



# Modern AEO Playbook

Winning in Search & AI Discovery  
with Peer Reviews

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# Introduction

Enterprise software buyers are changing how they discover, evaluate, and trust solutions. Generative AI search tools — from Google’s Search Generative Experience (SGE) to ChatGPT, Perplexity, and Microsoft Copilot — now answer complex software questions directly on the search page.

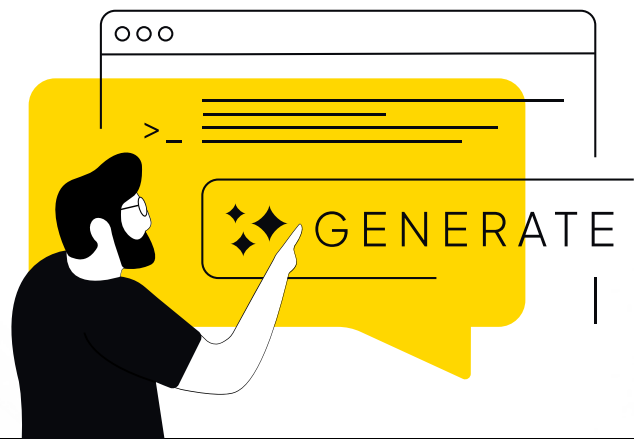
The shift means:

**AEO (Answer Engine Optimization) is as important as SEO**

— your content must be structured so AI assistants can find, understand, and cite it.

**Search behaviors are changing** — buyers often see an AI-generated answer before they ever see a traditional search result.

**Credibility is now the primary filter** — AI models source content from trusted, structured, peer-generated proof points.



# Chapter I: The Decline of Traditional SEO



Relying solely on old SEO tactics no longer guarantees enterprise visibility:

**AI Overviews & Generative Search** — can answer a buyer's question without them visiting your site.

**Content saturation** — makes it harder to rank organically unless you have differentiated, trusted signals.

**User behavior shift** — buyers are increasingly using AI tools as their first stop for research.



SEO now has two fronts:



ranking in traditional SERPs



being sourced & cited by generative engines

# Chapter II: Why Peer Reviews Are the Cornerstone of AEO & SEO



In complex B2B categories, peer reviews power modern visibility in both human-driven and AI-driven discovery.

Best-in-class review strategies deliver:

**Trust & credibility** – 84% of buyers trust authentic user-generated content over brand messaging (*Crowdriff*).

**AI-readiness** – Schema-rich, structured reviews are easily parsed by generative engines, increasing the chance your brand is cited in AI answers.

**Content freshness** – New reviews keep your presence active and relevant in both Google rankings and AI model retrieval.

**Long-tail keyword coverage** – Reviews naturally contain the specific phrases buyers use when searching for enterprise solutions.

**PeerSpot's review widgets are designed for both SEO and AEO**  
– combining rich keyword coverage with AI-friendly structure.

# Chapter III: Real-World AEO + SEO Impact

Enterprise brands integrating **PeerSpot reviews** into their sites have seen:



**2.5x keyword impression growth** within a week of deployment



**Increased AI citations** – appearing in Google AI Overviews and ChatGPT summaries for their category



**CPC savings of \$6K/month** by shifting clicks from paid to organic



**Enhanced Click-Through Rates** – Star ratings displayed in organic search results significantly increase CTR and attract more qualified traffic.

Using **PeerSpot's review widgets**, these star ratings can also follow the vendor – appearing directly under the vendor's name in search results.

This **“Follow the Stars”** effect means buyers see your credibility at every touchpoint, boosting clicks and reinforcing trust before they even reach your site.

**Real-world Example:** A security software vendor integrated PeerSpot reviews on its product pages. Within two months, they ranked top 3 for multiple high-intent terms, had star ratings following their brand name in search results, and were cited in AI-generated buying guides.

# Chapter IV: A Proven Framework for AEO & SEO Integration

- ✓ **Audit Performance** – Identify where you underperform in both search rankings and AI-generated answer inclusion.
- ✓ **Strategic Review Placement** – Embed review widgets on high-value pages most likely to be surfaced in both SERPs and generative results.
- ✓ **AI & Search Optimization** – Use schema markup and structured metadata to make reviews machine-readable for both search engines and AI models.
- ✓ **Thematic Review Collection** – Gather reviews aligned to the proof points buyers care most about – ROI, integrations, ease of deployment.
- ✓ **Measure & Iterate** – Track keyword rankings, CTR, CPC savings, and AI citation frequency.



# Chapter V: Securing Long-Term AEO/SEO Success in an AI World



To keep your enterprise brand discoverable in both search and generative results:



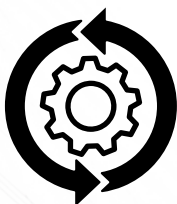
## Treat AEO as a core discipline

– optimizing for generative engines is no longer optional.



## Maintain authenticity

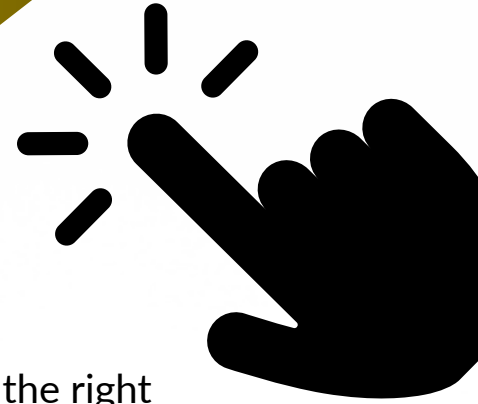
– human-generated reviews stand out in AI-heavy content ecosystems.



## Evolve continuously

– monitor how AI assistants source content in your category and adapt your review strategy accordingly.

# From Clicks to AI Citations



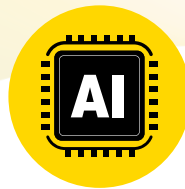
In enterprise software, **visibility** now means two things:

- 1 Ranking high** in traditional search results for the right buying terms.
- 2 Being the trusted source** AI assistants pull into their recommendations.

**PeerSpot** enables you to:



Win in both search and generative discovery



Turn every review into an AI-ready content asset



Reduce paid spend while growing organic authority



The result: you're not just in the conversation

**— you're the answer.**