PAM ANN MARKETING | WEBINAR

How to Optimize Your Article Content for SEO and GEO/AEO

The BAKES method: one pass that satisfies Google and the AI answer engines at the same time same time

Pam Aungst Cronin, M.B.A.
President & Chief Web Traffic Controller, Pam Ann Marketing



AGENDA

What you'll walk away with

1

A repeatable writing framework

The five-part BAKES method you can hand to any writer on your team.

2

Two prompts you can steal today

One for mapping entities, one for sourcing statistics you can actually cite.

3

A checklist for older content

How to refresh what you already published instead of starting from zero.

4

A way to measure it

Step-by-step: where AI traffic shows up in GA4, Search Console and Bing.



Two things are true at the same time

1 AI search is real and growing

Answer engines are changing how people find and consume information, and they decide who gets quoted. Ignoring that is a mistake.

2 Traditional SEO did not die

- AI engines rely on traditional search indexes to find your content in the first place
- Organic search still drives the vast majority of web traffic
- More than half of searches serve no AI Overview at all

So this is not a choice between SEO and AEO/GEO. It is one process that produces both.



Source: BrightEdge research on AI search visits and AI Overview presence

WHY THIS MATTERS NOW

The unit of optimization changed

The old model

One page = one "thing" to optimize.
You picked a keyword, built a page around it, and hoped the whole page ranked. The page was the product.

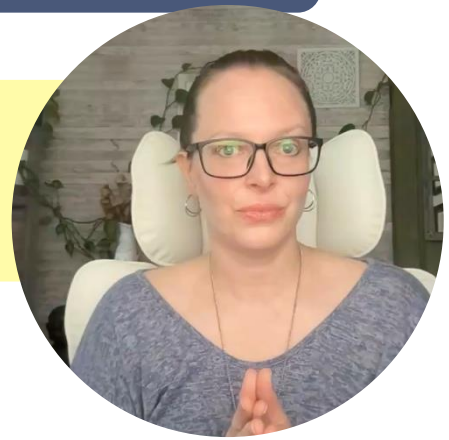
Think: a flowing 2,000-word essay.

What actually happens now

AI engines don't cite full pages. They cite chunks.
Every paragraph, list, and section is now its own optimizable unit, competing on its own merits for a citation.

Think: a collection of self-contained mini articles.

Practical test for any section you write: could it be lifted out of the article on its own and still make sense?



THE FRAMEWORK

PAM ANN MARKETING

BAKES

Five things that make an article work for search engines, AI answer engines, and humans at once.

B	**Bottom Line Up Front**	Lead with the conclusion. In the article, and in every section of it.
A	**AI Structure**	Short paragraphs, generous subheads, lists, tables. Chunks that stand alone.
K	**Keywords**	Still the way engines find you. Research first, then write.
E	**Entities**	Cover the related things, not just the phrase. Prove you covered the topic.
S	**Sources & Stories**	Cite the receipts, then become the receipt. This is the game changer.



B

Bottom Line Up Front

Write your conclusion first. Then do it again at the top of every every section.



Where BLUF comes from

U.S. military communications

Developed in the mid-to-late 20th century to guarantee guarantee clear, fast, precise communication in high-stakes stakes environments, and to avoid the catastrophic miscommunication that vague or buried information creates. creates.

The inverted pyramid

Journalism developed this during the American Civil War, War, when telegraph lines could be cut at any moment. moment. Report the most critical news first, supporting supporting context after, in case you get cut off.

Both were solving the same problem you have now: the reader may stop at any second. An AI An AI crawler that doesn't find your conclusion fast is highly likely to skip over you entirely. entirely.



How to actually write it

The pattern

1. **State the conclusion**

   First two to three sentences. Plainly. No windup.

2. **Then give the context**

   Supporting details, background, data, nuance.

3. **Repeat it per section**

   Every H2 and H3 gets its own mini conclusion up top.

Why it works twice

For AI engines

Your best answer sits where the crawler looks looks first, so it is more likely to be grabbed grabbed and quoted.

For human readers

AI answers have trained people to expect the point immediately. Burying it in paragraph three no longer works for anyone.



A

AI Structure

Format your content the way an AI engine formats its own answers.



