IDAEO

Market Strategy for the AI Era

Mentioned by AI. Described Right. Customers at Your Door.

ID → IDA → AEO

Identity → Identity Data Authority → Answer Engine Optimization

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IDAEO: Market Strategy for the AI Era

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This is a living book, updated every month with new measured data. Latest edition:
https://km.idaeo.ai/idaeo/textbook?lang=en

IDAEO: Market Strategy for the AI Era

After completing this course, you can assess a merchant's progress across S1—S10, its Marketing Audiences and Optimization Domains, and verify results with Performance Metrics.

First master the Seven Laws of IDAEO, the Five Dimensions of IDAEO Marketing, and the Nine Elements of the IDAEO Framework; then learn audiences, journey, measurement, verification, Service Tiers, and results; finally, look at the results and theoretical basis from IDAEO's own website and early real-world test merchants.

Chapter 0 IDAEO: AI-Era Marketing

How should merchants approach marketing when customers start asking AI?

Chapter 1 Audience Strategy (Who to Target): Five Marketing Audiences and Six Optimization Domains

What do the different Marketing Audiences come to do, and which Optimization Domains do they map to?

Chapter 2 Journey Design (Which Steps to Take): AI Customer Journey: Four Phases, Ten Steps

When customers find a merchant through AI, how do the four phases and ten steps connect?

Chapter 3 Measurement Sources and the AI Black Box: The Data Foundation of Performance Measurement

Who provides the numbers for each step, and how is the AI black box measured?

Chapter 4 Trust and Verification (Why Believe It): Credible Facts and External Corroboration

How does a merchant's claim become a credible fact that AI can cite?

Chapter 5 Service Tiers (How Far to Go): AEO Exposure — Get Read First; AEO+ Word of Mouth — Get Mentioned; IDA Brand PR — Accurate Answers, Visits, and Returns

Which journey steps does each service tier cover, and how do you choose Performance Metrics?

Chapter 6 Performance Measurement (How to Count Results): AI Impressions and Full-Journey Value

What results do AI impressions, AI Content Use, and site visits each represent?

Chapter 7 IDAEO Field Results: Our Own Site and Early Field-Test Merchants

How did IDAEO's own site go from zero to one hundred million requests? What changed for the first batch of joint field-test merchants during the field-test period?

Chapter 8 AI Visibility and Theoretical Foundations

Where in the journey does AI Visibility sit, and what is the theoretical basis of IDAEO?

Preface

I spent 220 days putting all the AEO, GEO, SEO, LLMO, and AIO knowledge and literature I could find to the test on my own website, www.washinmura.jp, for Washin Cat Village (和心猫治村) in Japan.

As I kept at it, I felt I was onto something. So I built a separate site, aeo.washinmura.jp (now aeo.idaeo.ai), to focus on researching this field, and built some basic diagnostic features and tools. Together, the old and new sites have tested more than 20,000 websites. Thank you to the small and medium-sized businesses in Taiwan and Japan that used these tools. You are the reason I decided to put everything I learned into this book, *IDAEO: Market Strategy for the AI Era*, and the IDAEO.AI platform.

Today, I am sharing this book with you. It is a book that will be revised and updated every month.

From March 3 to October 8 (2026), my website received 105.5 million requests from AI, search engines, and all kinds of crawlers. With this first-hand data, IDAEO can try all kinds of methods, then check the conclusions against the data, and revise this book again and again.

I spent 220 days on this book, and a lot of money on AI. Thank you to my wife, Kaoru Takenouchi, for giving me time, money, and love during this period, and for supporting me in finishing the first edition.

This is the story of a small inn in Japan, Washin Cat Village, trying to use AI to make itself known around the world, amid the anxiety of the AI era. I am also sharing these 220 days of hands-on experience with every small and medium-sized business working hard to make its own way.

If you know someone who needs this book, please share it with them.

2026.10.26　TK Lin (林毅祥)　in Japan

Reading Guide: How to Read This Book

This book is for anyone who wants AI to understand, mention, and accurately describe their business. Business owners can go straight to what they need to do. Marketing professionals can read the full method; researchers can examine the data and theoretical basis. As customers start by asking AI, Marketing also needs to connect with AI. This book helps you identify where your business stands in the journey.

Business Owners

Read First

Chapters 0, 2, 4, 5, and 6, and the practical chapter at the end of the book

Why

First, understand how customers are shifting to asking AI. Then explore the ten diagnostic checkpoints, fact verification, IDAEO Service Tiers, and how to assess results. Chapter 3 focuses on data; you can skip it for now.

Marketers

Read First

Read the whole book in order

Why

Read the full approach, from audiences and the journey to measurement, verification, and results. This will help you apply the method to your own work.

Researchers

Read First

The whole book, with a focus on Chapters 3 and 8

Why

Chapter 3 explains the data sources, scope, and units. Chapter 8 provides the theoretical basis and further reading.

Ten-Minute Version

1. Customers are starting to ask AI first. Marketing needs to connect with AI too.
2. IDAEO uses ten diagnostic checkpoints, S1—S10, to see how far a business has progressed. They are not a sequence every customer must follow.
3. Outside AI Platforms, crawls and site visits can be measured directly. Mentions and answers inside the platforms are a Black Box.
4. So measure both ends: crawl volume and site visits. Also ask AI directly at regular intervals.
5. Label every figure with its source and time period. Do not add figures that use different measurement rules.
6. This is a living book: new data is published first at km.idaeo.ai/idaeo, and a new edition comes out each month.

Chapter 0

IDAEO: AI-Era Marketing

This chapter answers How should merchants approach marketing when customers start asking AI?

Why it comes here Read the origin, the real-world measurement foundation, and the overview of the book first to understand how AI exposure connects to the results that follow. See Chapter 8 for a detailed explanation of the theory and claims still to be tested.

Customers are starting to ask AI first and get one answer. How should merchants adapt their marketing? This book uses Journey Diagnostics to help you assess progress from preparing information to bringing customers back.

> The Origin of IDAEO: How the Author Turned Real-World Measurement into a Marketing Discipline

From 53 on the First Day to 105.5 Million Cumulative Requests from AI, Search Engines, and Automated Bots

On Mar 3, 2026, the author, TK Lin (林毅祥), began measuring AI visits to his own website: 53 on the first day. Cumulative requests reached 635,000 in March. By Oct 8, AI visit measurement had been running for 220 days. From Mar 3 to Oct 8, cumulative requests reached 105.5 million (including AI, search engines, and Automated Bots; these are platform-scale figures and cannot be compared directly with a single merchant's website). Requests before Aug 24 may include duplicates. Marketing must make getting AI to understand and trust the content a foundational task.

He turned these real-world measurements into the foundation of a marketing discipline.

Marketing First Makes AI Understand and Trust, Then Lets AI Speak for You

Customers have shifted from searching and comparing ten links themselves to asking AI and getting one answer. The author therefore extended Marketing Audiences to AI. First make AI understand and trust, then let AI speak for the brand. Visits by AI Agents have been observed, and their scale is still being tracked. Site visitors are also extending from crawlers that read content to AI Agents that carry out tasks. Changes in search clicks and AI Content Use were observed over the same period. The Google Search click analysis includes only data with year-earlier records. From June to September 2026, monthly clicks were about half of the same month last year. September totals: 52,926 last year and 25,928 this year. These are observations over the same period; they do not establish that customers switching to AI caused the decline in clicks. Customers find answers through AI, so marketing must connect to this touchpoint too. The industry websites measured received a combined 37,793 Copilot citations from April to September. Bing Search clicks totaled 10,177. Both belong to Microsoft, but citations and clicks are different units. The reporting periods also differ, so a ratio cannot be calculated. Citations make

content the basis of AI answers, and they are also a marketing result.

What Does ID → IDA → AEO Mean?

The name IDAEO combines ID, IDA, and AEO. ID stands for Identity. It helps AI recognize who you are and keeps your identity consistent over time. IDA stands for Identity Data Authority. It provides verifiable identity data from an Official Source for AI, like an embassy in the AI world. AEO stands for Answer Engine Optimization. Its goal is to get AI answers to use your content. Helping AI identify you, providing verifiable data, and checking that answers use it correctly are the starting points for Marketing in the AI era.

Now: Field Testing Together with Merchants and Website Owners

IDAEO has been field-tested and validated at Washinmura, with the first batch of merchants, and with the second batch of industries, and is about to expand into public field testing. Next, IDAEO will recruit more merchants and website owners to test together and study how IDAEO can deliver better results in each of their marketing scenarios. Because merchants' and website owners' First-Party Data keeps supplying practical evidence, joint field testing will push forward advanced research on theory, practice, methodology, and solutions.

This Is a Living Theory

IDAEO gains new data and field validation every month, and its theoretical and empirical foundations keep getting stronger. Interaction between customers and AI keeps changing, so the theory must test its existing judgments against new results so that its explanations of audiences, journeys, and performance keep pace with the changes.

Figure 0–1 Evolution of the Three Marketing Eras

Read left to right: how the way customers find businesses changes, then the Marketing Audiences, strategy, and Performance Measurement; the third column is IDAEO. The way of reaching customers changes with each era, but the core of marketing is always to let the right customers find you, trust you, and choose you.

