

AEO Fundamentals

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The bearer of this certificate is hereby deemed knowledgeable and skilled in answer engine optimization. This certificate confirms their ability to build search strategies that drive visibility across traditional search engines and AI-powered answer engines. They can evaluate how answer engines discover and surface content, measure brand performance through visibility metrics, and structure content to earn AI citations.

Valid from: Jul 15 2026 - Aug 13 2028

Certification code: 9139162be23f43da9ac230de38733928

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