Structure so every chunk can stand alone

1

Lead each section with its answer

BLUF again, at the section level, phrased as a concise answer.

2

Short paragraphs

One to three sentences each. Resist the wall of text.

3

Subheadings for every new idea

H2 through H6 if the topic warrants it. To the point, no fluff.

4

Lists and tables

Bulleted, numbered, or put complex information into a real table.

5

FAQs

Engines love them because they break cleanly into chunks.

6

Schema markup

JSON-LD tells the machines what the content actually is.



The shortcut: go look at the answer first

Ask an AI engine your topic. Search it on Google. Look at the shape of what comes back.

That format is the format each section of your article should take.

What you'll usually see

A one-line direct answer, then a short list or a small table, then a caveat.

What that tells you

The engine is showing you the chunk shape it prefers to lift and reuse.

What to do with it

Rebuild your section in that shape before you worry about word count. count.



K

Keywords

Still the mechanism engines use to find you. Research before you write.



Research before you write, not after

A real example from my own work

My working title was *"How to Optimize Your Articles."*

Keyword research showed more people search for how to optimize **content** than **articles**.

So I captured both: **"How to Optimize Your Article Content."**

One word of research changed the reach of the entire piece.

Where to place them

- Title tag
- H1 tag
- Subheading tags (H2, H3, H4)
- Meta description
- URL
- Introduction and conclusion
- Your list of FAQs
- Naturally throughout the copy

Stuffing gets you suppressed, and makes you look like a bad writer.



Check the "CIA" before you commit to a keyword

C — Context

Your sense of a term may not match the engine's. Search it and read the results page, especially for acronyms.

"MTP" can mean Metropolitan Transportation Plan, Media Transfer Protocol, or Protocol, or Massive Transfusion Protocol. The results are dominated by the the medical meaning, so an urban planning firm has no shot at that page. page.

I — Intent

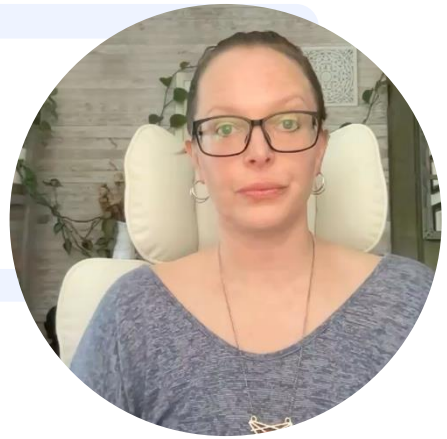
Match the intent type to the content type.

"How to make a pizza at home" is informational and belongs in an article. "Order article. "Order pizza online" is transactional and belongs only where someone can someone can actually order.

A — Audience

Match the keyword to who you actually want.

A pizza shop should not write "how to make a pizza at home." A chef selling cookbooks should. The shop should target something like "number of pizza slices per person."



E

Entities

Things, not strings. Cover the whole topic, not just the phrase.



Things, not strings

Google has used entities in web search since it announced the Knowledge Graph in 2012, describing the concept as **"things, not** as **"things, not strings."** Both search engines and LLMs map content using knowledge graphs that define relationships between relationships between entities, and both use natural language processing to read context, sentiment, and those relationships. relationships.

Level 1

Word matching

The engine matched your string of characters. That was the whole game. game.

Level 2

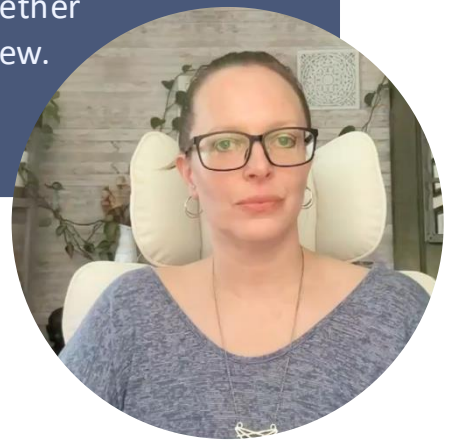
Entity matching

The engine knows "apple" the fruit from "Apple" the company.

Level 3

Information gain

The engine judges whether you added anything new. More on this shortly.