Marketing Definition	Marketing = getting the right customers to find you, trust you, and choose you		
Era	Traditional Marketing	Online Marketing	AI–Era Marketing (IDAEO)
How customers find you	Ads, word of mouth	Search online themselves	Ask AI directly
Who decides	Media space	Search rankings	AI answers
Marketing Audiences	Humans	Humans + Search Engines	Humans + Four AI Audiences
What you do	Advertising, PR	SEO, keyword ads, social media	Six Domains + Verification
What counts as results	Reach, sales	Clicks, conversions	AI Content Use, customer visits

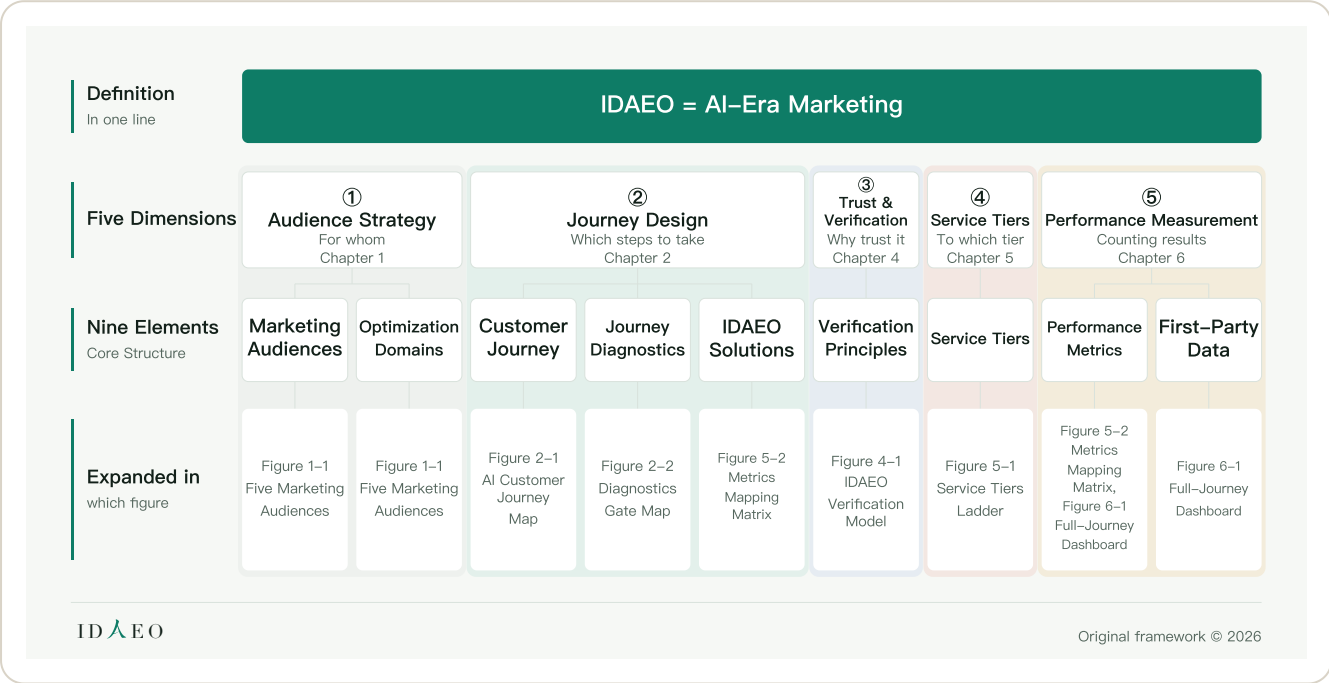
IDAEO

Original framework © 2026

How to read Read the three eras from left to right and compare the five characteristics from top to bottom; the rightmost column is IDAEO.

Figure 0–2 Panorama of the IDAEO Theory Framework: Five Dimensions and Nine Elements

See Chapter 8 for the seven laws. The five dimensions are the framework, and the nine elements are the components. Read from top to bottom: definition, dimensions, and elements; each cell belongs to the one above it. The bottom row links to related content by figure number and figure name, tying principles to results.



How to read Read from top to bottom: the one–line definition, the five dimensions, and the nine elements; each cell corresponds to the dimension above it, and the bottom row marks, by figure number and figure name, where each element is expanded.

Key Points of This Chapter

Claim	Why
IDAEO is AI–Era Marketing: it links the complete journey through real–world website measurement, credible facts, and theory.	Customers have shifted from searching and comparing links to asking AI and getting an answer. Marketing must first make AI understand and trust, then let AI speak for the brand. The author built this theory on real–world measurement of AI visits to his own website.

AI Impressions provide a foundation for the rest of the journey; impressions do not guarantee that the later steps will happen.	AI reading the content in S2—S4 provides a foundation, from S5 onward, for being mentioned, being cited, and customers showing up. Each later step still needs to be verified separately. Compounding Lead is currently a hypothesis: whether content read earlier accumulates use and new data sooner still needs testing. Figure 7–1 lists cumulative requests: 635,000 at the end of March → 21.4 million at the end of June → 99.15 million at the end of September → 105.5 million cumulative by Oct 8 (including AI, search engines, and Automated Bots; these are platform–scale figures and cannot be compared directly with a single merchant's website). Requests before Aug 24 may include duplicates. Monthly requests fell in September compared with August.
The seven laws are the core, the five dimensions are the framework, and the nine elements are the components (see Chapter 8).	The laws currently serve as principles for judgment and still need real–world testing. The dimensions organize marketing work, and the elements connect the principles to results.
The Five Dimensions of IDAEO Marketing link the whole process: Audience Strategy (who it is for), Journey Design (which steps to take), Trust and Verification (why anyone should believe it), Service Tiers (which tier to deliver), and Performance Measurement (how results are counted).	Each dimension has its own task; together they cover marketing from information preparation to customer return.
The Nine Elements of the IDAEO Framework correspond to one another: Marketing Audiences, Optimization Domains, Customer Journey, Journey Diagnostics, IDAEO Solutions, Verification Principles, Service Tiers, Performance Metrics, and First–Party Data.	Real–world measurement, verification data, and theory connect through the journey, diagnostics, and solutions to results verification, forming a complete methodology.
IDAEO is a Living Theory.	Each month's new data and real–world verification test the existing claims and strengthen the theoretical and empirical foundation.

Terms

Marketing

Covers online and offline; it gets the right customers to find you, trust you, and choose you.

Online Marketing

Marketing includes online and offline; online marketing is the part that reaches customers, builds relationships, and drives their choice through online channels. IDAEO connects existing marketing work to the AI stage.

IDAEO

The AI-Era Marketing founded by this book's author: based on real-world measurement, verification data, and theory, it links process, Journey Diagnostics, methods, solutions, and results verification. The name combines ID (Identity), IDA (Identity Data Authority) and AEO (Answer Engine Optimization); its full English name is Identity-Driven Answer Engine Optimization.

The Seven Laws of IDAEO

The core of IDAEO: the principles for judgment that integrate audience, identity, verification, facts, traceability, corroboration, and full-journey outcomes.

Five Dimensions of IDAEO Marketing

The framework of IDAEO: it organizes marketing work through Audience Strategy (who it is for), Journey Design (which steps to take), Trust and Verification (why anyone should believe it), Service Tiers (which tier to deliver), and Performance Measurement (how results are counted).

Nine Elements of the IDAEO Framework

The components of IDAEO: Marketing Audiences, Optimization Domains, Customer Journey, Journey Diagnostics, IDAEO Solutions, Verification Principles, Service Tiers, Performance Metrics, and First-Party Data.

First-Party Data

Data that IDAEO measures and accumulates directly, used to build the methodology and verify results.

Living Theory

IDAEO gains new data and new real-world verification every month, and its theoretical and empirical foundation keeps strengthening.

ID

Identity: who you are. AI first needs to recognize you. Your identity stays consistent over time.

IDA

Identity Data Authority: an authority for identity data. Verifiable identity data from an Official Source, provided for AI—like an embassy in the AI world.

FAQ

Q: Why is IDAEO a marketing discipline?

A: The author connected real-world website measurement, verification data, and theory into a framework that covers audiences, journey, diagnostics, solutions, and results. Customers ask AI before they choose, so marketing must understand both people and AI, and verify the results of every stage of the journey.

Q: How do the seven laws, five dimensions, and nine elements differ?

A: The seven laws are the core, the five dimensions are the framework, and the nine elements are the components. When reading, first use the laws to understand the principles for judgment, then use the dimensions to grasp the scope of work. Finally, check the elements to see how each piece of work connects to results. See Chapter 8 for the seven laws.

Q: Do you still need to keep doing online marketing?

A: Yes. Marketing includes online and offline, and online marketing is one part of it. IDAEO is AI-Era Marketing: it connects existing marketing work to the AI stage, because customers now ask AI before they choose.

Q: What marketing changes did the author see in real-world website measurement?

A: From Mar 3 to Oct 8, AI, search engines, and Automated Bots made a combined 105.5 million requests. Requests before Aug 24 may include duplicates. Site visits to retrieve content do not mean it has been used for training or indexed. Marketing must make getting AI to understand and trust the content a foundational task.

Q: Why must a merchant's identity information always stay consistent?

A: Consistent identity information lets AI link the content it reads each time back to the same merchant. This is what the Law of Identity Continuity means by “the entity's identity is always consistent.” Check whether AI links different content back to the same merchant. If consistent identity information still leads to misidentification, revisit this law.

This Chapter in Three Sentences

1. IDAEO builds a marketing framework from real-world website measurements, verification data, and theory.
2. The seven laws provide principles for judgment. The dimensions and elements organize the work.
3. Use the journey to assess progress and each month's new data to test claims.

Three Things You Can Do This Week

1. Ask a few regular customers whether they have recently been searching or asking AI first when looking for a business.

2. Open your website dashboard and check whether visits are being logged.
3. Review the four phases and ten steps, and mark where your business stands now.

Next Chapter In the next chapter, you will learn about Humans and machine audiences, and who your website content needs to reach.

Self-Check Using the origin story, state the author's real-world measurement starting point; distinguish the five dimensions and nine elements. Explain how AI exposure supports the subsequent journey and how monthly real-world measurement keeps the theory growing.

Chapter 1

Audience Strategy (Who to Target): Five Marketing Audiences and Six Optimization Domains

