

VISIBILITY SERVICE

SEO, AEO & GEO

Found. Chosen. Cited.

You still get a distinctive, usable design. Content is still the key of a great website. What you are not buying is looks alone — we build a visibility system so those words get found, chosen, and cited.

Artikel & Swint. How we build your website

artikelandswint.co.nz



People still search. They no longer only click blue links.

A strong Google ranking is still essential. It is no longer enough. Your customers now get answers from featured snippets, People Also Ask, Google AI Overviews, ChatGPT, Gemini, Perplexity and Copilot – often without visiting a website.

THEN

Rank, then get the click

Success meant page-one rankings and people arriving on your site. The website was the destination. Search was something you could “add on” after the site was built.

NOW

Be the source of the answer

Success means being visible in classic Google results *and* in the answer layer. If your pages are slow, vague, or hard to quote, Google and AI skip them – even when you are the right business.

THE RISK

A beautiful site can still lose

You can have a stunning homepage and still lose the enquiry. The competitor whose page is clearer, faster, and easier to cite gets recommended instead of you.

WHAT YOU ARE BUYING

Content is still the key of a great website.

You still get a distinctive, usable design from a creative designer. We do not sell looks alone. We write the words that answer real questions – then we build SEO, AEO and GEO so that content is **found, chosen, and cited**.

What was working 3 years ago is probably not working now.

A website is not a one-off. Industry practice is a real refresh every **2-3 years** – design for how people actually use the web, content that still answers their questions, and now SEO, AEO and GEO for AI. Waiting 5-7 years is the old model.

2-3

YEARS

Typical redesign cycle for brands today. The old 5-7 year website life has shortened.

2.4

YEARS AVERAGE LIFESPAN

How long a site now stays mostly unchanged before a full refresh – about 2 years 4 months.

68%

OF GOOGLE SEARCHES

in the US now end without a click to any website (early 2026). AI answers on the results page.

DESIGN & BEHAVIOUR

How people use sites has changed

Phones, speed, and first impressions. A layout that felt modern 3 years ago can now look slow, crowded, or hard to trust – and visitors leave.

CONTENT – THE KEY

The words need a refresh too

Questions change. Offers change. Pages written for “rank and click” are not written for answers. Content is still the key – stale content is the key to being skipped.

AI – NOW MORE THAN EVER

Google AI Overviews did not exist 3 years ago

They launched in 2024. ChatGPT, Perplexity and Gemini now answer without a visit. A site built only for blue links is built for a search world that is already shrinking.

Same website. Three different jobs.

They share one foundation: a clear, fast, factual site. They are not the same thing – and you need all three.

	SEO	AEO	GEO
Stands for	Search Engine Optimisation	Answer Engine Optimisation	Generative Engine Optimisation
Where you show up	Google & Bing – the classic list of links	Featured snippets, People Also Ask, FAQ results, voice answers	ChatGPT, Perplexity, Gemini, Copilot, Google AI Overviews
The job	Rank, then earn the click to your website	Be selected as <i>the</i> answer on the results page	Be mentioned, cited, or recommended inside an AI-generated answer
What we build	Technical health, keywords, titles, content depth, internal links, speed	Question-and-answer structure, first-sentence answers, FAQs	Clear facts about who you are, where you operate, what you sell – easy for AI to quote
How we measure	Rankings, organic traffic, clicks	Snippets won, People Also Ask presence	Brand mentions in AI answers, citations

WHERE YOU SEE IT

All of this lives in our **A&S Intelligent Analytics** software – one login for you, with clear next steps for SEO, AEO and GEO. Not five separate dashboards.

One visibility stack – not three optional extras.

SEO alone is yesterday's model. Answers and AI without a solid, findable website do not work either.

SEO

Found – trusted by Google

Structure, speed, keywords, links. Without this, the other two have nothing to stand on.

AEO

Chosen – the answer before the click

Questions as headings, a direct answer in the first sentence, FAQs. This is how you show up when Google answers on the results page.

GEO

Cited – easy for AI to quote correctly

Who you are, where you operate, what you sell – in plain, consistent facts. AI prefers pages it can quote without guessing.