Steal my entity prompt

```
Topic: [Insert Topic]

List the entities a thorough article on this topic should cover.

Ensure that you include, but do not limit yourself to:
- Participants and Roles
- Actions & Processes
- Tools & Methods
- Outcomes

Group them accordingly.

Label each of them as:
- Core (can't explain the topic without these)
- Supporting (a knowledgeable reader expects these)
- Adjacent (a step removed, but worth a mention)

For each: the canonical name, and one sentence on how it
relates to the topic.

DO NOT invent entities.
```

Use it as a checklist

Not as an outline. Confirm you touched every core entity, most supporting ones, and one or two adjacent ones.

The four buckets

- Participants & roles
- Actions & processes
- Tools & methods
- Outcomes



S

Sources & Stories

Cite the receipts. Then become the receipt. This is the game game changer.



Cite sources, then become one

1 Provide the receipts

AI engines are engineered to seek out and trust original source material. That is core to retrieval-augmented generation, the framework they use to ground answers in published work. Verifiable stats, peer-reviewed data, and expert quotes make you far more likely to be cited.

2 Become the receipt

Citing others proves your statements are backed by research. Publishing your own first-party research is what adds to it. Only then do the engines treat you as trustworthy enough to ground their answers in your work.

It really is just like writing a term paper

You do not need APA formatting. A simple footnote with a URL is plenty, and footnotes keep the reader on your page your page where inline external links send them away.

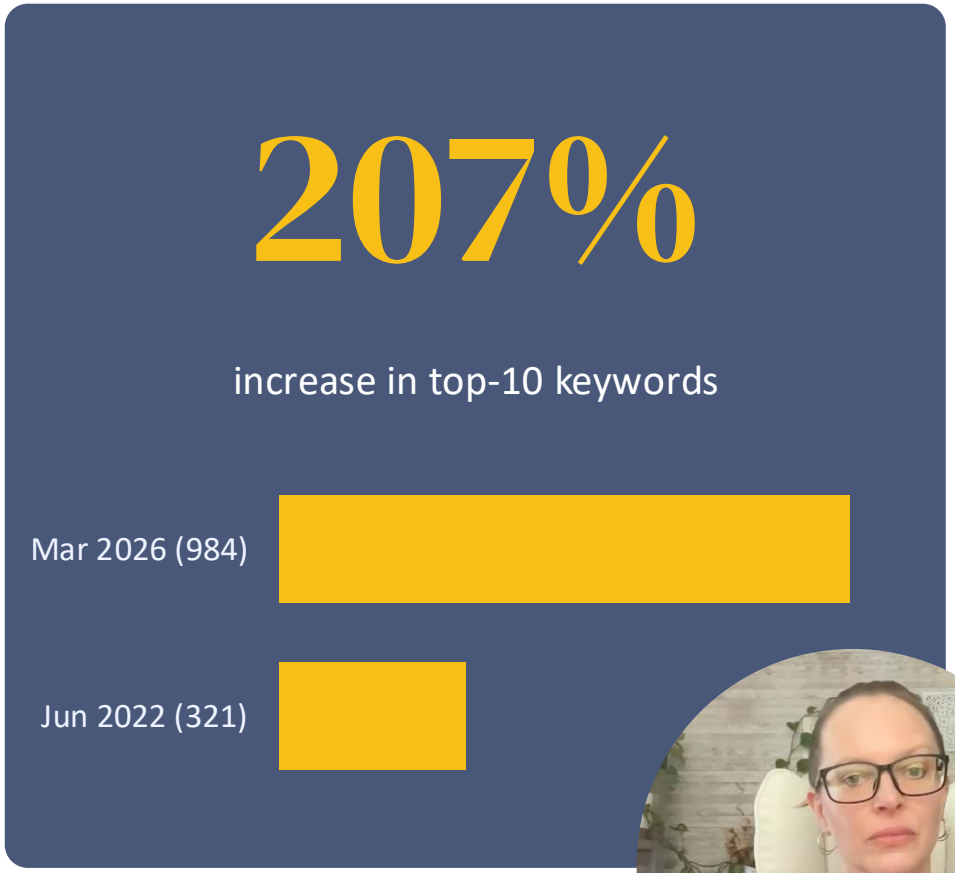


First-party research is finally within reach

For years, producing our own research was out of reach as a small business. There was never time to assemble the statistics for a case study or synthesize other people's research into an original insight.

