AI Authority Engine Launches AI SEO Certification to Train Marketers to Get Businesses Recommended by ChatGPT

The program from Yroc Consulting, taught by Cory Long, combines hands-on AI SEO training, one-on-one coaching, and a publicly verifiable certification



Sherman, Texas Nov 9, 2026 (Issuewire.com**)** - AI Authority Engine, an AI SEO training program from Yroc Consulting, today introduced the **Certified AI Authority Specialist** credential, an AI SEO and answer engine optimization certification. The program trains marketers, consultants, and agency owners to get businesses found, trusted, and recommended by AI assistants such as ChatGPT, Gemini,

Perplexity, and Google AI Overviews.

More customers now ask AI assistants which businesses to hire. Those assistants typically name only a few companies and leave the rest out, and most businesses have no idea what AI says about them. AI Authority Engine exists to train the people who can change that answer, and to show them how to start an AI SEO agency around it.

The training pairs a Getting Started curriculum with ongoing support: the Optimization Lab, 30-day implementation sprints, podcast automation training, weekly office hours, challenge calls, a full community, and live events.

What the AI SEO certification covers:

- The AI Authority Wheel: how AI decides which businesses get chosen
- AI authority foundations and a consistent business identity across the web
- Reviews, reputation, and AI trust signals
- Pages optimized for AI visibility, and schema data
- Press releases, brand mentions, Wikidata, and Grokipedia
- How to start an AI SEO agency and win clients, with one-on-one coaching

Everything is taught through the AI Authority Wheel, the program's framework for how AI decides who gets chosen. It places a business's core identity at the center and builds outward through eight authority factors, from reviews and external authority to structured data and topical alignment.

AI Authority Engine goes beyond self-paced video. Cory Long trains students one-on-one and has joined students' client meetings to help them close sales, backed by the full team at Yroc Consulting.

The Certified AI Authority Specialist credential has no separate fee. It is earned by completing the program's required coursework and assignments. Every credential holder receives a public verification page with a unique credential ID, listed in the directory at https://aiauthorityengine.org/certified/, so clients and employers can confirm it.

"*When someone asks ChatGPT who to hire, there's no page two. Businesses need people who know how to change that answer, and most marketers were never trained for it. AI SEO and answer engine optimization aren't about tricks. They're about making a business the clear, trusted choice that AI can recommend with confidence. A Certified AI Authority Specialist has done the work to prove they can do exactly that,*" said Cory Long, founder and lead trainer of AI Authority Engine.

"*AI Authority Engine has been a wealth of good information and strategies in a world plagued with disinformation surrounding the topic of AEO,*" said Stephen Jones, a student who recently earned the Certified AI Authority Specialist credential. "*If you want the most cutting-edge strategies from a team that's been in the trenches even before AEO became a topic of discussion in the marketing world, I highly recommend checking out AI Authority Engine so you can give your clients the best AEO services possible!*"

Program details are available at https://aiauthorityengine.org/ai-seo-certification.

About AI Authority Engine

AI Authority Engine is an online AI SEO certification and training program created and taught by Cory

Long. It teaches answer engine optimization, entity authority, and structured data, so marketers and agency owners can get businesses found and recommended by ChatGPT, Gemini, Perplexity, and Google AI Overviews, and build profitable AI SEO agencies. AI Authority Engine is a program of Yroc Consulting. Learn more at https://aiauthorityengine.org.

About Yroc Consulting

Yroc Consulting is an AI optimization, SEO, and brand visibility company. It builds and operates AI Authority Engine. Learn more at https://yrocconsulting.com.

Media Contact

AI Authority Engine

*********@aiauthorityengine.org

9033005323

1800 Teague Dr. Ste. 416

https://aiauthorityengine.org

Source : AI Authority Engine

See on IssueWire