SEO

AEO

GEO

BECOME THE DEFAULT



SEO, AEO and GEO for Ambitious Business Owners

The one Google, Maps and AI hand the customer to.

Mohammad A Mahmud Founder and Director, True SEO Consultants Ltd

THE PROBLEM

A good website, unfound for the work that pays

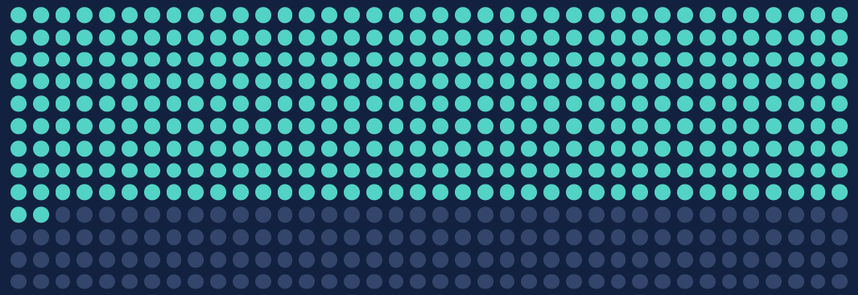
Meet Helen, one of four partners in an accountancy practice in Derby. She is a composite from the book.

- The practice spent £9,000 on a website. It loads fast and works on a phone.
- Her best paid work, year-round advisory, has no page of its own.
- It lives as one sentence on the About page.

> *Nobody sold you a bad website. They sold you a website with no job.*

344 of 494

UK accountancy practice websites had no dedicated page for their main or specialist service. That is 69.6 per cent.



No dedicated page: 344 Had one: 150

Source: Research Report TSC-2026-01, doi.org/10.5281/zenodo.22280523

THE IDEA BEHIND THE TITLE

Three rungs. The book aims at the top one.

RUNG ONE

Found

You are visible. To nobody in particular.

RUNG TWO

Recommended

You are on a list. Lists have other people on them.

RUNG THREE

The default

The one Google, Maps and AI hand the customer to. It gets the call without a comparison.

> *"The default is not the best. It is the one that does not have to be argued for."* **Chapter 56**

THREE NAMES, ONE JOB

SEO, AEO and GEO in plain words

SEO

SEARCH ENGINE OPTIMISATION

Getting your pages found and chosen when somebody searches on Google.

AEO

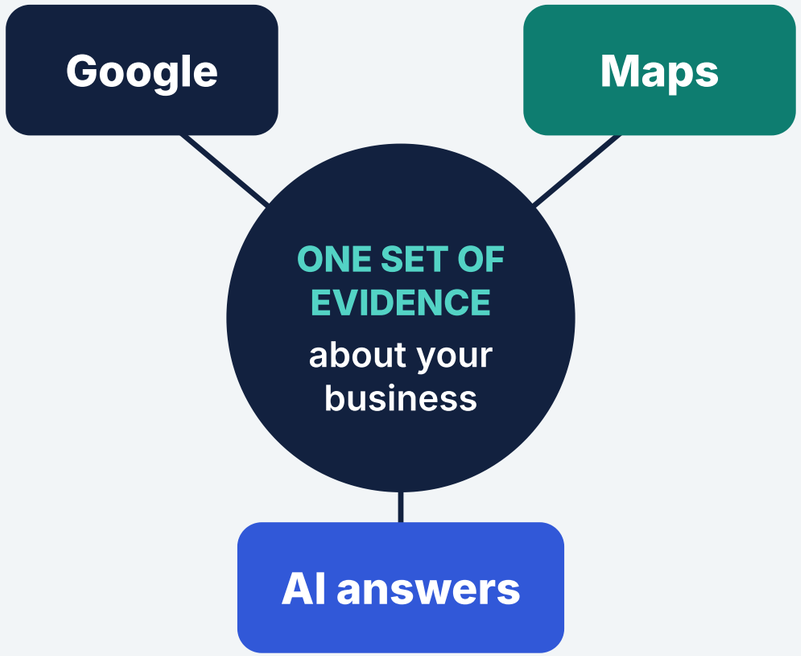
ANSWER ENGINE OPTIMISATION

Being the source an assembled answer is built from.

GEO

GENERATIVE ENGINE OPTIMISATION

Being the business an AI assistant names when it writes the answer.



Why one method works for all three: they all read the same evidence about you.

Google: “no additional requirements to appear in AI Overviews or AI Mode, nor other special optimizations necessary.” Source: Google Search Central, AI features and your website, cited in chapter 44.

HOW THE BOOK IS ORGANISED

56 chapters in 11 parts

01 Ch 1 to 6
Why You Are Invisible
Why a good website can still go unfound.

02 Ch 7 to 12
Deciding What You Are For
Pick the money, the one thing, the map.

03 Ch 13 to 18
Research
See who answers now, and find the gaps.

04 Ch 19 to 24
Identity
Make every fact about you agree.

05 Ch 25 to 29
The Building
Check the site can be reached and used.

06 Ch 30 to 38
Writing
Write the pages that earn, and keep going.

07 Ch 39 to 41
What It Costs
Price the work. Read any proposal.

08 Ch 42 to 43
Who Vouches For You
Real mentions, and the shortcuts to refuse.

09 Ch 44 to 47
The Machines That Answer
Get named in AI answers, and check it.

10 Ch 48 to 52
Knowing Whether It Worked
Five numbers and the next decision.

11 Ch 53 to 56
Staying There
Handle copying. Maintain it each year.

+ Back of the book
The Handbook
23 sheets, in the order the chapters use them.

