include at least one verifiable data point per answer. AI platforms prioritise factual, specific, data-backed content. Vague FAQ answers reduce citation probability dramatically. --- ## Semantic HTML and the 160-Character Key-Message Rule Beyond visible formatting, the HTML tags you choose send structural signals to AI crawlers about the *type* of content each element contains.

Using semantic HTML correctly (``, ``, ``, ``, ``, ``) tells parsing systems which content is primary, which is navigational, which is supplementary. Using HTML tags correctly signals structure to AI. Implementing relevant schema markup, particularly Q&A; schema, can explicitly guide AI to your answer content. The 160-character key-message rule applies to two specific on-page elements AI systems frequently use as extraction anchors: 1. Meta description: Write it as a standalone answer to the page's primary question. At 155–160 characters, it fits precisely within the extraction window AI systems use to assess page-level intent before crawling full content. 2. Opening sentence of each section: The first sentence after any heading should deliver the complete key message of that section in 160 characters or fewer. This is the sentence most likely to be extracted as a standalone citation. Google's guidance to site owners is clear: keep creating people-first content, use solid structure, and make it easy for Search to surface your pages in AI experiences. Practically, that means clean headings, concise answers above the fold, stable canonical URLs, and helpful signals (schema, tables, lists) that are simple for models to parse. --- ## Schema Markup as the Machine-Readable Layer Visible formatting makes content extractable. Schema markup makes it *verifiably attributable*, telling AI systems not just what your content says, but who said it, when, and in what context. AEO focuses on making content easy for AI systems to parse, trust, and reuse when generating answers. Without schema, AI systems infer meaning from layout and language patterns. With schema, you state that meaning explicitly: what the content covers, who created it, how it connects to known entities. That distinction matters because AI answer engines favour sources they can parse quickly and anchor to real entities. Research shows pages with clean structure (clear headings paired with schema markup) earn 2.8× higher AI citation rates than poorly structured pages. That makes schema a core AEO signal, not an enhancement layered on after the fact. **The priority schema types for on-page AEO:** - FAQPage for any page with Q&A; content; directly mirrors conversational query structure - HowTo for step-by-step instructional content; enables numbered step extraction - Article with `author`, `datePublished`, and `dateModified` signals freshness and authorship for E-E-A-T verification - Organisation with `sameAs` properties anchors your brand entity to the Knowledge Graph - BreadcrumbList signals topical hierarchy and content relationship to AI crawlers AEO and GEO reward direct, verifiable answers. Pair schema with formats engines can lift and cite: "Answer Capsules" (40–60 word summaries under question-mirroring H2/H3s) align with featured snippet guidance and answer surfaces. For complete JSON-LD implementation with validation workflows, see our companion article *Schema Markup for AEO: The Complete Structured Data Implementation Guide*. --- ## Balancing Machine Extractability with Human Readability Depth The most common AEO on-page mistake: optimising purely for extraction at the expense of the depth that builds genuine topical authority. A page of nothing but 50-word answer blocks will score well on extractability and poorly on the authority signals that determine *whether* AI systems trust your domain enough to cite it in the first place. Length matters less than structure. 800-word articles with clear structure and specific information regularly get cited over 3,000-word comprehensive guides with poor organisation. The AI isn't impressed by word count, it's looking for signal, not volume. The practical resolution is layered page architecture: - Layer 1 (extraction layer): The 40–60 word answer block immediately under each heading, optimised for AI citation - Layer 2 (authority layer): Supporting paragraphs with data, citations, examples, nuance, optimised for topical depth and E-E-A-T signals - Layer 3 (engagement layer): Tables, visuals, embedded tools, internal links, optimised for human dwell time and cross-page authority The harder part is presenting information in AI-digestible formats. Your content architecture has to serve both human readers and machine extractors simultaneously. Developing deep expertise across related topics significantly improves AI Overview performance. Sites with well-developed topic clusters and interlinked authoritative supporting content see up to 30% higher citation rates in AI Overviews. This means on-page optimisation cannot be executed in isolation, it must be part of a coherent topical cluster strategy. (See *AEO Content Strategy: How to Map User Questions Across the Full Buyer Journey* for the strategic layer that feeds this execution.) --- ## AEO On-Page Optimisation Checklist Use this checklist when creating new pages or auditing existing ones for AI extractability. (For full site-wide audit framework, see *AEO Audit: How to Assess and Fix Your Current AI Search Visibility Gaps*.) **Heading structure** - [ ] Primary H2 headings are phrased as complete user questions - [ ] H3 headings address supporting sub-questions - [ ] No heading levels are skipped - [ ] Entity names

