

AEO IMPLEMENTATION PLAN

Build your 30-day AEO action plan



AEO Implementation Plan

This worksheet turns your readiness assessment results into a prioritized, executable 30-day AEO implementation plan. By the end, you'll have defined your top gaps, set concrete success indicators, confirmed prerequisites, and sequenced your first 30 days of activity.

Before you begin: Complete your AEO readiness assessment. You'll need your scores across each readiness dimension to complete Sections 1 and 2.

Section 1 — Review your readiness scores

Record your score from each area of your readiness assessment below. Select the number that reflects your current state (1 = significant gap, 3 = strong foundation).

Readiness area	1	2	3	Notes
Buyer query clarity	1	2	3	
Content maturity	1	2	3	
Competitive positioning	1	2	3	

If buyer query clarity scored low, treat it as a prerequisite — address it before investing energy anywhere else. Without knowing what your buyers are actually asking, you can't choose the right prompts to monitor, create the right content, or evaluate whether your competitive positioning is improving.

Section 2 — Identify your top gaps

Based on your lowest scores, identify the gap types that apply to your situation. Check all that apply and add notes on what's specific to your context.

- ☐ **Buyer query clarity** — You're unsure which questions your buyers are actually asking in AI search tools.
- ☐ **Content formatting** — Pages exist and rank well organically, but aren't structured for AI extraction (answer-first paragraphs, standalone sections, FAQ structure).
- ☐ **Content gaps** — Key pages are missing or lack original data for the queries that matter most.
- ☐ **Competitive displacement** — Competitors are already cited in AI responses for your highest-intent buyer queries.

What does your gap picture look like?

Use this space to capture context specific to your situation — what you observed, what surprised you, or what will shape your priorities.

Section 3 — Set your top priorities and success indicators

Define up to three priorities based on your gaps. For each one, name the gap it addresses and a concrete success indicator — something specific enough that you'll know whether you achieved it.

Priority 1

What is this priority?

Which gap does it address?

What does success look like at 30 days?

Priority 2

What is this priority?

Which gap does it address?

What does success look like at 30 days?

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Priority 3

What is this priority?

Which gap does it address?

What does success look like at 30 days?

Priority 3 is optional. Only add it if it's genuinely distinct from priorities 1 and 2.

⚡ Avoid setting a specific visibility score as your 30-day target. AEO metrics fluctuate day to day, especially in your first month. You won't have enough baseline data to know whether a change reflects your work or normal variance. Focus early goals on actions you can complete and patterns you can observe.

Section 4 — Confirm your prerequisites

Check off each item that's already in place. Any unchecked item becomes a pre-launch task — assign an owner and a deadline before you begin executing.

- ☐ **Competitor list finalized** — 3-5 brands your buyers actually compare you against, validated as the right set for AI monitoring (not just traditional SEO competitors).
- ☐ **Buyer queries documented** — organized by journey stage, sourced from actual buyer behavior (sales calls, support tickets, search data).
- ☐ **Contributors aligned** — anyone who will work on AEO (content editors, product marketers, leadership approvers) understands the plan, priorities, and timeline.
- ☐ **HubSpot account access confirmed** — setup path identified for your edition (Marketing Hub Pro/Enterprise or HubSpot AEO standalone).
- ☐ **Tools and dashboards accessible** — any tracking or reporting tools needed are set up and accessible to the right people.

Pre-launch tasks

List any unchecked items above, with an owner and deadline attached.

Task / what's missing	Owner + deadline

Section 5 — Sequence your first 30 days

Use the timeline below to map your priorities to specific windows. Each row includes a guiding principle — use the writing space to add your specific plan for that window.

Window	Principle and your plan
Days 1–3 Setup	Configure your monitoring tool: add brand details, competitors, and your compiled buyer queries. The prompts you choose now are the foundation of everything the tool will show going forward. <i>Your plan:</i>
Days 4–7 Observe	Resist acting on early data. Observe patterns, validate that your prompt set captures what matters, and refine your configuration if you notice gaps. <i>Your plan:</i>
Weeks 2–3 Execute	Begin executing on your top priorities. For content optimization: restructure target pages with answer-first paragraphs, standalone sections, and FAQ structure. <i>Your plan:</i>
Day 30 Review	Compare your baseline to observed changes. Review which prompts your brand appears in. Assess whether restructured pages show early indicators of improved presence in AI-generated answers. <i>Your plan:</i>

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Team-specific constraints

Note any approval cycles, resource limits, or coordination requirements that will affect your timeline.

Next steps

You've turned your readiness assessment into a focused, prioritized 30-day plan with clear success indicators and sequenced actions. Complete any pre-launch tasks first, then move into your first monitoring session.

Return to this worksheet at day 31 — your priorities should evolve as your data matures and the AEO landscape shifts.