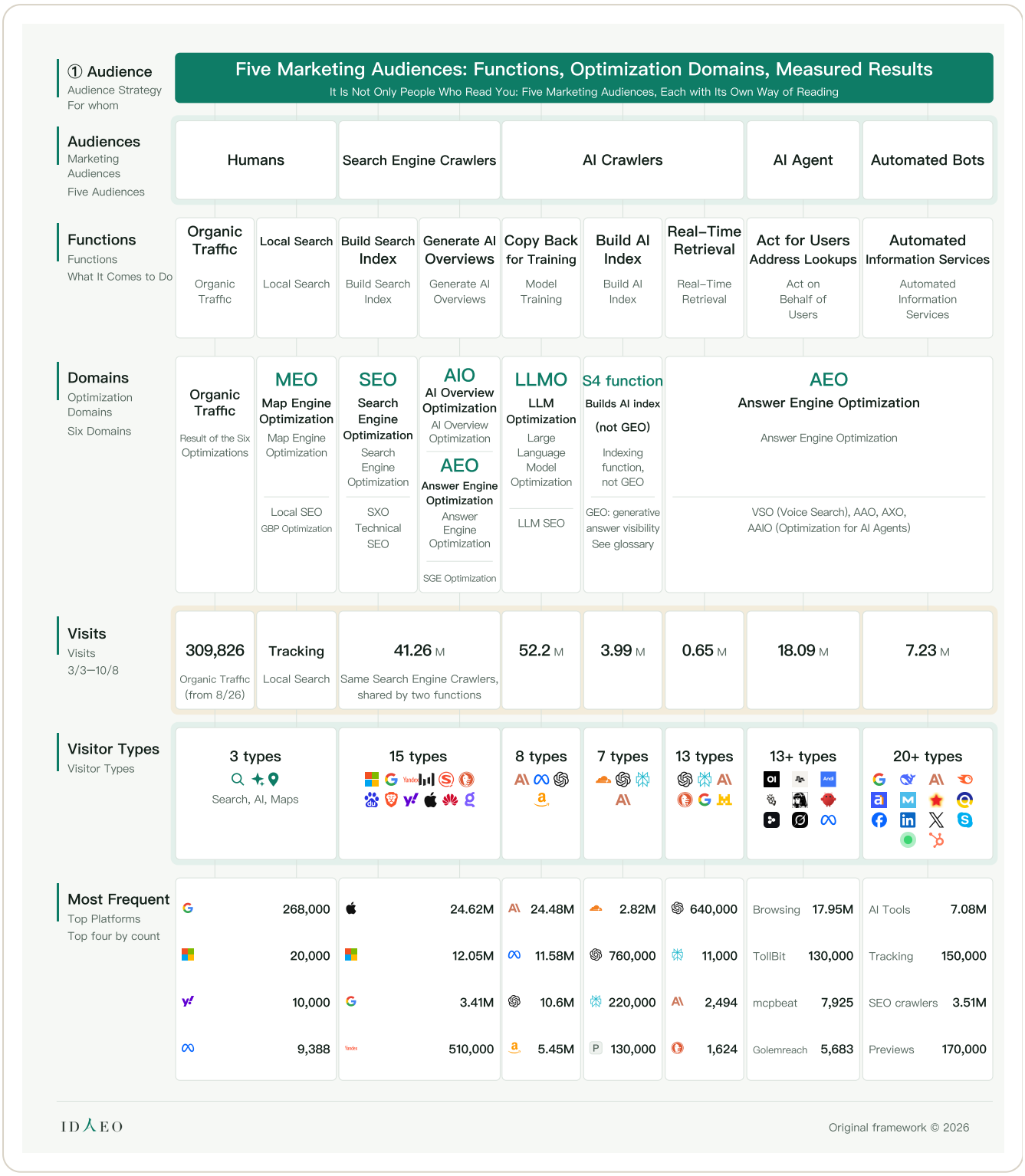
This chapter answers What do the different Marketing Audiences come to do, and which Optimization Domains do they map to?

Why it comes here Identify audiences and functions first; only then can you read the journey numbers.

Figure 1–1 Panorama of the Five Marketing Audiences: Functions, Optimization Domains, and Measured Results

Read from top to bottom: Audience Strategy, Marketing Audiences, functions, main related domains, number of visits, visitor types, and the top four; each name has its English below it. The main related domains list abbreviations and full names, with related terms for the same domain below. Counts are by function. GEO appears in the domain legend, with no count attached. The “makes AI Overviews” cell is led by AIO and linked to AEO: AIO focuses on search engine AI Overviews, and AEO gets AI answers to use you. For Humans, the functions list “Organic Traffic” and “Local Search” side by side; Automated Bots provide “Automated Information Services.” AEO also supports AI real-time reads, AI Agents, and Automated Information Services. AEO is an Optimization Domain focused on getting AI answers to use

content. GEO is an Optimization Domain focused on making content more visible in generative answers. Both involve the answer stage, and their scopes overlap.

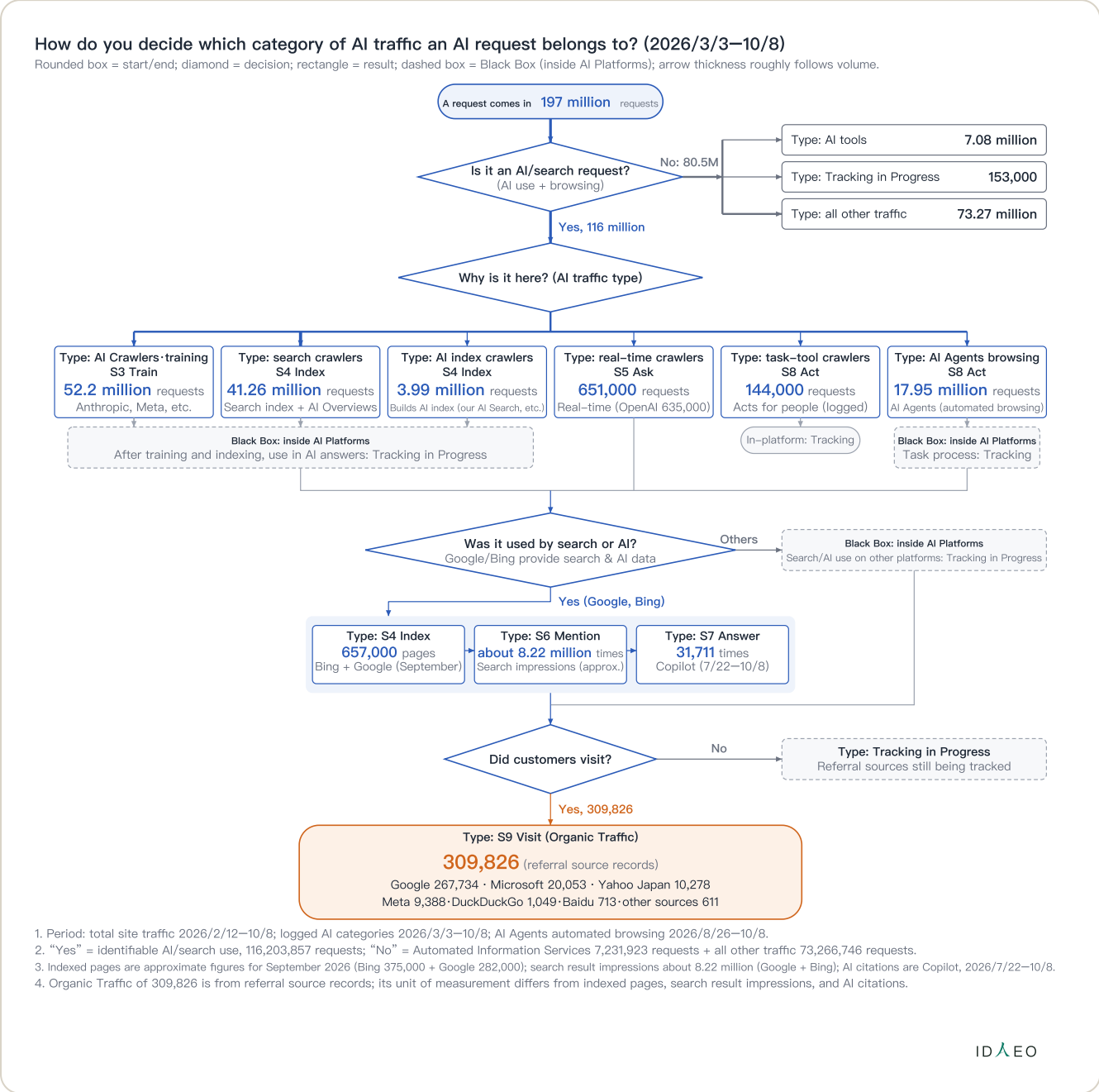


Terms from the same field are listed directly under the main name according to how they are used. AIO is linked to AEO; the industry uses AIO to mean “AI Overview Optimization” or as a general term for “AI optimization,” and both correspond to getting AI answers to use your content. In IDAEO, AIO refers to

optimizing search engine AI Overviews. ASO, CRO, and SMO belong to traditional digital marketing and work alongside the Six Optimization Domains.

How to read Read top to bottom: Audience Strategy, Marketing Audiences, function, Optimization Domains, visit counts, visitor types, and the top four.

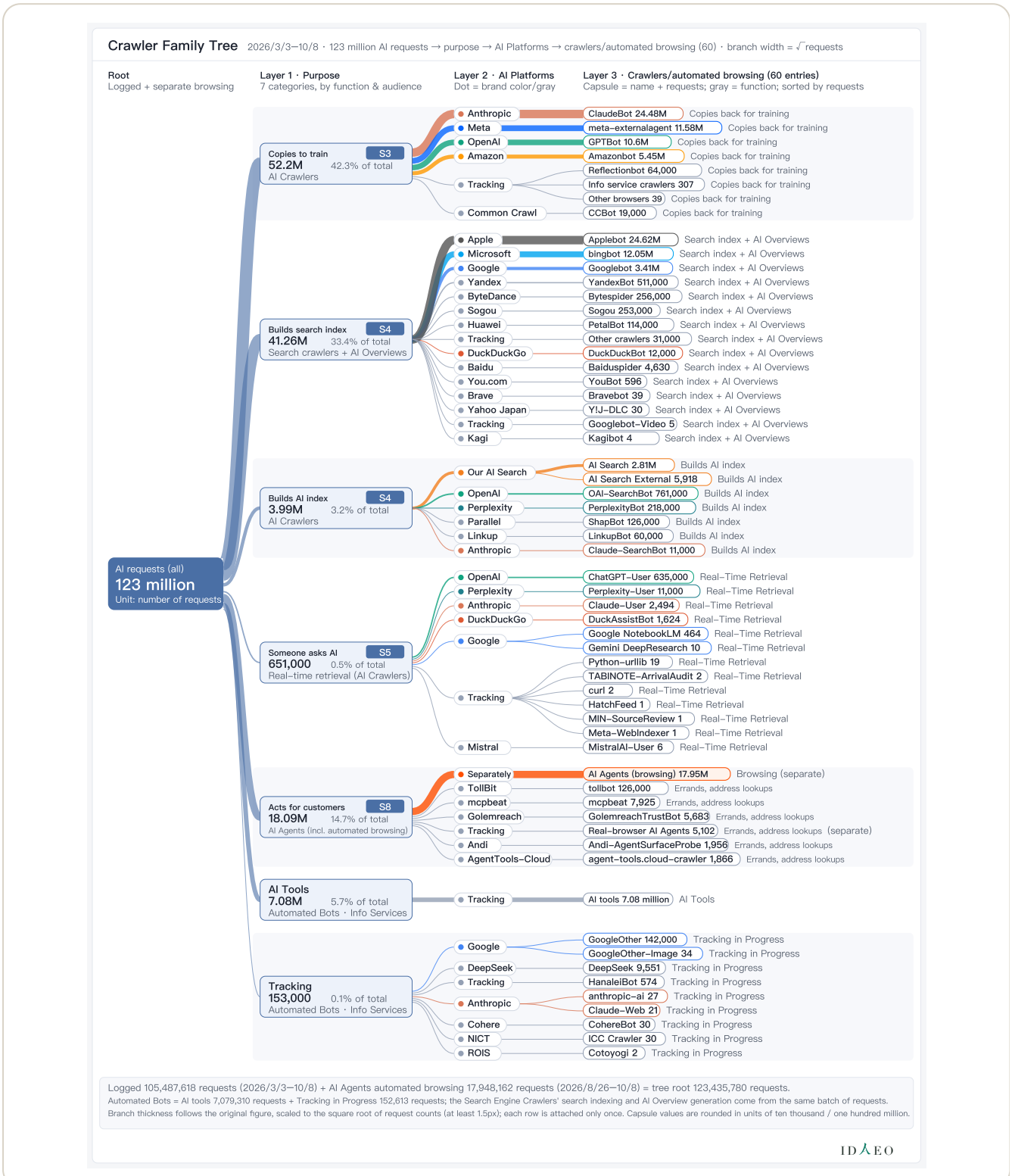
Figure 1–2　AI Traffic Classification Tree: How Do You Tell Which Type of AI Traffic an AI Request Belongs To?