FOUR BUSINESSES, TWO YEARS

You follow four owners through the method

All four are composites, with illustrative figures, as the book states in chapter 1.

H Helen

Accountancy practice, Derby

Teaches: deciding what you are for and drawing the map, end to end.

P Priya

Practice for landlords, Leeds

Teaches: finish one section before the next. Her 41 pages answer questions landlords asked.

G Graham

Family heating and plumbing, Halifax

Teaches: what a customer really costs. £533 each from paid enquiries, against about £5,000 over a lifetime.

R Ruth

Specialist fishing tackle, online

Teaches: why shortcuts age badly. 640 near-duplicate pages, then a fall in 2019.

Mechanism first, then the job

REAL EXAMPLE: CHAPTER 32

The Page That Sells

“Nobody rings because a page was well written. They ring because the page removed the last reason not to.”

1. **The mechanism**
   Nine sections in order, from one line at the top to one next step.
2. **What they’ll call it**
   Money page, commercial page, conversion copywriting, bottom of funnel.
3. **What to demand**
   A draft with all nine sections, labelled. Red flag: “We’ll keep the pricing conversation offline.”
4. **Test your understanding**
   Eight minutes on two businesses. Does either page say who it is not for?
5. **Do this now · Two hours**
   Write the one page every arrow points at.

THE THREE LAWS

What the book refuses to ask of you

1

No paid tools

Search Console, Business Profile, Analytics, a private browser window, a spreadsheet and your own enquiry log.

2

No agency required

Every chapter ends with you able to do the thing. Where a developer is needed, you get the exact words to ask for.

3

No jargon taught

Jargon is named so you recognise it. It is never used to explain anything.

“Everything in this book can be done with a browser, a free Google account and a chat window.”

WHAT IS IN YOUR HANDS

One book, five working parts

56

Chapters

Each one ends with a timed job.

23

Handbook sheets

Fill them in as you go. Printable at trueseo.co.uk/book.

10

Prompts

Check what AI assistants say about you, once a quarter.

5

Numbers

One monthly sheet that shows whether search brings you business.

10

Rung ladder

The whole book in order, with honest times.

385 pages in paperback, plus the Kindle ebook. Four composite businesses followed over two years.

TIME, HONESTLY

How long each "Do this now" takes



Stated time for the end-of-chapter job in each of the 56 chapters, as printed in the book.

35 of 56

jobs take about an hour or less. 28 take under an hour.



One square per chapter, 1 to 56. Teal: under an hour. Blue: 60 to 90 minutes. Pale: 2 hours or more.

The ten rung ladder, and your first 90 days

10	Maintenance dates	Twenty minutes
9	The sheet, and the data	30 min, then 90 a quarter
8	One finished section	Two to four months
7	The last three inches	One afternoon
6	The page that earns	One day
5	The map	Half a day
4	The one thing	Two hours, and a conversation
3	Profile and reviews	3 hours, then 10 min a week
2	Make the facts agree	One afternoon
1	Find out what is there	Two hours

The first ninety days

Weeks 1 to 2	Rungs one to three
Weeks 3 to 4	Rungs four and five
Weeks 5 to 8	Rungs six and seven
Weeks 9 to 12	Begin rung eight
Week 12	Start the sheet

“Do them in this order. The order is the advice.”

ONCE YOU UNDERSTAND THE BOOK

What you will be able to do

- **Write the one sentence that says who you are for**
  Chapter 8
- **Draw the map of what you intend to own**
  Chapter 12
- **Find out why a competitor sits above you**
  Chapter 17
- **Make every listing about you say the same thing**
  Chapter 24
- **Write the page that earns**
  Chapter 32
- **Check what AI assistants say about you each quarter**
  Chapter 46
- **Read your five numbers every month**
  Chapter 48
- **Score an agency proposal against six questions**
  Chapter 40
- **Protect what you have built during a redesign**
  Chapter 29

THREE WAYS TO USE IT

Do it, brief it, or question it

The book treats all three as equal outcomes.



Do it yourself

Run it as a project, one rung at a time, at your own kitchen table.

Every chapter ends with a timed “Do this now”.



Brief your team

Give your marketing person a proper brief, perhaps for the first time.

The mechanism behind every task, plus 23 handbook sheets.



Question your agency

Know what you are being told, and what to ask for next.

“What to demand” in every chapter, and Part Seven on costs and proposals.

ABOUT THE AUTHOR

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Founder and Director, True SEO Consultants Ltd

- ACCA qualified
- MSc, University of South Wales
- Has worked in search since 2010
- Author of TSC-2026-01, an audit of 494 UK accountancy practice websites, and TSC-2026-02, an audit of 50 UK chiropractic clinic websites

Checkable, because the book asks you to check things

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Start at rung one. It takes two hours.

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