

AI SEO Course 2026: From Zero to Page-One Results (AEO, GEO)

A 50-day blueprint to rank #1 on Google, ChatGPT, and AI search engines for SEO professionals and content creators.

Artificial Intelligence Instructor: Jordan Blake • 5 sections • 51 lessons • 16.50h total

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About this course

Search has shifted. In 2026, AI-driven engines like Google's AI Overviews and ChatGPT dominate how people find answers, leaving traditional SEO tactics less effective. Many sites struggle to get cited by these new platforms, losing visibility and traffic. This course tackles that problem head-on. You'll learn the exact steps to optimize for AEO and GEO, with practical videos, real case studies, and a day-by-day plan. We'll cover keyword research, content creation, technical fixes, and authority building, all tailored for the AI-first landscape.

Course curriculum

AI SEO Foundations — Understanding the New Search Landscape

- **What AI SEO, AEO, and GEO Mean in 2026 (12m)**
Get clear definitions of AI SEO, Answer Engine Optimization, and Generative Engine Optimization. See how they differ from old-school SEO.
- **How AI Engines Select and Cite Sources (18m)**
Break down the process behind Google AI Overviews, ChatGPT search, and Perplexity. Learn what makes them pull specific content.
- **Key Differences Between Traditional and AI-First SEO (15m)**
Compare ranking factors side by side. Understand why keywords alone aren't enough for AI visibility.
- **Setting Up Your 2026 Tech Stack for AI SEO (25m)**
Walk through essential tools: AI analytics, schema validators, and LLM visibility trackers. Configure them step by step.
- **Tracking AI Citations with Monitoring Tools (20m)**
Learn to set up dashboards that show when and how often your content is cited in AI-generated responses.
- **Mindset Shift: Optimizing for Answers and Entities (12m)**
Adopt an answer-first approach. Focus on entities over keywords to align with how LLMs process information.
- **Case Study: Early Adopters of AI SEO in 2026 (18m)**
Analyze real examples of sites that gained visibility by shifting to AI-optimized strategies.
- **Your 50-Day Plan: Setting Goals and Milestones (10m)**
Map out your learning path with clear weekly targets. Get ready to implement from day one.

Keyword & Entity Research for AI-First Engines

- **AI-Powered Keyword Research for Conversational Queries (22m)**
Use AI tools to find high-intent, question-based queries that people ask in natural language.
- **Finding High-Intent Questions with AI Assistants (18m)**
Mine ChatGPT and other models for the questions they frequently answer. Prioritize based on search volume.
- **Entity Mapping for Topic Authority (25m)**
Build entity graphs that show relationships between concepts. Make your content machine-readable for LLMs.
- **Building Entity Relationships That LLMs Recognize (20m)**
Practical steps to connect entities within your content. Boost trust signals for AI engines.
- **Identifying Citation-Worthy Content Angles (15m)**
Learn what makes AI engines choose one source over another. Focus on unique data, clear answers, and credibility.
- **Analyzing AI-Generated Responses for Competitor Insights (22m)**
Reverse-engineer who gets cited in ChatGPT and Google AI Overviews. Spot gaps and opportunities.

- **Reverse-Engineering Competitors' AI Citations (18m)**
Use tools to deconstruct successful competitor pages. Note their structure, schema, and authority signals.
- **Creating a Content Calendar Based on AEO Gaps (20m)**
Plan your content around topics where AI engines lack reliable sources. Fill those gaps strategically.
- **Prioritizing Topics for Maximum AI Visibility (12m)**
Score topics by potential traffic and citation likelihood. Allocate resources where they'll have the most impact.
- **Real-World Keyword Strategy: From Research to Action (15m)**
Walk through a sample project. Turn keyword and entity data into a actionable content plan.

Creating AI-Optimized Content That Gets Cited

- **Writing Structured Content for Snippet Extraction (25m)**
Craft articles with clear headings, bullet points, and direct answers. Make it easy for AI to pull snippets.
- **Using Schema Markup for AI Engines (18m)**
Implement structured data like FAQ and HowTo schema. Help AI engines understand and feature your content.
- **Implementing Advanced Schema Types for 2026 (22m)**
Explore Speakable and other new schema markups. Add them correctly to boost visibility in voice and AI search.
- **Demonstrating E-E-A-T for AI Trust (20m)**
Show expertise, experience, authority, and trust through author bios, citations, and data sources. Gain AI confidence.
- **Formatting for Multiple AI Platforms Simultaneously (15m)**
Optimize once for Google AI Overviews, ChatGPT, and Perplexity. Balance structure for different engines.
- **Optimizing Multi-Modal Content for AI Parsing (22m)**
Add alt text, transcripts, and data labels to videos and images. Ensure AI can process all media types.
- **Video and Visual Optimization Techniques (18m)**
Make your visual content machine-readable. Use timestamps, descriptions, and embedded data for better AI inclusion.
- **Practical Session: Crafting an AI-Friendly Article (32m)**
Apply everything in a hands-on example. Write, structure, and mark up an article from scratch.