How to read　Start from the request at the top and read down through the classification basis and function; the end point is which of the Marketing Audiences it belongs to.

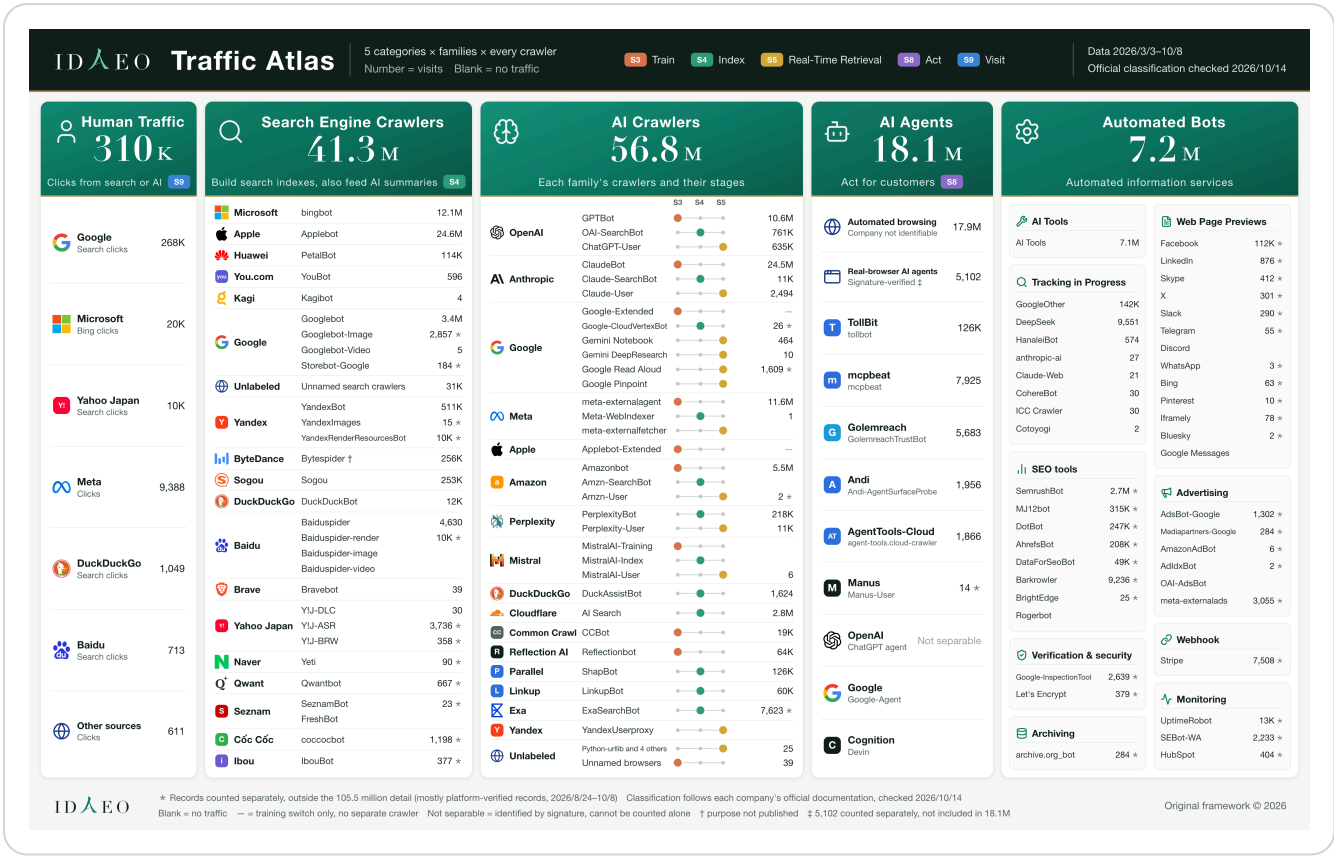
Figure 1–3　AI Platforms and Crawlers Family Tree: Which Companies and Which Crawlers Sit Under Each Function

Extended figures: Figure 1–2, “AI Traffic Classification Tree,” determines which type of AI traffic an AI request belongs to; Figure 1–3, “AI Platforms and Crawlers Family Tree,” lists the AI Platforms and crawlers under each function.



How to read Read from root to branch: function, AI Platforms, and crawlers; the same company on different branches means it takes part in different functions.

Figure 1–4　IDAEO Traffic Atlas: Five Traffic Categories, Each Family, and Every Crawler



How to read　From left to right are the five traffic categories, with each category's total at the top of its column; within a column, rows are grouped by family, one crawler per row with its visit count, and a blank means no traffic. In the AI Crawlers column, the dot on the three-position track shows which journey step that crawler sits at. This figure follows each company's official documentation (checked Oct 14, 2026), which places Applebot, PetalBot, YouBot, and Kagibot under Search Engine Crawlers, the same classification used in the main text. Data period Mar 3, 2026—Oct 8; * marks records counted separately.

Key Points of This Chapter

Claim	Why

The Five Marketing Audiences are Humans, Search Engine Crawlers, AI Crawlers, AI Agents, and Automated Bots.	Each type visits for a different purpose; only by measuring them separately can you see the marketing value clearly.
Classify AI traffic by function first, then look at the AI Platforms.	The same AI platform may run training, indexing, and real-time retrieval at the same time; function says more about what the content is read for.
Visits by AI Agents have been observed, and their scale is still being tracked.	AI is moving from "answering" to "acting for customers," and site visitors are extending from crawlers that read content to AI Agents that carry out tasks. Measured AI Agent Visits have already reached 18.09 million, of which automated browsing accounts for 17.95 million (counted from Aug 26), classified by behavior, and named AI Agents account for 144,000, showing the scale of automated visits.
The Six Optimization Domains are SEO, AIO, AEO, GEO, LLMO, and MEO. SEO builds the search index, AIO focuses on search engine AI Overviews, and AEO gets AI answers to use your content. GEO improves visibility in generative answers, LLMO corresponds to copying back for training, and MEO corresponds to Local Search. AEO and GEO both operate at the answer stage, and AIO is linked to AEO. Building the AI index is the name of an S4 function, not GEO.	AI Overviews are also one form of AI answers using content, so AIO is subordinate to AEO. AEO and GEO both operate at the answer stage, so the domains overlap.
AI, search engines, and Automated Bots combined: 105.5 million (since Mar 3; these are platform-scale figures and cannot be compared directly with a single merchant's website). Organic Traffic from Humans: 310,000 (since Aug 26). Requests before Aug 24 may include duplicates.	The two figures cover different periods and each shows scale. Content must be acquired before it can support later use, so AI reading is the foundation of marketing.
AI Crawlers read content 52.2 million times for training and 3.99 million times for building the AI index (including 2.82 million by the site's own Cloudflare AI Search), and made 650,000 real-time reads.	Bulk reads and question-triggered reads serve different purposes, so the counts must be read together with function.
The Optimization Domains in Figure 1-1, "Panorama of the Five Marketing Audiences," list the abbreviation and its full name, with terms for the same domain listed below.	Different common names are gathered in the same cell, so IDAEO Learners can map industry terms back to the same function.

Terms

Five Marketing Audiences

Humans, Search Engine Crawlers, AI Crawlers, AI Agents, and Automated Bots.

Functions

The work each of the Marketing Audiences performs, such as copying back for training, indexing, and real-time retrieval.

AI Agent

AI that acts for customers.

Automated Information Services

Services such as information organization, analysis, and web page previews provided by Automated Bots.

Organic Traffic

The number of times customers click through to the website from search or AI.

Local Search

Customers looking for merchants or services by location and nearby needs.

AIO

In this book, AIO refers only to AI Overview Optimization for search engines. When AIO is used in the market as a general term for AI Optimization, it spans multiple domains. That broader usage cannot be placed entirely under this book's AEO.

Tracking in Progress

IDAEO keeps accumulating measurement results and will publish them later.

FAQ

Q: What kinds of AI Crawlers are there?

A: There are three types by function: copying back for training, building the AI index, and real-time retrieval. Crawling for training is intended to let models accumulate information. Crawling for indexing is intended to bring content into sources for later use. Real-time retrieval responds to a customer's question in the moment. A crawl does not mean the content has been used for training or indexed. Look at the function first, then at which company, because the same AI Platform may do several jobs. For how to tell them apart, see Figure 1-2, “AI Traffic Classification Tree”; for every company and crawler, see Figure 1-3, “AI Platforms and Crawlers Family Tree”; for which companies appear in each of the five traffic categories and how many visits every crawler made, see Figure 1-4, “IDAEO Traffic Atlas.” AI Agents act for customers and are counted separately from AI Crawlers.

Q: What is the difference between AI Crawlers and AI Agents?

A: AI Crawlers mainly acquire information; AI Agents mainly act for customers. Performance is measured separately: the number of times content was acquired, and the results of acting on customers' behalf.

Q: Visits by AI Agents have been observed. Why keep tracking their scale?

A: AI is moving from providing answers to acting on customers' behalf. Customers hand searches, bookings, and other tasks to AI, so the AI that arrives at the site has to understand the information and complete the job; merchant marketing therefore has to support content use and acting on customers' behalf.

Q: Is the industry's AIO the same as IDAEO's AIO?

A: It depends on the usage. In this book, AIO refers only to AI Overview Optimization for search engines. When AIO is used in the market as a general term for AI Optimization, it spans multiple domains. That broader usage cannot be placed entirely under this book's AEO.

