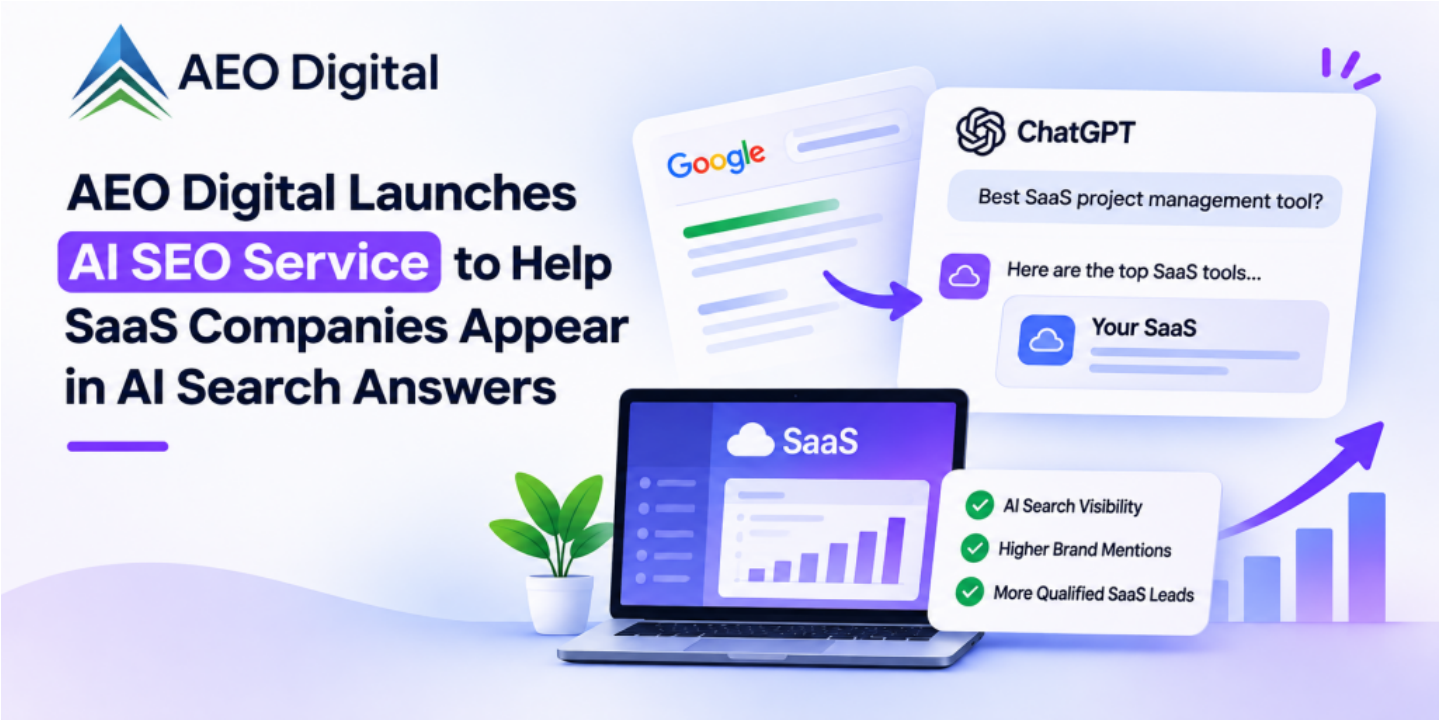
AEO Digital Launches AI SEO Service to Help SaaS Companies Appear in AI Search Answers

AEO Digital has launched a managed AI SEO service for SaaS companies that want their products named in ChatGPT, Perplexity and Google AI Overviews answers.



Sheridan, Wyoming Nov 20, 2026 (Issuewire.com) - AEO Digital, a search marketing agency that specializes in Answer Engine Optimization (AEO), has launched a managed AI SEO service for software-as-a-service (SaaS) companies. The service is designed to improve how software products are found, described and recommended in Google Search and in AI platforms such as ChatGPT, Google AI Overviews, Perplexity, Gemini and Claude.

AI SEO refers to optimizing a website, its content and its reputation across the web so that both search engines and AI assistants can understand a business and include it in their answers. For SaaS companies, this matters early in the sales cycle. According to AEO Digital, software buyers often research product categories, alternatives, integrations, pricing and use cases in AI tools well before they book a demo. A product that never appears in those answers may not make the buyer's shortlist.

Strong Google rankings do not guarantee that a product will appear in AI answers, because each platform has its own rules. OpenAI's crawler documentation states that sites which block its OAI-SearchBot crawler will not be shown in ChatGPT search answers, although they can still appear as navigational links. Google's guidance for its AI features states that a page must be indexed and eligible to show a snippet in Google Search to appear as a supporting link in AI Overviews or AI Mode.

The new service starts with an analysis of how AI platforms currently describe a client's product: its features, target audience, use cases and differences from competing tools. The analysis also identifies the categories, comparisons and buyer questions where AI platforms name competitors instead.

Ongoing work covers four areas. AEO Digital makes website structure and technical SEO fixes, including structured data, which is standardized code that tells search engines what a page contains. It publishes content each month around buyer questions about features, pricing, integrations, security, alternatives and product fit. It builds authority through digital PR, reviews, software directories and mentions in industry publications. Clients also receive a monthly report showing how their product appears across ChatGPT, Google AI, Perplexity, Gemini and Claude. Each client works with a dedicated AEO specialist, and the service has no long-term contract.

AEO Digital organizes the content work around three questions buyers ask as they research software: what kind of tool they need, which products they should consider, and which vendor they should choose. Each stage calls for different material, from educational category content at the start to comparison pages, reviews and third-party proof at the end.

"If AI search never names a SaaS product, a buyer may never add it to their shortlist," said Adam Krumwiede of AEO Digital. "The first job is to find the buyer questions where AI recommends a competitor instead, and then fix the reasons it does."

The company notes that results vary. How quickly a product's AI visibility changes depends on the website, the software category, the level of competition and the product's existing reputation online.

More details are available on the AI SEO for SaaS page of the AEO Digital website.

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