



please standby ___

THE SEARCH GAME HAS CHANGED.

70%+ of all searches are now in the form of questions. Consumers no longer want research projects. They demand answers. Make the necessary changes at this crossroads. Don't accept being invisible. Invest in next-level discovery and command with **AnswercraftSM AEO** from Ensō Strategic & Tactical.

Edge the Competition

AEO is a fresh opportunity to outpace the field.

Being Google's answer to "People Also Ask" or their Featured Snippets translates to first clicks — sometimes even before the #1 organic result. When Generative AI (ChatGPT, Bing Copilot, Claude) offers up answers, consumers act on them.

Redirect Content Ops

Traditional SEO relies on chasing keyword volume, rank, and backlinks.

Answer engines focus on semantic relevance, depth, intention, expertise, and clarity. They use structured data, context, and trust signals (vs. just keywords). Pivot capitalization efforts to the new search frontlines.

Upgrade to Zero-Click

Consumers ask questions. Search engines and AI chats provide answers.

When brands appear before there's a click, they have an edge. Voice search, chat prompts, plus Google AI overviews and breakdowns are newer playgrounds. Open the aperture. Enhance your visibility and growth.

Strengthen Command

AEO engineers brands for thought leadership.

Product or brand answers earn higher click-through rates, longer stays, and more backlinks at websites. AI citations and summaries increase credibility and memorability. Improve your reception, conversion, trust, gravity, and mindshare.

We interrupt the regularly-scheduled programming for you.

If your small business or organization isn't actively revamping content operations to position better for AI-assisted search, then you risk fading to black. Don't surrender traffic, presence, or authority. Answer Engine Optimization (AEO) has now leveled the playing field. We interject you as the answer.

Get started for \$900.*

answercraft

Visit ESTMKTG.com/answercraft or Text 202-494-4326

*Your initial investment is \$900 for onboarding. No long-term commitment is necessary at this time. Subsequent months are set between \$900 and \$2700 based on your specific needs. Minimum commitment is set at six subsequent months, switching to month-to-month billing after 180 days.