Q: How do you decide which category of AI traffic an AI request belongs to?

A: Following Figure 1–2, “AI Traffic Classification Tree,” look at what this visit does: copying back for training, indexing, real–time retrieval, or acting for customers. Function determines the category, because the same AI Platforms may perform several kinds of work.

Q: Why do the 17.95 million automated browsing visits count as AI Agents?

A: This book counts the 17.95 million automated browsing visits as AI Agents and labels them separately as automated browsing. Programs operating a browser show only that execution is automated; they do not prove that a customer requested the task. Classification follows the measured function. Verifiable visits from named AI Agents total 144,000.

Q: Where are the Local Search numbers?

A: Local Search is still being tracked and will be published later; Figure 1–1, “Panorama of the Five Marketing Audiences,” currently lists Organic Traffic. Local Search and Organic Traffic use different statistical definitions, so the results are presented separately.

Q: How does AEO optimization differ from SEO?

A: SEO focuses on search engine indexing and search presentation; AEO gets AI answers to use your content, covers AIO's overview optimization, and supports AI real-time retrieval, AI Agents, and Automated Information Services. Search presentation and AI answers reach people differently, so results must be read together with function.

Q: What do GEO and LLMO each cover?

A: LLMO focuses on model training. A crawler reading content for training does not mean the model has completed training. GEO is the optimization domain that improves content visibility in generative answers, consistent with Aggarwal et al. (2024), cited at the end of the book. Building the AI index is an S4 function. The 3.99 million reads in Figure 1–1 are reported under that function name.

Q: Where do conversion rate optimization and social media optimization go?

A: ASO, CRO, and SMO belong to traditional digital marketing and serve people. This work improves how people reach and choose, and can work alongside the Six Optimization Domains.

Q: Which kind of crawler reads each of the four ways AI mentions you?

A: ① is read by AI Crawlers for training, at S3 Train. ②③④ are read by Search Engine Crawlers and AI Crawlers, at S4 Index and S5 Ask. See Figure 2–5.

This Chapter in Three Sentences

1. A website has five types of readers, each visiting for a different reason.
2. When examining AI traffic, first look at what it came to do, then at which company it comes from.
3. Retrieval only means the content was obtained. It does not mean it was cited or that a customer visited.

Three Things You Can Do This Week

1. Clearly list your business name, address, opening hours, and services on your website.
2. Open your website's visitor logs and look separately at visits from Humans, search engines, and AI.
3. Record AI crawls separately by purpose: training, indexing, and real–time retrieval.

Next Chapter In the next chapter, you will learn the diagnostic checkpoints for AI crawls, AI mentions, and customer visits.

Self–Check Based on one record of “someone asked AI, and AI immediately came to read the merchant page,” identify which of the Marketing Audiences it belongs to, its function, and which of the Optimization Domains it maps to, then explain what the merchant must support when AI acts for customers.

Chapter 2

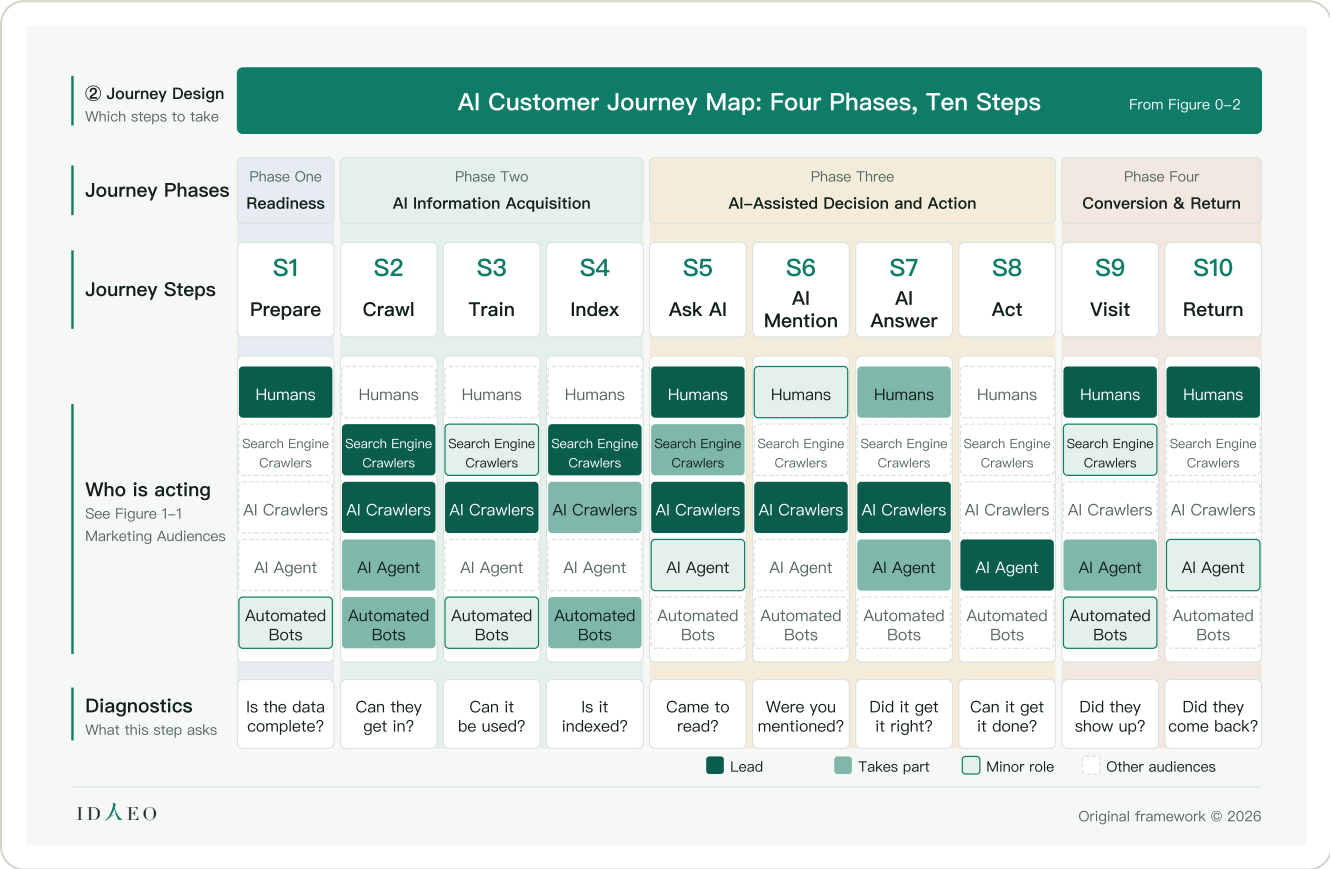
Journey Design (Which Steps to Take): AI Customer Journey: Four Phases, Ten Steps

This chapter answers When customers find a merchant through AI, how do the four phases and ten steps connect?

Why it comes here Each audience has its role; the Customer Journey links these roles into a path that can be diagnosed.

Figure 2–1 AI Customer Journey Map: Four Phases, Ten Steps

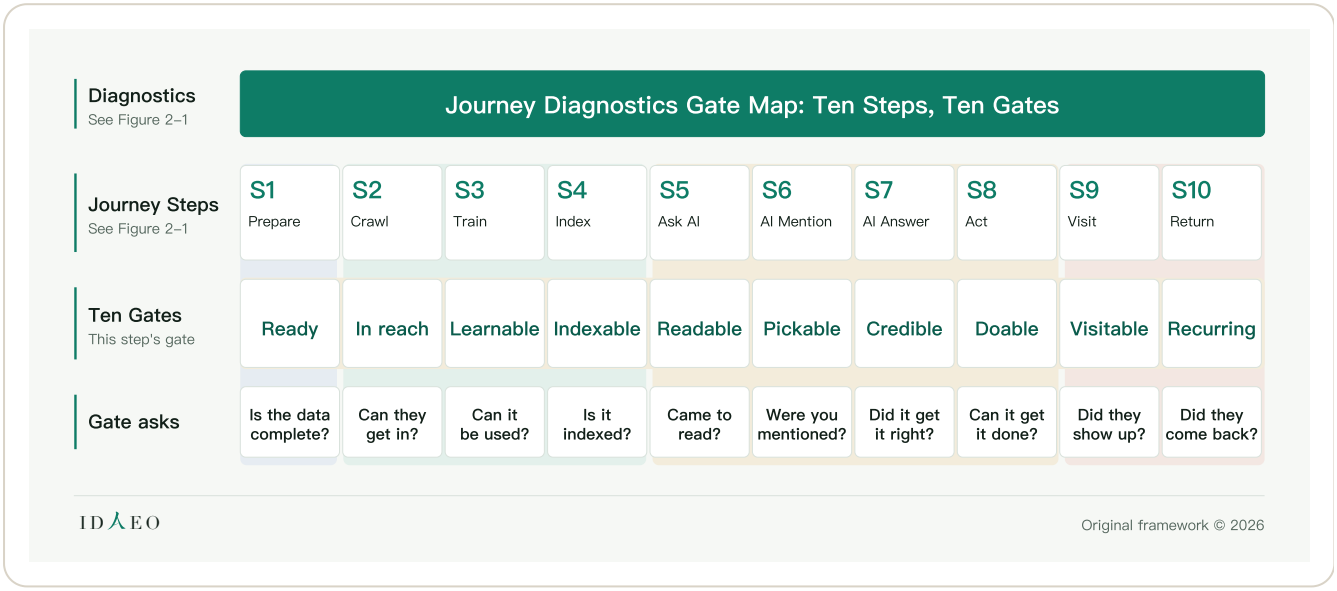
Read from top to bottom: journey phases, journey steps, the participation of the Marketing Audiences, and Journey Diagnostics; the same column is the same step, linking each role to its results.



How to read Read top to bottom: journey phase, journey step, who is acting, Journey Diagnostics. The five small cells in each step stand for the Five Marketing Audiences in order: dark green is the lead, medium green takes part, light green is slightly involved, and gray is the remaining roles. For the steps that AEO Exposure, AEO+ Word of Mouth and IDA Brand PR each cover, see Figure 5–1, “Service Tier Ladder”.

