

Get Found (and Cited) by AI

A one-page AEO checklist for funeral homes

Quick answer: what is AEO?

AEO (answer engine optimization) is the practice of structuring and writing content so AI tools and overviews can easily extract a direct answer from it and cite your site as the source.

- 1 Answer First**
 - Lead with the answer, before any preamble.
 - Use question-style headers families would type.
 - Add short, specific FAQ blocks near the bottom.

2 Show Your Expertise
 - Pick 2 to 3 core topics your firm knows best.
 - Cover each one thoroughly, not thinly.
 - Link related pages into one topic cluster.

3 Make Facts Worth Citing
 - Use your own numbers, not industry norms.
 - Name local specifics only you would know.
 - Avoid rewording a competitor's page.

4 Keep It Fresh
 - Refresh your busiest pages every few months.
 - Skip the llms.txt hype for now.
 - Track reviews, press, and association mentions.

5 Set Up an llms.txt File
 - Helps point AI to your core pages and what matters
 - Increases accuracy in citation

Before and After: Putting It Into Practice

	BEFORE	AFTER
PAGE HEADER	Our Cremation Services	How Long Does Cremation Take After Death?
OPENING LINE	We help with all types of arrangements.	We coordinate full military honors, including flag folding and rifle volleys for every veteran we serve.
DIFFERENTIATOR	Many families today choose cremation.	62% of the families we served last year chose cremation.
FAQ ANSWER	Contact us for more information.	Yes, every service includes a free online Remember Page where family and friends can share memories and photos.