

# THE AEO SELF-EVALUATION FRAMEWORK

This assessment tool helps you evaluate how well your current content performs in AI-powered search results.

One  
Trusted  
Marketer.

# **A PRACTICAL GUIDE TO AI- OPTIMIZED CONTENT STRATEGY**



**S**earch behavior is evolving. While traditional SEO remains important, a growing portion of your audience now turns to AI-powered tools like Google's AI Overview, ChatGPT, and Perplexity for complex questions and research.

These platforms evaluate content differently than traditional search engines. Instead of primarily matching keywords, they prioritize sources that provide comprehensive, well-structured answers with clear expertise and credible sourcing.

This creates an opportunity for Answer Engine Optimization (AEO) - optimizing your content to be easily cited and referenced by AI systems.

This framework provides a practical 5-part assessment to evaluate how well your current content strategy aligns with these evolving search behaviors.

### **YOUR NEXT STEPS:**

- Complete assessment (10 minutes)
- Calculate your AEO score
- Identify lowest-scoring area
- Book free strategy call
- Implement first improvement this week

# HOW TO USE THIS ASSESSMENT

Work through each section and rate your current approach using the 0-2 scale provided. Be honest in your evaluation - the goal is to get an accurate picture of where you stand today so you can prioritize improvements effectively.

## **Scoring:**

- 0 = Not doing this at all
- 1 = Doing this somewhat/inconsistently
- 2 = Doing this well/consistently

Once complete, add up your total score to determine your AEO readiness level and identify which areas need the most attention.

# THE 5 ELEMENTS OF EFFECTIVE AEO STRATEGY

This assessment covers five core areas that determine how well your content performs in AI-powered search. Strong AEO requires competency across all five elements.

1. **Competitive Intelligence Analysis.** Understanding what content currently ranks well in AI results, then identifying coverage gaps and opportunities your competitors have missed.
2. **Answer-First Content Structure.** Organizing content using clear problem-solution formats, practical examples, and implementation guidance that makes it easy for AI systems to extract and cite.
3. **Audience Question Mapping.** Starting with the specific, complex questions your audience asks AI tools, rather than just traditional keyword research.
4. **Expertise and Authority Signals.** Building credibility through multi-source validation, clear expertise demonstration, and the trust signals that AI systems use to evaluate source quality.
5. **Performance Measurement.** Tracking engagement depth, topic coverage completeness, and citation frequency rather than just traditional traffic metrics.

# THE AEO ASSESSMENT CHECKLIST

Rate your current content strategy on a scale of 0 to 2 for each statement.

## **Scoring Key:**

- 0 = We don't do this
- 1 = We do this inconsistently
- 2 = This is a consistent part of our process