That changed. I can now produce first-party research in a fraction of fraction of the time, including the charts, built from data I supply. The supply. The catch: you have to double and triple-check everything the everything the AI produces.

Case study: Ongoing SEO Keyword Mapping





Steal my third-party research prompt

```
I'm writing an article about [topic]. Find me sources I can cite
for these points:

[paste your points, one per line]

Rules:
- Give me the original source of any statistic, not a blog post
  quoting it.
- Prefer government data, research studies, industry
  associations, and company reports.
- Skip stat roundup articles and vendor content with no stated
  methodology.
- Include the publisher, the date, and a direct link for each one.
- If you can't find a solid source for one of my points, tell me
  instead of giving me a weak one.
- Stay on-topic, don't veer off into related concepts to try to tie
  them to my points.
- MOST IMPORTANTLY: Never make up a statistic or a link.
```

Works in any of them

ChatGPT, Perplexity, Claude, Copilot, or Gemini.

Then verify it

Open every link with your your own eyes. Confirm the the source is reputable and and that it actually says what you were told it says. says. This step is not optional.



Out-originate, don't out-produce

Better to write one original piece per month than one AI-generated piece per day.

1 Google asked for experience

When Google added the extra "E" for Experience to E-E-A-T, the guidance asked whether content shows it was produced with real experience: actual use of a product, having actually visited a place, or communicating what a person experienced.

2 That's why Reddit gets cited

Reddit threads are people describing what happened to them and what they learned. That is exactly the material answer engines reach for.

3 Stories work on humans too

Research has found stories are more easily understood and better recalled than essays, and that consumers place trust in stories told by the employee who was involved.



Why stories create "information gain"

Google patented the idea

"Contextual Estimation of Link Information Gain"
Filed 2018, granted June 2022.

It measures how much unique, new information a page adds compared to what the user has already seen during that search session.

AI takes that further. Your content now has to offer measurable gain over everything already published on the topic.

The connection

A story about an experience that gave you expertise is information that exists nowhere else on the internet.

No AI-generated article can reproduce it, because it did not happen to the AI.



BONUS

Three types of “E” stories

“Over the Years” Stories

Pivot Points

“Only the Pros Would Know”

Check out this article for more on the story types and research behind them ->

https://pamannmarketing.com/how-much-ai-generated-content-is-acceptable-for-seo-writing





BONUS

Don't just publish new. Update the old.

Authority needs currency

You want engines to treat your site as as an up-to-date, thorough encyclopedia on your topic. That requires maintenance, not just publishing.

Your archive predates BAKES

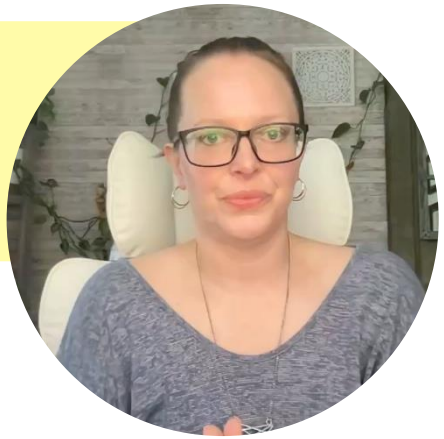
Older articles were not written for chunk-level retrieval. They are the easiest wins you have.

It's faster than writing new

Refreshing and relaunching an older older piece beats publishing nothing nothing when you are squeezed for for time.

One step you cannot skip

Check Google Search Console first to see which keywords are already driving impressions for that article, so your article, so your rewrite retains and enhances them instead of losing them.



How to update an older article

Before you rewrite a word

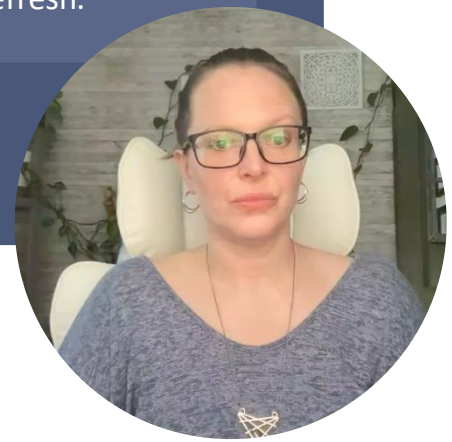
- Pull the article in Search Console and note the keywords already earning impressions.
- Run new keyword research.
- Add recency: new stats, new developments, etc.
- Consolidate articles where applicable

Keep the URL. You are compounding authority, not restarting.

