**Project Plan – SEO, AEO & GEO Optimisation Tool with AI Chatbot**

**1. Project Overview**

We aim to build a **multi-layer AI-powered optimisation platform** that helps websites achieve top rankings in:

* **SEO (Search Engine Optimisation)** – Traditional search results (Google, Bing, etc.)
* **AEO (Answer Engine Optimisation)** – Voice assistants & direct answer platforms (Google Assistant, Alexa, Siri, etc.)
* **GEO (Generative Engine Optimisation)** – AI search/chat platforms (ChatGPT, Google Gemini, Perplexity, etc.)

The tool will have **two layers of functionality**:

1. **Basic Layer** – Simple and intuitive for site owners to manage keywords, FAQs, and structured content.
2. **Advanced AI Layer** – Automated optimisation for multiple platforms, deep analytics, and AI-driven recommendations.

Additionally, the tool will include an **AI Chatbot** to interact with users and gather data for optimisation.

**2. Key Features**

**Layer 1 – Basic Site Owner Dashboard**

* **Keyword Management**
  + Simple keyword entry interface (with category tagging)
  + Highlight target keywords and usage suggestions
* **FAQ & Content Entry**
  + Easy form for adding Q&A (SEO + AEO-friendly)
  + Option to mark questions for voice optimisation
* **Content Optimisation Tips**
  + On-page SEO health score
  + Real-time suggestions (meta tags, alt text, headings)
* **Performance Snapshot**
  + Quick view of keyword ranking, traffic trends, and AI mentions

**Layer 2 – Advanced AI Optimisation**

* **AI Content Rewriting**
  + Automatic rephrasing for SEO, AEO, and GEO
  + Adjust tone, style, and structure based on platform requirements
* **Multi-Platform Optimisation**
  + Push content updates for:
    - Search engines (Google, Bing)
    - Voice assistants
    - AI models & generative engines
* **AI SERP & AI Model Tracking**
  + Track ranking in Google search
  + Track how generative AI platforms respond to relevant queries
* **Competitor Analysis**
  + Compare rankings and AI-generated answers vs competitors
* **Structured Data Automation**
  + Auto-generate schema.org markup for rich snippets and voice results
* **Auto-Generated AI Summaries**
  + Prepare concise brand answers for AI platforms

**AI Chatbot Feature**

* **Website Chatbot**
  + Answers FAQs, guides visitors, captures leads
  + Learns from Layer 1 content
* **Data Collection**
  + Identifies missing questions and customer intent
  + Suggests new content for SEO/AEO/GEO
* **Multi-Language Support**
  + Automatically translate for international reach
* **Integration**
  + Embed via script into any website

**3. Technical Requirements**

**Frontend:**

* React.js / Next.js for speed and interactivity
* Mobile-responsive design
* Clean, simple dashboard UI for Layer 1

**Backend:**

* Node.js / Python (FastAPI/Django) for scalability
* MySQL / PostgreSQL database for content storage
* API integrations for:
  + Google Search Console
  + Bing Webmaster Tools
  + OpenAI / other AI APIs
  + Voice platform APIs (Alexa, Google Actions if applicable)

**AI Engine:**

* GPT-based content processing for rewriting
* NLP for keyword clustering & intent analysis
* AI ranking tracker for GEO (scraping AI responses where possible)

**Security:**

* Role-based access
* Encrypted data storage
* GDPR-compliant data collection

**5. Deliverables**

* Fully functional two-layer optimisation tool
* Integrated AI chatbot with lead capture
* Admin & user manuals
* API documentation

**6. Ongoing Management & Future-Proofing**

* Monthly AI model updates for evolving SEO/AEO/GEO trends
* Continuous keyword tracking and ranking reports
* AI monitoring for mentions in generative platforms
* Regular feature updates to match Google/Alexa/OpenAI algorithm changes