Figure 2–2 Journey Diagnostics Gate Map: Ten Steps, Ten Gates

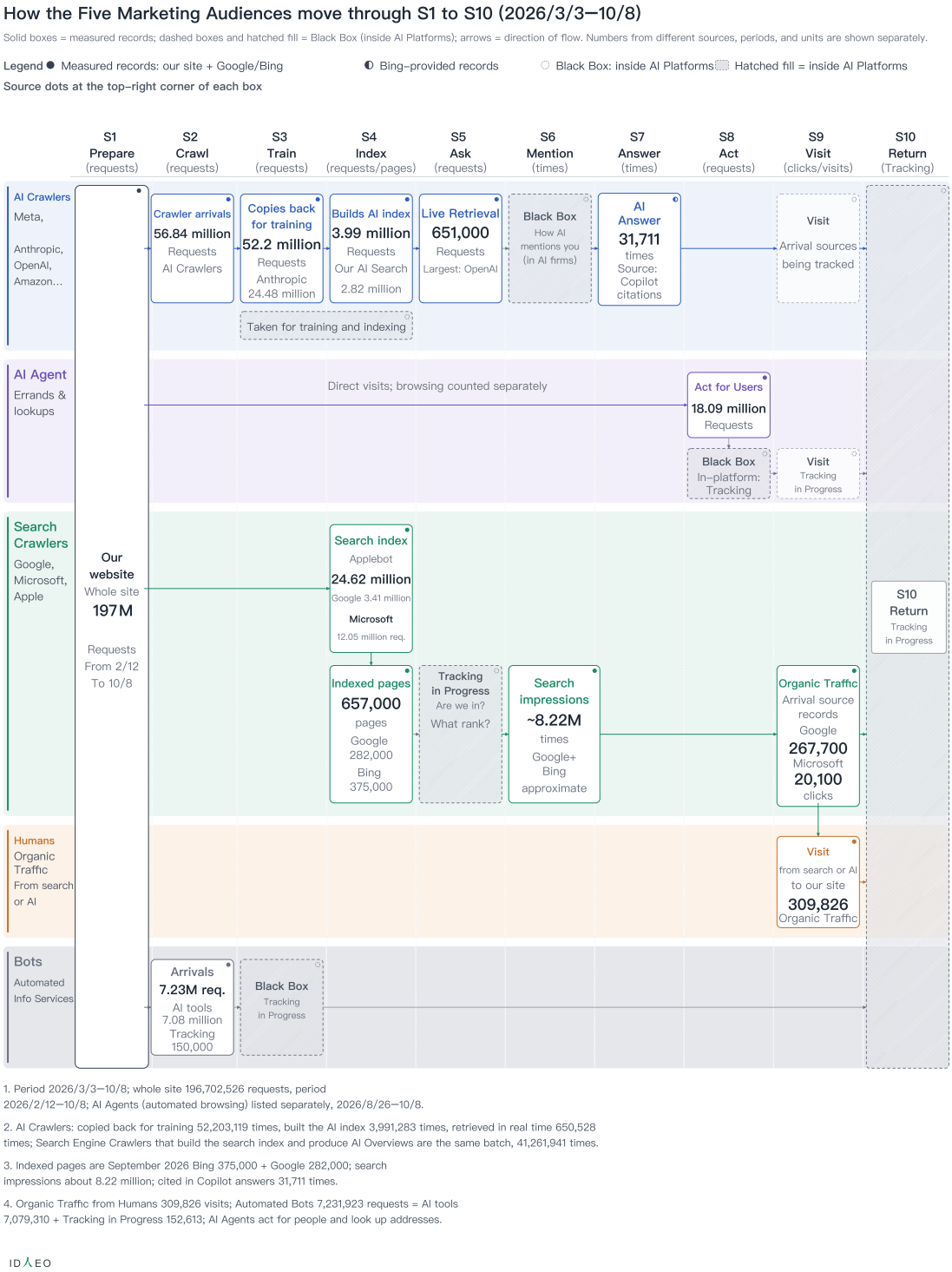
Below the ten steps, each has one gate and one diagnostic question; each later phase builds on the results of the one before. After S10, the next round starts again from S5. Training authorization at S3 is the merchant's choice, and real–time retrieval at S5 answers immediate questions, so each step is diagnosed by its own function.



How to read Read the journey steps left to right; below each are the gate name and diagnostic question.

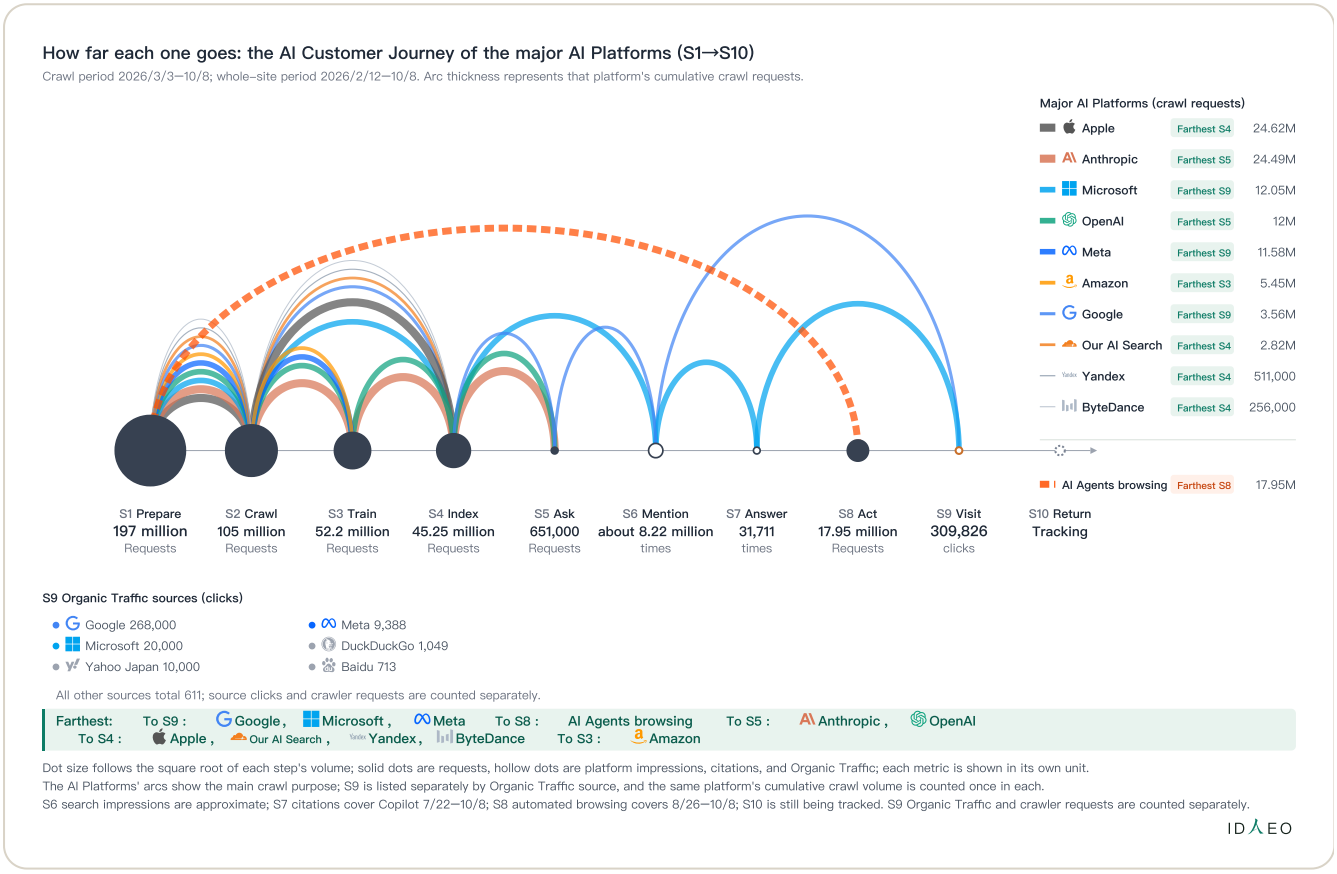
Figure 2–3 Five Marketing Audiences Journey Swimlane Diagram

The steps each of the Five Marketing Audiences passes through, and the scope of measured records at each step.



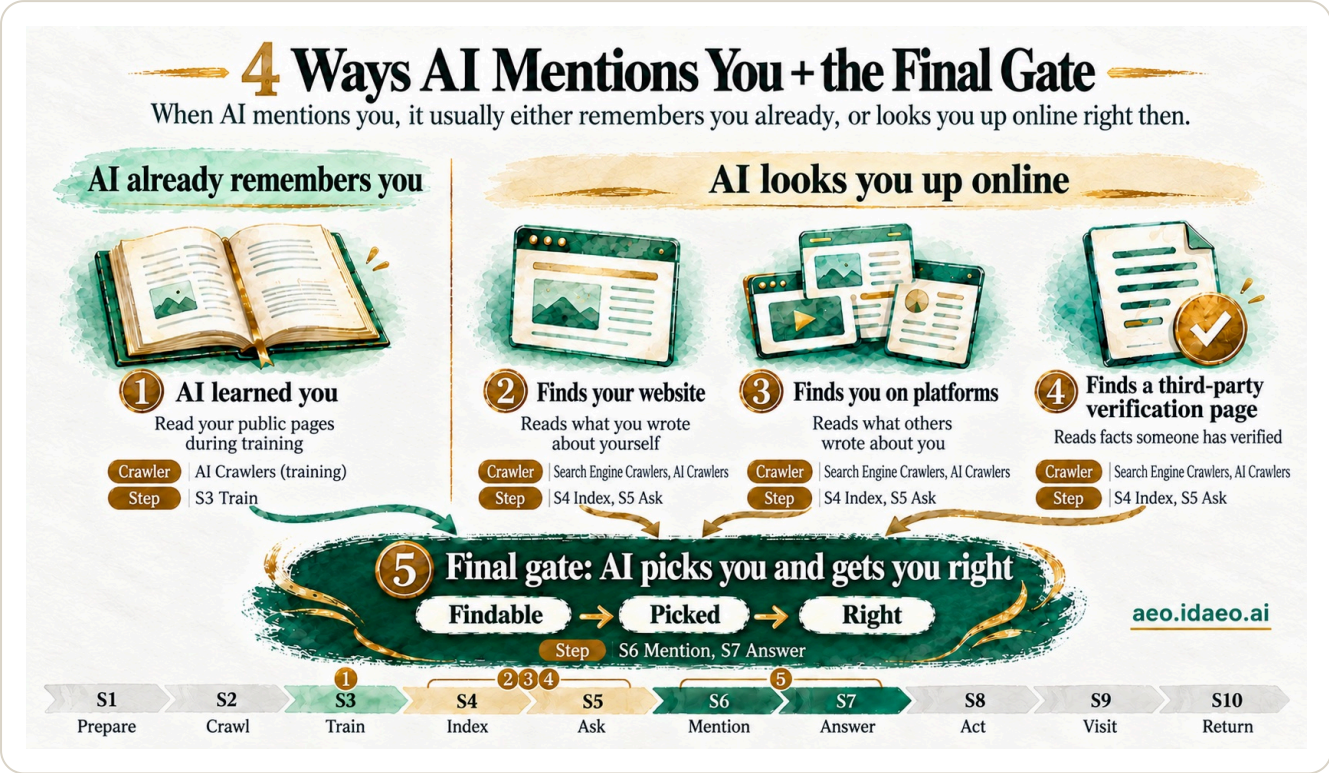
How to read Each row is one of the Marketing Audiences, with S1–S10 running across; first see which steps it passes through, then the records at each step and the scope of measured tracking.

