How I Used AI to Build an AEO-Optimized Author Website

I've written more than 20,000 prompts. I've generated more than 10,000 images on Midjourney. I serve as the chief AI architect for a media company. So how did I not know about AEO—answer engine optimization?

All that back-end code hidden from users—the stuff you only see when you right-click and select "Inspect"—is what determines whether search engines and AI systems can find your content. I'd been ignoring it for years. Not anymore.

As audiences fragment across platforms and AI assistants increasingly answer questions directly, creators and journalists must pay attention to AEO. It's no longer optional. It's essential.

I've always prioritized visuals, and yes, design matters. You shouldn't ignore layout and aesthetics for the sake of AEO. But if you're not as technical as you'd like to be, you have two options: hire someone to do it, or use artificial intelligence to help you do it yourself.

Using AI as your AEO architect isn't that hard. Here's how I did it.

Step 1: Set Up Claude

Sign up for a subscription account on Claude.ai. The paid tier gives you access to Claude Projects, which lets you upload reference documents that inform every conversation.

Step 2: Gather Reference Materials

Find articles about AEO, SEO, and author website best practices. You'll upload these to your Claude Project so the AI understands what you're trying to achieve.

Some resources I used:

- **Author bio guidance:** "Writing Your Author Bio? Here Are 20 Great Examples" at BookBub Insights

- **Printable checklist:** Author Biography Checklist PDF

- **GEO/AEO strategy:** "The New SEO is GEO: Winning Visibility in the Age of AI" at Adriana Lacy Consulting

Step 3: Prepare Your Existing Content

If you already have a website, copy and paste each page into a text file. I use TextEdit on Mac; Word works fine too.

For PDFs, you'll need to convert them to text. Use a free tool like CloudConvert, or upload the PDF to Claude and use this prompt:

> Create a txt file of [filename] that strips unnecessary headers, footers, and page numbers.

Step 4: Create Your Claude Project

Start a new Project and give it a name (e.g., "Jayne Lytel Website"). Upload all your reference materials and existing content.

Don't fill in the project description yet—you'll refine that in the next step.

Step 5: Let Claude Help Write Your Project Goals

Use Claude to improve your initial project description. Start with a rough draft, then run this prompt:

> Improve this goal for my project: The goal is to create an SEO- and AEO-enhanced website.

Claude's output will likely be more specific and actionable than what you started with. Edit it to match your vision, then paste the refined version into your Project's Description field.

Do the same for instructions. Here's what I used:

> Design a modern, accessible author website for Jayne Lytel that reflects her writing style, published works, and author brand.
> Use the files in the project folder (manuscripts, media assets, biography, blog drafts, images, metadata templates) to generate and structure website content.
> For each page (Home, About, Books, News/Blog, Events, Contact), implement:
>
> - **SEO best practices:** semantic HTML tags, optimized titles, meta descriptions, alt text, canonical links, internal linking
>
> - **Schema.org structured data:** page-specific types (Author, Book, Article, Event, WebPage) with appropriate properties
>
> - **AEO (Answer Engine Optimization):** concise summaries and FAQ sections formatted for rich results and voice search
>
> - **Location metadata:** geographic information for events and contact details
>
> Deliverables:
>
> 1. Clean, responsive site design with clear navigation and consistent branding
>
> 2. Page-specific SEO and AEO schema markup (JSON-LD)
>
> 3. Sitemap to support search engine discoverability
>
> Preserve authorial voice, maintain readability, and integrate structured data derived from project files.

Step 6: Build and Iterate

Now you can start building your site. This part takes time. It's a back-and-forth process of reviewing Claude's output, requesting changes, and refining until the result matches your vision.

One technique that helped: after Claude generates an HTML page, upload it to a different AI model (like ChatGPT) and ask it to evaluate and critique the page for AEO and SEO. A second opinion often catches things the first model missed.

A Note on the Learning Curve

The process can be tedious, especially if you don't fully understand metadata and schema markup. I'll admit—I don't. Not completely.

But you don't need to be an expert. You need to be curious and know how to ask the right questions. If you have a journalism background, you already have that skill. Use it.

The AI handles the technical implementation. Your job is to guide it toward what you want and verify the output serves your goals. That's a collaboration you can manage, even without writing a line of code yourself.