IF WE SKIP AEO

You rank, then lose the click

The competitor with a clearer FAQ takes the snippet. The customer never reaches your page.

IF WE SKIP GEO

AI recommends someone else

ChatGPT and Perplexity quote whoever published the clearest facts – not whoever had the nicest homepage.

IF WE SKIP SEO

The other two never scale

Slow or thin pages are ignored by Google *and* by AI. Structure without discovery is wasted work.

HOW WE WORK

We do not bolt search on after launch. We build all three from the brief.

Before we design anything, we leave discovery with a **keyword map**, the **questions your customers actually ask**, and a **fact sheet AI can quote**. If those three are missing, we are not ready to design.

01

Discovery

- Your goals, audience and competitors
- **SEO:** keyword map
- **AEO:** questions customers actually ask
- **GEO:** the facts AI should get right about you

02

Architecture

- One clear page per service, product or location
- FAQs on key pages
- Links that follow how customers think, not only the menu

03

Content – the key

- **Content is still the key of a great website**
- Headlines that match what people type
- Question as heading; answer in the first sentences
- Who / what / where in language people and AI can quote

04

Ongoing

- Rankings and traffic (SEO)
- Snippets and People Also Ask (AEO)
- AI citations (GEO)
- Next steps in A&S Intelligent Analytics

This is the standard before we call a site finished.

New website or rebuild – the same bar. A creative, usable design is part of every build. **Content is still the key.** Design and search serve the words. You should see all three visibility layers in the live site, not only in a proposal.

SEO – FOUND

Google can find and rank you

- Clear headings and a unique title on every page
- A fast site that works properly on phones
- Pages that link to the services you actually sell
- A healthy technical foundation, checked and kept that way

AEO – CHOSEN

A question gets a direct answer

- Key pages open with a short, clear answer
- Headings written as real questions
- FAQs on every core service page
- No waffle before the point

GEO – CITED

AI can quote you without guessing

- Name, address and phone identical everywhere
- Where you operate and what you offer, stated up front
- Proof – numbers, products, who you serve – short and factual
- About and contact pages a person or AI can trust

A website is the start. Visibility is the service.

IN THE BUILD

- A distinctive, **usable design** from a creative designer – and a **visibility brief**, not design alone.
- **Content is the key** – written for people, search, answers and AI, not filled in after the pictures are signed off.
- FAQs, facts and structure shipped with the site – not a later “SEO ticket.”
- A site built to be fast, clear, and easy for Google and AI to understand.

AFTER LAUNCH

- You see performance in **A&S Intelligent Analytics** – one login.
- Recommendation cards for SEO, AEO and GEO: what to do next, not only charts.
- Monthly review: rankings, answer boxes, and whether AI tools describe your business correctly.

THE OFFER

If we bake SEO, AEO and GEO into your website from day one, you are buying a visibility system – not just a design.

You still get a site that looks and works beautifully. **Content is still the key.** You also get that content found, chosen, and cited – reported in **A&S Intelligent Analytics**. That is a stronger investment than “we’ll do some SEO later.”

Your website, in one login – not five dashboards.

A&S Intelligent Analytics is our reporting software. You see traffic, search, ads, social and website health in one place – plus what to do next for SEO, AEO and GEO.

WHAT YOU SEE

Charts and next steps

Google Analytics, Search Console, ads, social, website audit – and recommendation cards for SEO, AEO and GEO. Not numbers with no action.

