



## Be the answer patients find wherever they search with **AEO ADVANTAGE**

In today's more expansive world of search, visibility isn't about being first – it's about being found.

Answer Engine Optimization (AEO) is a next-generation search marketing approach. Built on the strength of your SEO, **AEO Advantage** extends your practice's visibility across AI summaries in search, AI chatbots and LLMs, voice assistants, and more.

**60%**  
of Google searches

now end without a click due to Google AI Overviews.

**58%**  
of consumers

use AI search, most commonly voice and chatbot.

**9x**  
the conversion rate

when coupling AEO for LLMs with traditional SEO.

### AEO and Your Growth Goals

Patients are using Google, ChatGPT, Perplexity, Siri, Alexa, TikTok, and other platforms to find care – often without ever visiting a website.


Your SEO foundation still matters, but to stay visible across today's more diverse, answer-driven landscape, your practice needs **AEO Advantage**, one of the first and only AEO solutions created exclusively for healthcare.

**AEO Advantage** builds on SEO, so you appear wherever patients are asking and deciding:

- AI overview summaries
- Voice search results
- Generative AI/chatbot answers
- Maps listings
- Featured snippets, "People also ask" sections, and more

#### Where growth begins.

We are a strategic growth partner with full-service solutions that ignite long-term, sustainable growth across the healthcare landscape.

 816.535.8089

 [onspirehealthmarketing.com](https://onspirehealthmarketing.com)

## Simpler for You. Smarter for Your Practice.

The way patients search for care is expanding, and so are the platforms shaping those decisions. **AEO Advantage** ensures your practice shows up wherever those moments happen.

### With AEO Advantage, you'll enjoy:

#### Expanded Visibility

Appear in AI-generated answers, voice search, and map results that influence real patient choices.

#### Better Conversions

Reach high-intent patients when they're most likely to schedule or call.

#### Stronger Local Authority

Connect verified information, reviews, and location data for better "near me" performance.

#### Seamless SEO Integration

AEO doesn't replace SEO - it completes it, amplifying what's already working for you.

#### Streamlined Execution

We handle the strategy and optimization, so your team can stay focused on care.



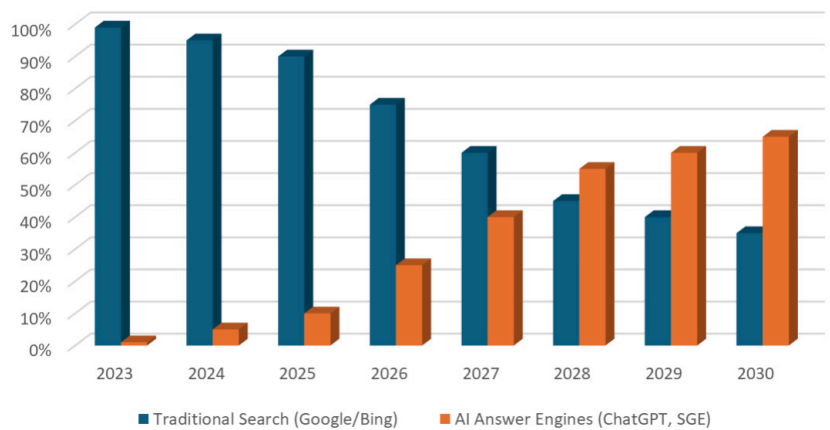
## Search Trends Snapshot

Traditional search efforts still matter, but the consumer market is rapidly shifting to AI Answer Engines. In just a few years, it is expected to rise from 1% of all searches to a majority share by 2028 and dominance by 2030.

### What That Trendline Means for Your Practice

Rapid AI adoption rates among consumers mean now is the time to expand your search strategy beyond conventional SEO efforts. AEO is a new essential element within the broader search marketing ecosystem.


Projected Shift in Search Volume Source (2023-2030)



Source: Summary of predictions from LLM-Powered Search vs Traditional Search: 2025-2030 Forecast (TTMS)

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## SEO

### Search Engine Optimization

**GOAL: Rank in a list of websites**

SEO focuses on getting your website to appear on the first page of web search.



#### A Patient Searches, Clicks and Reads

A user types a query, scrolls through 10+ links, searches to find information.



## AEO

### Answer Engine Optimization

**GOAL: Become the answer**

AEO ensures your brand is cited directly in AI summaries, voice search, and maps.



#### A Patient Asks and Gets a Direct Answer


An AI tool instantly provides an answer, citing trusted, authoritative online sources.


Call 816.535.8089 or visit [onspirehealthmarketing.com/aeo](https://onspirehealthmarketing.com/aeo) to learn more or get started.



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