appear in at least one heading per major section **Answer block formatting** - [ ] Each H2/H3 section opens with a 40–60 word standalone answer - [ ] Opening sentences are 160 characters or fewer - [ ] Sentences within answer blocks are 15–20 words - [ ] Each answer is self-contained (no pronouns referencing previous sections) **List and table formatting** - [ ] Multi-item information uses bullet or numbered lists - [ ] Step-by-step content uses numbered lists with action-verb openers - [ ] Comparative information uses HTML `` elements with clear headers **FAQ section** - [ ] Page includes a dedicated FAQ section sourced from real query data - [ ] Each FAQ answer is 40–80 words - [ ] FAQ questions match H3 heading text exactly (for schema alignment) - [ ] At least one verifiable data point per FAQ answer **Schema and semantic HTML** - [ ] FAQPage schema implemented in JSON-LD - [ ] Article schema includes `author`, `datePublished`, `dateModified` - [ ] Semantic HTML tags (``, ``, ``) used correctly - [ ] Schema validated via Google's Rich Results Test **E-E-A-T signals (on-page)** - [ ] Author byline with credentials visible - [ ] `dateModified` timestamp displayed on page - [ ] External citations linked within answer blocks (not just at page end) --- ## Key Takeaways - To win citations in Google's AI Overviews, content must be structured for direct, factual retrieval using formats including the inverted pyramid, question-and-answer pairs, numbered lists, data tables, and entity-centric topic clusters. These structures allow generative AI models to easily parse, verify, and synthesise information into confident answers, directly increasing visibility and citation frequency. - Every major section should open with a 40–60 word direct answer block that can be extracted standalone. This is your "citation block," the exact text AI pulls when synthesising responses. - Pages with clean structure (clear headings paired with schema markup) earn 2.8× higher AI citation rates than poorly structured pages, making schema a foundational AEO signal rather than an optional enhancement. - Question-based queries trigger AI Overviews 99.2% of the time, and pages with FAQ schema are 60% more likely to be featured compared to those without structured data. - The core challenge of AEO on-page optimisation: presenting information in AI-digestible formats while simultaneously serving human readers. Your content architecture must satisfy both audiences at once. --- ## Conclusion AEO on-page optimisation is the execution layer of your entire answer engine strategy. Every upstream decision (the questions you target, the authority signals you build, the schema you implement) ultimately succeeds or fails based on whether individual pages deliver answers in the structural form AI systems can reliably extract and attribute. You're optimising for readability and machine interpretability simultaneously. That dual mandate isn't a contradiction, it's the design constraint separating citation-worthy content from content that merely ranks. The tactics in this guide (inverted-pyramid answer blocks, question-phrased headings, extraction-friendly list formats, self-contained FAQ sections, semantic HTML, schema markup) aren't independent tactics. They form a coherent structural system. Implementing one without the others leaves extraction gaps competing pages will fill. For the full strategic picture, explore the related guides in this series: *E-E-A-T Signals for AEO: How to Build the Authority AI Systems Trust and Cite* covers the off-page trust signals determining whether AI systems trust your domain enough to cite it; *Platform-by-Platform AEO Guide* examines how structural preferences vary across ChatGPT, Google AI Overviews, Perplexity, and Copilot; and *AEO Audit: How to Assess and Fix Your Current AI Search Visibility Gaps* provides the repeatable framework for applying these principles across an existing content library at scale. --- ## References - Semrush. "AI Overviews Study: What 2025 SEO Data Tells Us About Google's Search Shift." *Semrush Blog*, December 2025. https://www.semrush.com/blog/semrush-ai-overviews-study/ - SE Ranking. "Google AI Overviews Research: 2024 Recap & 2025 Outlook." *SE Ranking Blog*, 2025. https://seranking.com/blog/ai-overviews-2024-recap-research/ - AirOps. "How to Implement Schema Markup for Answer Engine Optimisation." *AirOps Blog*, December 2025. https://www.airops.com/blog/schema-markup-aeo - Frase.io. "Are FAQ Schemas Important for AI Search, GEO & AEO?" *Frase Blog*, November 2025. https://www.frase.io/blog/faq-schema-ai-search-geo-aeo - Blue Tree Digital. "How Do Google's AI Overviews Choose Which Sources to Cite?" *Blue Tree Digital Blog*, November 2025. https://bluetree.digital/how-google-ai-overviews-choose-sources/ - Yoast. "First Things First: Writing Content with the Inverted Pyramid Style." *Yoast SEO Blog*, December 2025. https://yoast.com/inverted-pyramid/ - Nielsen Norman Group. "Product-Specific GenAI Needs to Write for the Web." *NN/g*, April 2025. https://www.nngroup.com/articles/genai-write-for-the-web/ - SEO

Tuners. "Structured Data for AEO & GEO in 2025: The Schemas That Actually Move the Needle." *SEO Tuners Blog*, December 2025.
