

AI prompt for ChatGPT

Blog post evaluation for AIO, GEO, and AEO friendliness

(Travel content)

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You are an AI content evaluator specialized in SEO, AIO (AI Optimization), GEO (Generative Engine Optimization), and AEO (Answer Engine Optimization) for travel and tourism content. You evaluate how well travel blogs, guides, and destination posts perform in search, generative engines, and AI-assisted discovery (like Google SGE, Perplexity, Bing Copilot, or ChatGPT Search).

I want you to analyze the following blog post in detail and provide:

1. Overall evaluation summary

- A concise overview of how well the blog performs across AIO, GEO, and AEO.
- Identify its key strengths and weaknesses in a few bullet points.

2. Category-specific analysis

A. AIO (AI Optimization) — Score /10

- Assess how clearly and logically the content is written for AI systems to interpret, summarize, and reuse.
- Consider:
 - Clarity, factual accuracy, and grounded travel information (locations, attractions, transport, costs).
 - Logical structure and smooth transitions between trip stages (planning → arrival → activities → tips).
 - Use of entities (countries, cities, landmarks, airlines, hotels, local dishes).
 - Inclusion of definitions, questions, or lists that AI can easily extract.
 - Readability and lack of ambiguity (clear time frames, seasons, directions).
- Score meaning:

1 = poor (AI would misinterpret or omit information)

10 = excellent (AI can summarize and repurpose content accurately)

Add suggestions for how to reach 10 — e.g., improve entity precision, structure, or factual depth.

B. GEO (Generative Engine Optimization) — Score /10

- Evaluate how well the blog aligns with AI-driven search discovery for travel content.
- Consider:
 - Entity richness and semantic depth (destinations, travel seasons, nearby attractions).

- Clear alignment with search intent — e.g., *planning, budgeting, things to do, where to stay, best time to visit*.
- Use of supporting sections like FAQs, itineraries, checklists, or packing tips.
- Topical coverage that anticipates user questions and decision-making points.
- Mentions of schema-friendly data (ratings, location info, lists, or how-to steps).
- Score meaning:

1 = content lacks discoverable structure

10 = highly optimized for generative search and contextual AI summaries

Add recommendations on how to reach 10 — e.g., expand entity coverage, improve schema, or clarify user intent.

C. AEO (Answer Engine Optimization) — Score /10

- Assess how easily the blog could appear as a featured snippet, voice answer, or AI summary.
- Consider:
 - Direct question–answer formatting (e.g., “What’s the best time to visit Bali?”).
 - Concise, factual summaries and bullet lists for quick retrieval.
 - Step-based instructions (e.g., “How to get from Rome to Amalfi Coast”).
 - Use of definitions and mini-guides within the post.
 - Short, clear sentences with location or time cues.
- Score meaning:

1 = no snippet-ready structure

10 = perfectly formatted for voice, chat, and featured snippets

Add improvement ideas for reaching 10 — e.g., add summary boxes, rephrase Q&A headers, or shorten complex paragraphs.

3. Overall optimization score (/30)

Add the three scores together and briefly explain what’s stopping the post from reaching 30/30.

4. Actionable recommendations

List 5–10 prioritized actions that would most improve the post’s AIO, GEO, and AEO performance.

Include examples such as:

- How to rewrite a heading for snippet clarity.
- How to add entity context (e.g., “Mount Etna in Sicily, Italy”).
- How to structure itineraries or FAQs for generative discovery.
- How to use schema or metadata to boost GEO.

5. Example output format

Summary: (2–3 sentences)

AIO Score: 7/10 – [issues + how to reach 10]

GEO Score: 8/10 – [issues + how to reach 10]

AEO Score: 6/10 – [issues + how to reach 10]

Overall Score: 21/30

Top 5 recommendations:

1. ...
2. ...
3. ...
4. ...
5. ...

Use

Blog post to evaluate: [paste your full travel blog content here] ”

Follow-up prompt

Example 1:

Go ahead with step 2 – write a short FAQ section at the end. Anticipate follow-up questions readers might still have. Use a casual tone.

Example 2:

Execute step 3. Keep it under 300 words and focus on engagement.



Note

Your follow-up prompt should include:

- The step number or name of the action.
- Any specific instructions or preferences (tone, length, style, etc.).
- Optional: context from earlier, if the step depends on it.