Then run the BAKES pass

- B — Lead every section with the answer
- A — Short chunks, subheads, lists, tables
- K — Keywords in title, H1, subheads, meta
- E — Add the entities the original missed
- S — Fresh stats, real sources, your story
- Update the date and relaunch it like new

A new date with no new value is not a refresh.



MEASUREMENT

How you'll know it's working

Three free tools tell you whether AI is finding you.

Expect a trend line, not a clean before-and-after. The next three slides show exactly where to click in each one.

GA4

Traffic arriving from AI assistants, and how it trends month over month.

Acquisition → Traffic acquisition

Search Console

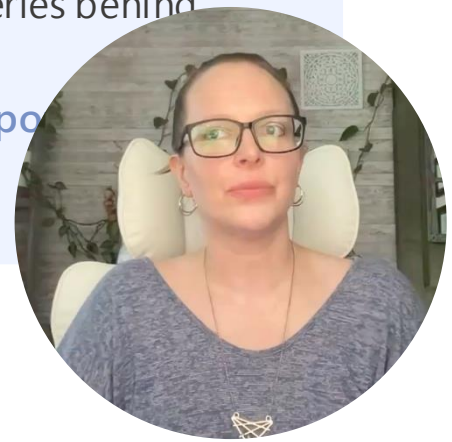
The long, conversational queries you already earn impressions for.

Performance → Custom (regex)

Bing Webmaster Tools

How often Copilot cites your pages, and the queries behind those citations.

AI Performance repo



Step by step: the GSC word-count hack

How to run it

1. Performance → Search results.
2. Click + New, then Query.
3. Change the dropdown to Custom (regex).
4. Paste a word-count regex, set to Matches regex.
5. Compare that segment's impressions and CTR to your total.

Google will not label AI queries. Length is your proxy.

The regex strings

8 or more words:

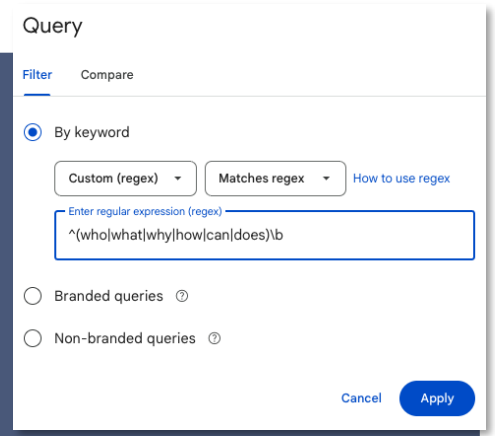
```
^(\w+\s){7,}\w+$
```

10 or more words:

```
^(\w+\s){9,}\w+$
```

Question phrasing only:

```
^(who|what|why|how|can|does)\b
```



Long, conversational queries are the AI-search fingerprint.



Step by step: Copilot citations in Bing

How to find it

1. Verify your site in Bing Webmaster Tools. It is free.
2. Open the AI Performance report.
3. Read Citations: how often Copilot used your page.
4. Read Grounding queries: what Copilot searched internally.
5. Sort pages by citations to see what AI actually pulls.

Grounding queries are the closest thing to AI keyword data.

Know the limits

- Citations, not clicks. No traffic data.
- Grounding queries are sampled, not complete.
- Copilot and Bing summaries cannot be separated.
- Two to three day reporting lag.
- Public preview. The method may change.

Strong for direction. Weak for exact numbers.



B	**Bottom Line Up Front**	Lead with the conclusion. In the article, and in every section of it.
A	**AI Structure**	Short paragraphs, generous subheads, lists, tables. Chunks that stand alone.
K	**Keywords**	Still the way engines find you. Research first, then write.
E	**Entities**	Cover the related things, not just the phrase. Prove you covered the topic.
S	**Sources & Stories**	Cite the receipts, then become the receipt. This is the game changer.

PAM ANN MARKETING

Questions? Email me!

pam@pamannmarketing.com