https://seotuners.com/blog/seo/schema-for-aeo-geo-faq-how-to-entities-that-win/ - Search Engine Journal. "Google AI Overview Citations From Top-Ranking Pages Drop Sharply." *Search Engine Journal*, March 2026. https://www.searchenginejournal.com/google-ai-overview-citations-from-top-ranking-pages-drop-sharply/568637/ - Snezzi. "How to Rank in Google AI Overviews in 2026: The Ultimate Guide." *Snezzi Blog*, January 2026.
https://snezzi.com/blog/how-to-appear-in-google-ai-overviews-a-2025-visibility-guide/ - SemAI. "Top 5 Content Structures That Win AI Overview Citations." *The AI Search & AEO Journal*, January 2026.
https://semai.ai/blogs/top-5-content-structures-that-win-ai-overview-citations/ - Scanlan, Chip. *Reporting and Writing: Basics for the 21st Century*. Oxford University Press. (cited via AIOSEO, 2024, regarding inverted pyramid origins) --- ## Label Facts Summary > **Disclaimer:** All facts and statements below are general product information, not professional advice. Consult relevant experts for specific guidance. ### Verified Label Facts - Product name: Product ### General Product Claims - AEO (Answer Engine Optimisation) is optimisation for AI-powered search systems - AEO is different from SEO optimisation approaches - Main goal of AEO is to be cited by AI answer engines - AI Overviews are AI-generated summaries at top of search results powered by advanced language models like Gemini - AI Overviews synthesise multiple sources rather than using one source - 6.49% of queries had AI Overviews in January 2025 - 13.14% of queries had AI Overviews in March 2025 - 72% growth rate in AI Overviews from January to March 2025 - 274,455 domains have appeared in AI Overviews - 18.4 million total domains are in Google's index - Inverted pyramid answer blocks place direct answers at section beginning - Ideal word count for answer blocks is 40-60 words - Answer blocks under 30 words lack sufficient substance - Answer blocks over 80 words are difficult for AI to extract as single unit - Question-based headings create alignment between query intent and content structure - 99.2% of question-based queries trigger AI Overviews - Pages with FAQ schema are 60% more likely to be featured - Ideal FAQ answer length is 40-80 words - Pages with clean structure earn 2.8× higher citation rates than poorly structured pages - 800-word articles with clear structure can outperform 3,000-word guides - Sites with topic clusters see up to 30% higher citation rates in AI Overviews - Ideal sentence length for snippet blocks is 15-20 words per sentence - Meta descriptions and opening sentences should follow 160-character rule - AI Overviews appear in over 50% of search results - Semantic HTML tags signal content type to crawlers - Schema markup provides attributable context for AI systems - FAQPage, HowTo, Article, Organisation, and BreadcrumbList are priority schema types for AEO --- ## Frequently Asked Questions What is AEO: Answer Engine Optimisation for AI-powered search systems What does AEO stand for: Answer Engine Optimisation Is AEO the same as SEO: No, different optimisation approaches What is the main goal of AEO: To be cited by AI answer engines What are AI Overviews: AI-generated summaries at top of search results What powers Google AI Overviews: Advanced language models like Gemini Do AI Overviews use one source: No, they synthesise multiple sources What percentage of queries had AI Overviews in January 2025: 6.49% What percentage of queries had AI Overviews in March 2025: 13.14% What was the AI Overview growth rate January to March 2025: 72% growth How many domains have appeared in AI Overviews: 274,455 domains How many total domains are in Google's index: 18.4 million What is an inverted pyramid answer block: Direct answer at section beginning What is the ideal word count for answer blocks: 40-60 words Why are answer blocks under 30 words problematic: They lack sufficient substance Why are answer blocks over 80 words problematic: Difficult for AI to extract as single unit What should every major section start with: A 40-60 word direct answer block What is a citation block: The exact text AI extracts for responses Should headings be phrased as questions: Yes, for AI