YOUR DATA ONLY

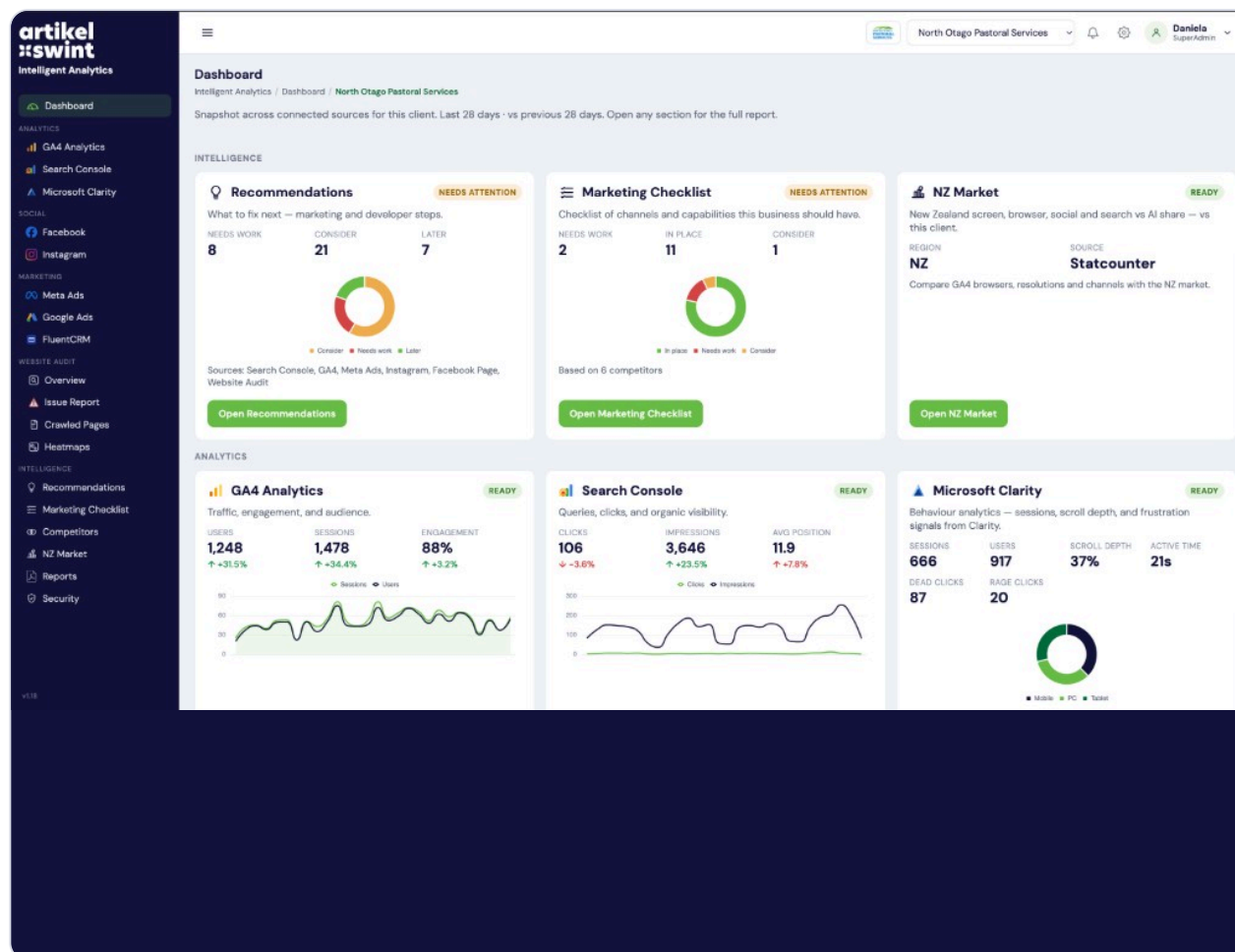
One login for your business

You sign in and see only your own site. We set it up. You do not need to learn Google's tools to follow how the website is performing.

HOW TO GET ACCESS

Ask us

Tell your Artikel & Swint contact you want A&S Intelligent Analytics. We create your login. Then go to **report.artikelandswint.co.nz**.



This is how we build every new website.

You should hear three words from us, in plain language: **found, chosen, cited.**

FOUND

SEO

Your site is built so Google can find you, trust you, and send the right people through.

CHOSEN

AEO

When someone asks a question, your page is written to be the answer – on the results page, not only after a click.

CITED

GEO

When they ask ChatGPT or Perplexity, AI has clear facts it can quote – so it can recommend you.

One line to remember

SEO gets you found. AEO gets you chosen as the answer. GEO gets you cited by AI. You need all three in the website, or you are building for a search world that is already shrinking.

Next step: a conversation about your site, your customers, and where you should show up – in Google, in the answer box, and in AI.

Thank you

Have a question? Get in touch:



335 Stafford St
PO Box 223
Timaru 7940



03 683 1833



admin@artikelandswint.co.nz