Figure 2-4 Journey Coverage Map of AI Platforms: The Furthest Step Each Has Reached



How to read Read the ten steps left to right and follow each company's arc to its end point; the column where it ends is the farthest step this figure shows for each AI platform.

Figure 2–5　4 Ways AI Mentions You + the Final Gate



How to read The top shows the two situations and the four ways, each with its crawler type and step; the colors of the progress bar below match the top: S3 for ①, S4—S5 for ②③④, S6—S7 for ⑤.

Key Points of This Chapter

Claim	Why
AI Customer Journey: Four Phases, Ten Steps—S1 Merchant Readiness, S2—S4 AI Information Acquisition, S5—S8 AI-Assisted Decision and Action, S9—S10 Customer Conversion and Re-engagement. S1—S10 are diagnostic checkpoints, not a sequence every customer must follow.	Preparation in the early phases supports use in the later ones, and the four phases align marketing responsibilities with results. AI Impressions come first; only then does the rest of the journey follow. S2—S4 get content read by AI, building the foundation for the mentions, citations, and customer visits from S5 onward.
Each step has a diagnostic question to check where the merchant is getting stuck.	Each step maps to one question, so improvement work has a clear place.

In S1 the merchant prepares its information; S2—S4 are led by crawlers; S5—S7 are human—AI interaction; in S8 AI Agents act; S9—S10 are customer conversion and re-engagement.	Each step has a different lead actor and needs different support. S8 moves AI from answering to acting for customers; visits by AI Agents have been observed, and their scale is still being tracked.
S10 loops back to S5, forming a continuous cycle.	When the customer raises a need again, the next round of AI-assisted decision-making begins.
Crawls in S2—S5, site arrivals in S8, and customer visits in S9 are measured first-party by IDAEO; indexing and search impressions (not AI mentions) come from search platforms; mentions and answers in S6—S7 are tracked by IDAEO live tests.	Each source represents a different touchpoint; the numbers only make sense when placed back in the journey. In the figure, S6 lists search impressions (not AI mentions), meaning the number of times you appear in search results. The mention rate in AI answers will be published later.

Terms

S1—S10

The ten steps are S1 Prepare, S2 Crawl, S3 Train, S4 Index, S5 Ask, S6 Mention, S7 Answer, S8 Act, S9 Visit, and S10 Return. S1—S10 are diagnostic checkpoints, not a sequence every customer must follow. S3 means crawling for training, and S4 means crawling for indexing. Neither confirms that the content has been used for training or indexed.

Journey Phases

Merchant Readiness, AI Information Acquisition, AI-Assisted Decision and Action, and Customer Conversion and Re-engagement.

Ten Diagnostic Gates

Each of the ten steps has its own gate: Ready, Reachable, Learnable, Indexable, Readable, Selectable, Credible, Actionable, Visitable, Returnable.

Journey Diagnostics

Confirm progress and improvement priorities by journey step and performance metrics.

FAQ

Q: How are the four phases divided?

A: By task: Merchant Readiness, AI Information Acquisition, AI-Assisted Decision and Action, and Customer Conversion and Re-engagement. Each phase has a different lead actor and different results; dividing into phases lets you arrange support and verify progress.

Q: Who decides whether to allow S3 Train?

A: The merchant decides training permissions and configures information acquisition paths as needed. Crawling for training, crawling for indexing, and real-time retrieval each have their own function; the merchant can arrange them according to marketing goals.

Q: Is S5 led by people or by AI?

A: In S5, a person raises a need and AI then retrieves the information to answer. Both asking and content use happen at this touchpoint, so journey diagnostics look at demand and retrieval results.

Q: Why is S6 “AI mentions a few merchants”?

A: S6 is the step where a brand enters the customer's consideration set. AI picks relevant merchants within the limited space of an answer; being mentioned is the selection signal.

Q: Are the ten steps a merchant's to-do list?

A: The ten steps describe the full journey of a customer finding a merchant through AI; the merchant's focus is getting S1 ready and supporting later use. S2—S8 involve both AI and the customer, each with its own tasks.

Q: Why is the journey a cycle?

A: Customers still have new needs after making a choice; S10 Return loops back to S5 and starts the next round of AI-assisted decision-making. The customer journey theory in Figure 8-2 (IDAEO Theoretical Foundations Map) covers ongoing contact, and re-engagement is also the starting point of the next round of needs.

Q: What are the ways AI comes to mention you?

A: Roughly two situations. AI already remembers you: ① it previously crawled your public pages for training (S3). AI looks you up online right then: ② your website, ③ you on other platforms, ④ a verification page from a Third-Party Source (S4—S5). All four ways must finally pass S6—S7: AI names you and gets you right. See Figure 2-5.

Q: Which of the four ways should come first?

A: ② Your website is under your own control: first state clearly who you are, what you do, and why you can be trusted. ③ is written by others and ④ is confirmed by a Third-Party Source; these connect to Chapter 4, Trust and Verification.

This Chapter in Three Sentences

1. The AI Customer Journey has four phases and ten steps. These are diagnostic checkpoints, not a sequence every customer must follow.
2. There are four routes to an AI mention: content AI read during training, your website, your presence on other platforms, and verification pages from Third-Party Sources.
3. Each step has a diagnostic question to identify where the merchant is getting stuck.

Three Things You Can Do This Week

1. Make clear on your website who your business is, what it does, and why it can be trusted.
2. Check that your business information is correct across platforms and external verification pages.
3. Work through the diagnostic questions and mark the step where you are currently stuck.

Next Chapter In the next chapter, you will see actual crawl and site-visit activity from different AI Platforms across the Customer Journey.

Self-Check A merchant has already been mentioned in S6 and next needs to confirm its business hours are correct; name the corresponding journey phase, journey step, and diagnostic question.

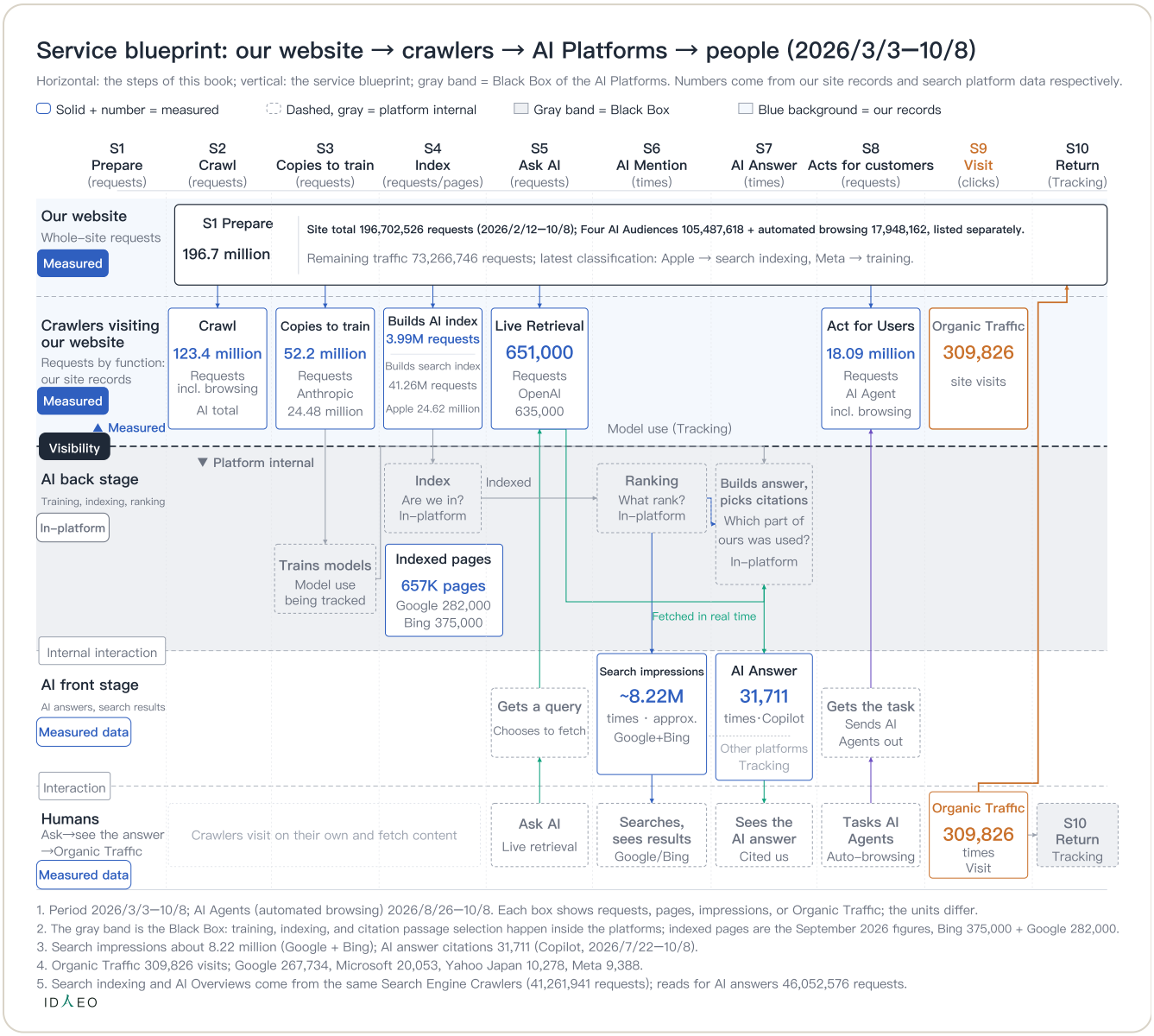
Chapter 3

Measurement Sources and the AI Black Box: The Data Foundation of Performance Measurement

This chapter answers Who provides the numbers for each step, and how is the AI black box measured?