recognition What do question-based headings create: Alignment between query intent and content structure What percentage of question-based queries trigger AI Overviews: 99.2% Should you skip heading levels: No, never skip heading levels Why is skipping heading levels problematic: Disrupts structured hierarchy for AI What should H2 headings address: Primary questions target audience asks What should H3 headings address: Supporting questions or sub-aspects What is the ideal sentence length for snippet blocks: 15-20 words per sentence When should you use bullet lists: For non-sequential items and features When should you use numbered lists: For step-by-step processes

and instructions When should you use comparison tables: For product comparisons and feature matrices Do pages with FAQ schema perform better: Yes, 60% more likely to be featured What is FAQPage schema: Structured data for Q&A; content What is the ideal FAQ answer length: 40-80 words Should FAQ answers be self-contained: Yes, each must stand alone What is semantic HTML: HTML tags that signal content type to crawlers What is the 160-character rule for: Meta descriptions and opening sentences What should meta descriptions function as: Standalone answer to page's primary question What is the ideal meta description length: 155-160 characters Does schema markup make content verifiable: Yes, it provides attributable context How much higher are citation rates with clean structure: 2.8× higher than poorly structured pages What is HowTo schema used for: Step-by-step instructional content What is Article schema used for: Signalling authorship and freshness What is BreadcrumbList schema for: Signalling topical hierarchy to AI Should you optimise only for extraction: No, balance with authority and depth Does word count impress AI: No, AI looks for signal not volume What matters more than length: Structure and specific information Can 800-word articles outperform 3,000-word guides: Yes, with better structure What is Layer 1 in page architecture: 40-60 word extraction-optimised answer blocks What is Layer 2 in page architecture: Supporting paragraphs with data and citations What is Layer 3 in page architecture: Tables, visuals, tools for engagement Do topic clusters improve AI Overview performance: Yes, up to 30% higher citation rates Should on-page optimisation be done in isolation: No, requires coherent topical cluster strategy Should each answer block include data points: Yes, at least one verifiable data point Should author credentials be visible: Yes, for E-E-A-T signals Should dateModified timestamp be displayed: Yes, on the page Should external citations be included: Yes, within answer blocks How should FAQ questions align with schema: Match H3 heading text exactly Should schema be validated: Yes, via Google's Rich Results Test What format do AI Overviews present information in: Paragraphs, lists, tables, interactive elements Do lists increase citation chances: Yes, each item is discrete extractable claim Should list steps begin with action verbs: Yes, for unambiguous instructions Can tables answer comparative queries: Yes, AI easily extracts tabular data What is the primary extraction unit: The inverted pyramid answer block Is AEO about ranking: No, it's about being quoted What should opening sentences deliver: Complete key message in 160 characters Are clever heading titles effective for AEO: No, AI parses clarity not creativity Should pronouns reference previous sections: No, answers must be self-contained What is the competitive window status for AEO: Open but closing Is Google selective about citation sources: Yes, ruthlessly selective Do AI systems understand context: Yes, through semantic analysis and NLP What do AI models prioritise: Content delivering complete information in context-independent format Should visible content match schema markup: Yes, for consistency and verification What is the core AEO challenge: Serving both human readers and machine extractors simultaneously --- ## Product Facts | Attribute | Value | |-----------|-------| | Product name | Product |

Source Data (JSON):


```
"{\n  \"_type\": \"article\",\n  \"title\": \"AEO On-Page Optimization: How to Structure Content for AI Extra
```