# 1. COMPETITIVE INTELLIGENCE

1. We systematically analyze top-performing competitor content to understand what works in our space.

**Score:** \_\_\_\_\_

2. We actively identify "coverage gaps" - topics competitors mention briefly but don't explore thoroughly.

**Score:** \_\_\_\_\_

3. We evaluate competitor content quality to find specific opportunities for improvement.

**Score:** \_\_\_\_\_

**Total:** \_\_\_\_\_ **of 6**

## 2. CONTENT STRUCTURE

4. Our content consistently uses clear problem-solution structures.

**Score:** \_\_\_\_\_

5. We include real examples and case studies to support our points.

**Score:** \_\_\_\_\_

6. We provide practical implementation steps, not just theoretical concepts.

**Score:** \_\_\_\_\_

7. We offer unique perspectives that fill gaps in competitor coverage.

**Score:** \_\_\_\_\_

**Total:** \_\_\_\_\_ of 8

### 3. AUDIENCE FOCUS

8. Our content strategy starts with audience questions and pain points, not just keywords.

**Score:** \_\_\_\_\_

9. We ensure our content directly addresses what users are actually seeking.

**Score:** \_\_\_\_\_

**Total:** \_\_\_\_\_ of 4

## 4. AUTHORITY BUILDING

10. Our content cites multiple credible sources to validate key information.

**Score:** \_\_\_\_\_

11. We integrate social proof and credibility indicators throughout our content.

**Score:** \_\_\_\_\_

12. Our content demonstrates clear expertise and trustworthiness in our field.

**Total:** \_\_\_\_\_ **of 6**

# 5. SUCCESS MEASUREMENT

13. We measure content success through engagement and user satisfaction, not just traffic.

**Score:** \_\_\_\_\_

14. We prioritize comprehensive topic coverage over keyword optimization tactics.

**Score:** \_\_\_\_\_

**Total:** \_\_\_\_\_ of 4

# YOUR AEO READINESS SCORE

Add your totals from all five sections to calculate your overall score and understand your current optimization level.

**Your Total Score: \_\_\_ / 28**

**21-28 Points - Advanced.** Your content strategy is well-positioned for AI-powered search. Your content demonstrates strong authority signals and answer-first structure.

**Next steps:** Focus on scaling your successful processes and monitoring performance across different AI platforms to maintain your competitive advantage.

**11-20 Points - Developing.** You have solid fundamentals but inconsistent execution across key areas.

**Next steps:** Review your lowest-scoring sections and prioritize improvements in authority building (Section 4) and audience-first approach (Section 3) to strengthen your content's citability.

**0-10 Points - Getting Started.** Your content strategy has significant opportunities for AI optimization.

**Next steps:** Begin with competitive analysis (Section 1) and content restructuring (Section 2) to create more comprehensive, question-focused content that AI systems can easily reference.

**Regardless of your score, focus on the sections where you scored lowest** - these represent your biggest opportunities for improvement.

# CONCLUSION: FROM ASSESSMENT TO ACTION

Your score isn't a final judgment - it's your roadmap for improvement.

This evaluation has given you a clear picture of your current AEO readiness. Use these insights to prioritize your optimization efforts, starting with the areas where you scored lowest for maximum impact.

By systematically strengthening each element of this framework, you can transform your content strategy to better serve both your audience and AI-powered search platforms. The result is content that consistently gets found, cited, and trusted.

# READY TO TURN YOUR SCORE INTO RESULTS?



If you'd like personalized guidance on implementing these improvements, I'm **offering a limited number of free AEO Strategy Calls** to help you create a customized roadmap based on your specific assessment results.

## About Your Guide:

I'm Volodymyr Kuriatnyk. For over 10 years, I've helped companies turn marketing challenges into growth opportunities. I've built teams, driven over \$1 million in sales in a single year, and scaled startups to over 10,000 users.

When I noticed that smart clients doing everything "right" were still losing traffic, I realized the landscape had fundamentally shifted. Their customers weren't just searching anymore—they were asking AI complex questions and expecting comprehensive answers.

My background in software development and product management helped me see this as a systems challenge, not just a content problem. So I developed a methodology focused on how AI platforms actually evaluate and cite sources.

My approach addresses three core elements:

- **Audience-first research:** Understanding the specific questions your customers ask AI tools, beyond traditional keyword analysis
- **Strategic gap analysis:** Finding opportunities competitors miss to build more comprehensive, valuable resources
- **Authority architecture:** Structuring content with the sourcing and expertise signals that AI systems recognize as credible

This systematic approach has helped clients improve their visibility in AI-powered search while building stronger audience connections.

## **BOOK YOUR FREE AEO DISCOVERY SESSION\***

On this 15-minute call, we'll:

- Review your assessment results in detail
- Identify your three highest-impact improvement opportunities
- Discuss how AI optimization fits into your broader content strategy

*\* Limited spots available. This consultation is completely free with no sales pitch—just actionable insights you can implement immediately.*

Questions? My personal email: [vlad@thedigitalbloom.com](mailto:vlad@thedigitalbloom.com)