Advanced AEO & GEO Link & Authority Strategies

- **Building AI Trust Signals Through Co-Citations (20m)**
Learn how being cited alongside reputable sources boosts your authority in AI eyes. Strategies to earn co-citations.
- **Leveraging Brand Mentions for LLM Recognition (15m)**
Monitor and increase unlinked brand mentions. See how LLMs use these as trust indicators.

- **Digital PR Strategies That AI Engines Reward (25m)**
Pitch stories that attract links and mentions from authoritative sites. Focus on data-driven PR for AI appeal.
- **Topical Authority Architecture and Silo Structures (22m)**
Organize your site into topic silos. Build internal links that mirror knowledge graphs for better AI understanding.
- **Internal Linking Patterns for Knowledge Graphs (18m)**
Map internal links to reinforce entity relationships. Guide both users and AI crawlers through your content.
- **Using AI for Automated Outreach and HARO Responses (20m)**
Automate relationship-building tasks. Use AI tools to respond to HARO queries and pitch content efficiently.
- **Programmatic Content Production with AI Tools (25m)**
Scale content creation using AI without losing quality. Avoid common pitfalls and maintain human oversight.
- **Avoiding Quality Issues in AI-Generated Content (15m)**
Review and edit AI drafts for accuracy and originality. Prevent penalties from low-quality or duplicate material.
- **Technical SEO for AI: Core Web Vitals and Speed (18m)**
Optimize site speed and user experience. Meet Core Web Vitals standards that AI engines consider.
- **Optimizing JavaScript Rendering for AI Crawlers (22m)**
Ensure JavaScript-heavy sites are crawlable. Test and fix rendering issues for LLM bots.
- **Managing Crawl Budget and LLM Bot Access (20m)**
Control how AI engines access your site. Use robots.txt and sitemaps effectively for better indexing.
- **Case Study: Authority Building in Competitive Niches (25m)**
Analyze a real site that increased AI citations through strategic link and authority work.

Measurement, Scaling & Future-Proofing Your AI SEO System

- **Tracking AI Citations and Visibility Metrics (18m)**
Set up tools to measure when your content appears in AI responses. Track trends over time.
- **Using Analytics Tools for AI SEO Performance (22m)**
Interpret data from Google Search Console, AI trackers, and custom dashboards. Make data-driven decisions.
- **Setting Up Monitoring Dashboards for Real-Time Insights (20m)**
Build dashboards that alert you to changes in AI visibility. Monitor competitors and market shifts.
- **Scaling AI SEO Efforts Efficiently (25m)**
Expand your strategy across multiple pages and sites. Use templates and automation to save time.
- **Integrating AI SEO with Overall Marketing Strategy (15m)**
Align your AI SEO work with social media, email, and paid campaigns. Create a cohesive digital presence.
- **Future-Proofing Against Algorithm Changes (18m)**
Stay adaptable as AI engines evolve. Build a flexible system that can handle updates.

- **Case Study: Scaling a Website with AI SEO Techniques** (22m)
Follow a site's journey from low traffic to high AI citations. Learn from their scaling process.
- **Problem-Solving Common AI SEO Challenges** (20m)
Address issues like citation loss, ranking drops, and content gaps. Quick fixes and long-term solutions.
- **Advanced Techniques for Maintaining Rankings** (25m)
Use advanced schema, entity optimization, and link strategies to keep your position stable.
- **Building a Sustainable AI SEO Workflow** (18m)
Create routines for research, content creation, and monitoring. Make AI SEO a repeatable process.
- **Reviewing and Adjusting Strategies Based on Data** (15m)
Analyze what works and what doesn't. Pivot your approach based on performance metrics.
- **Preparing for Next-Generation AI Search Features** (12m)
Look ahead to emerging trends. Get ready for new AI capabilities in search engines.
- **Final Project: Implementing a 50-Day AI SEO Plan** (30m)
Put it all together. Execute a complete plan from research to monitoring, with guidance and feedback.

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