Why it comes here Sort out source, scope, and unit first; only then can you make sense of the results.

Figure 3–1 IDAEO Measurement Service Blueprint



How to read Read from top to bottom, from website to person, and compare each layer's results with the scope of ongoing tracking.

Figure 3–2　Content Journey Map and the AI Black Box

Content Journey Map for the AI Era: S1 to S10 (2026/3/3—10/8)

Four phases, ten steps; gray dashed boxes mark the inside of AI Platforms. Site-wide 196,702,526 requests.

	Readiness Phase One · S1	Phase Two: AI Information Acquisition S2–S4			Phase Three: AI-Assisted Decision and Action S5–S8				Phase Four: Convert & Return S9–S10	
	S1 Prepare (requests)	S2 Crawl (requests)	S3 Train (requests)	S4 Index (requests)	S5 Ask (requests)	S6 Mention (impressions)	S7 Answer (citations)	S8 Act (requests)	S9 Visit (Organic Traffic)	S10 Return (Tracking)
Who acts Target	• Merchant • Website	• Search Engine • AI Crawlers	• AI Crawlers	• Search Engine • AI Platforms	• AI Crawlers	• Search engines	• AI Platforms	• AI Agent	• Humans	• Humans • AI Platforms
Measured count	196,702,526 Requests 2/12—10/8	105,487,618 Requests AI and search engines	52,203,119 Requests Training collection	45,253,224 Requests Both indexes	650,528 Requests Live Retrieval	~8.22M times Search impressions	31,711 times Copilot citations 7/22—10/8	17,948,162 Requests 8/26—10/8	309,826 times Organic Traffic	Tracking Tracking
Black Box Platform internal	Found by AIs Identity: Tracking	How content is filed and ranked after reading Platform internals: Tracking			How choices are made after AI mentions and answers External records: ongoing tracking				Whether customers ask again later Tracking	
Site share requests	Site baseline	53.63%	26.54%	23.01%	0.33%	Different units	Different units	9.12%	Separate log	Tracking

S3 and S4 are binned by each family's primary use and are mutually exclusive in this table; S6, S7, and S9 use units other than requests.

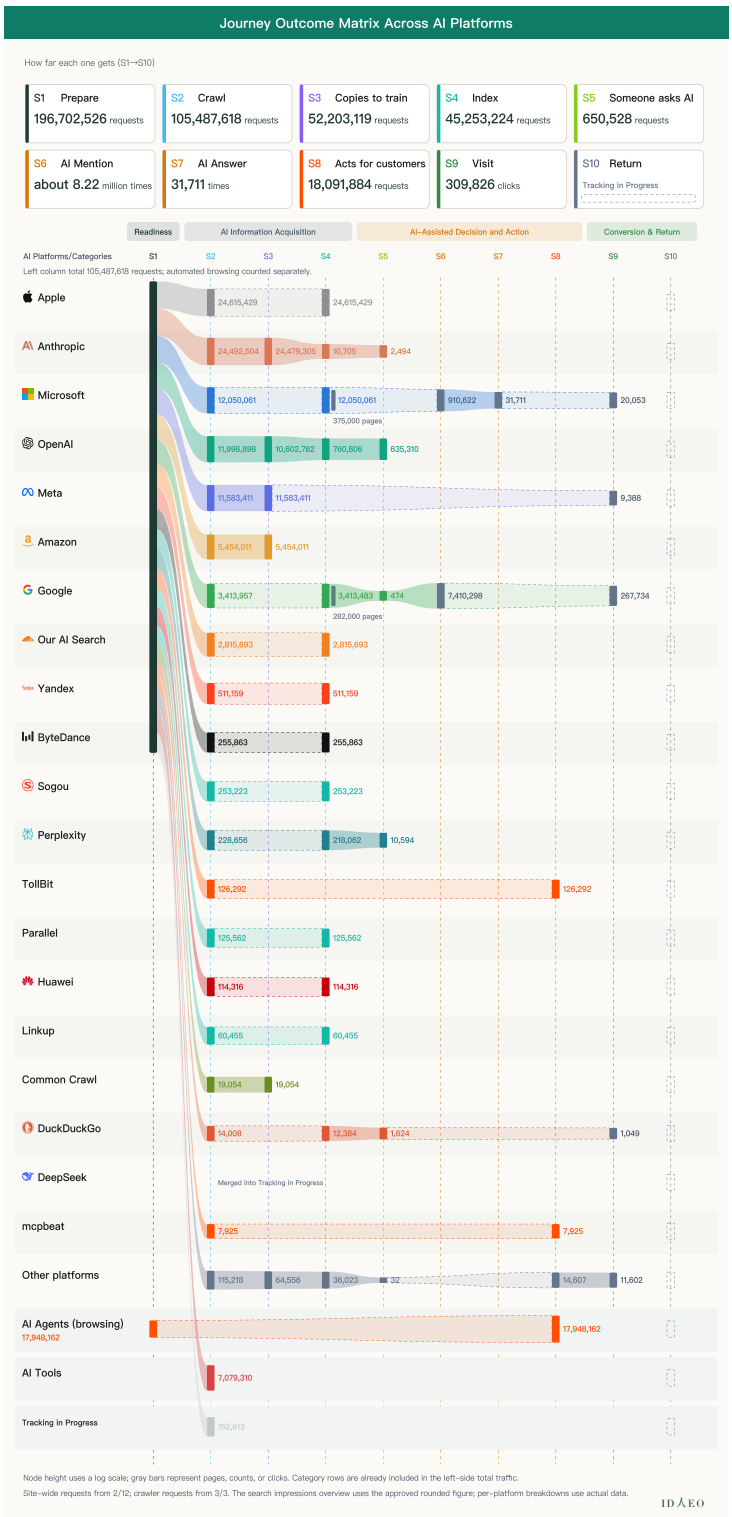
Volume curve square-root scale

Source: crawler requests follow the approved list; site-wide totals, use categories, Organic Traffic, citations, and search impressions follow approved values.
S4 total = AI indexing 3,991,283 + search indexing/AI Overviews 41,261,941; each type is counted once in this table.
The curve only indicates the order of magnitude of the four phases: S1 site-wide, S2 AI requests, S8 automated browsing, S9 Organic Traffic; each unit shows its own magnitude.

IDEO

How to read　Read the journey phases horizontally, comparing the number cells with the live-test topics inside the black box.

Figure 3–3 Journey Outcome Matrix Across AI Platforms



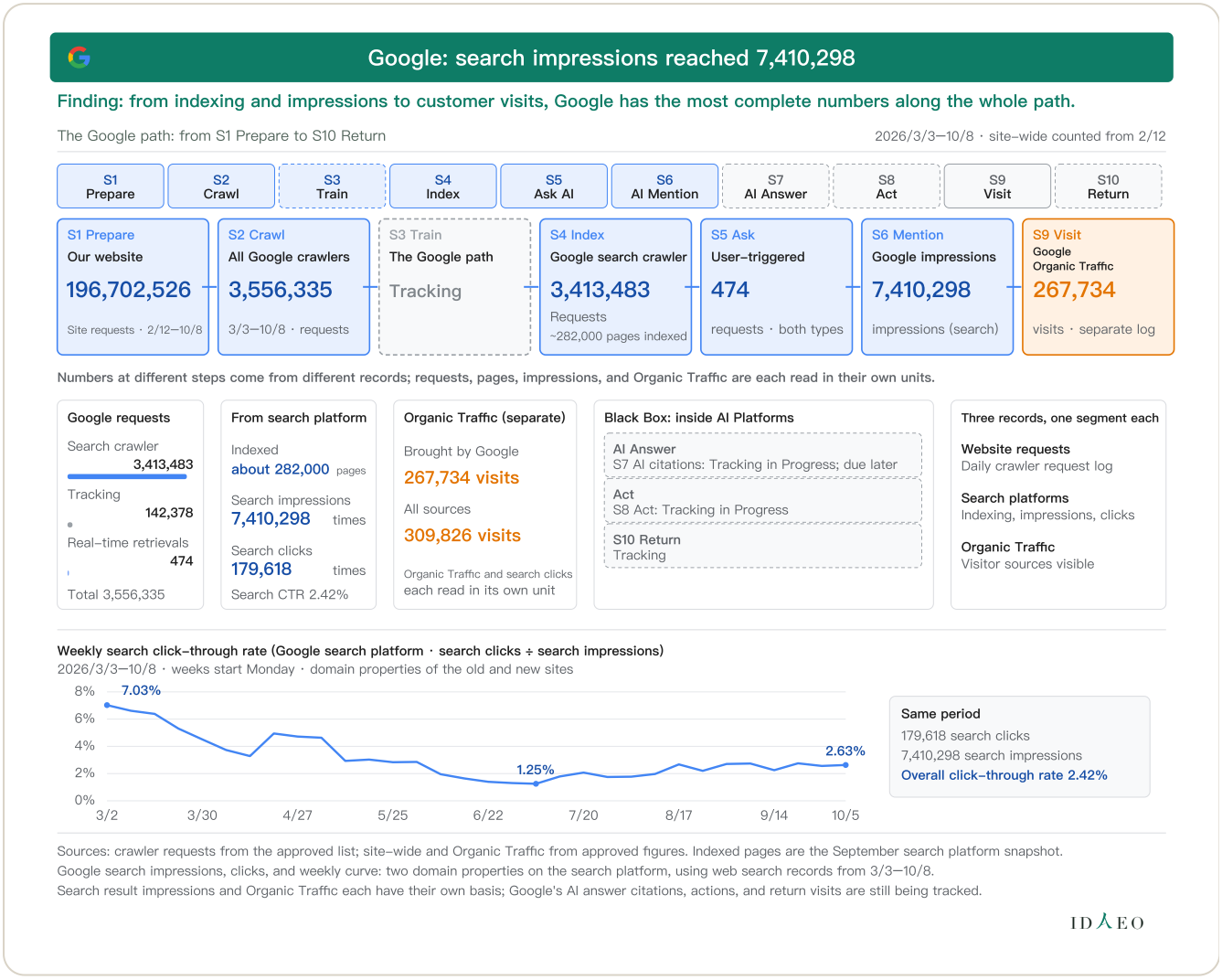
How to read One row per platform, S1 to S10 across; nodes mark published results, and the rest should be read as still being tracked. In the figure, S6 lists search impressions (not AI mentions), meaning the

number of times you appear in search results. The mention rate in AI answers will be published later.

OpenAI: One Platform, Three Purposes for Reading

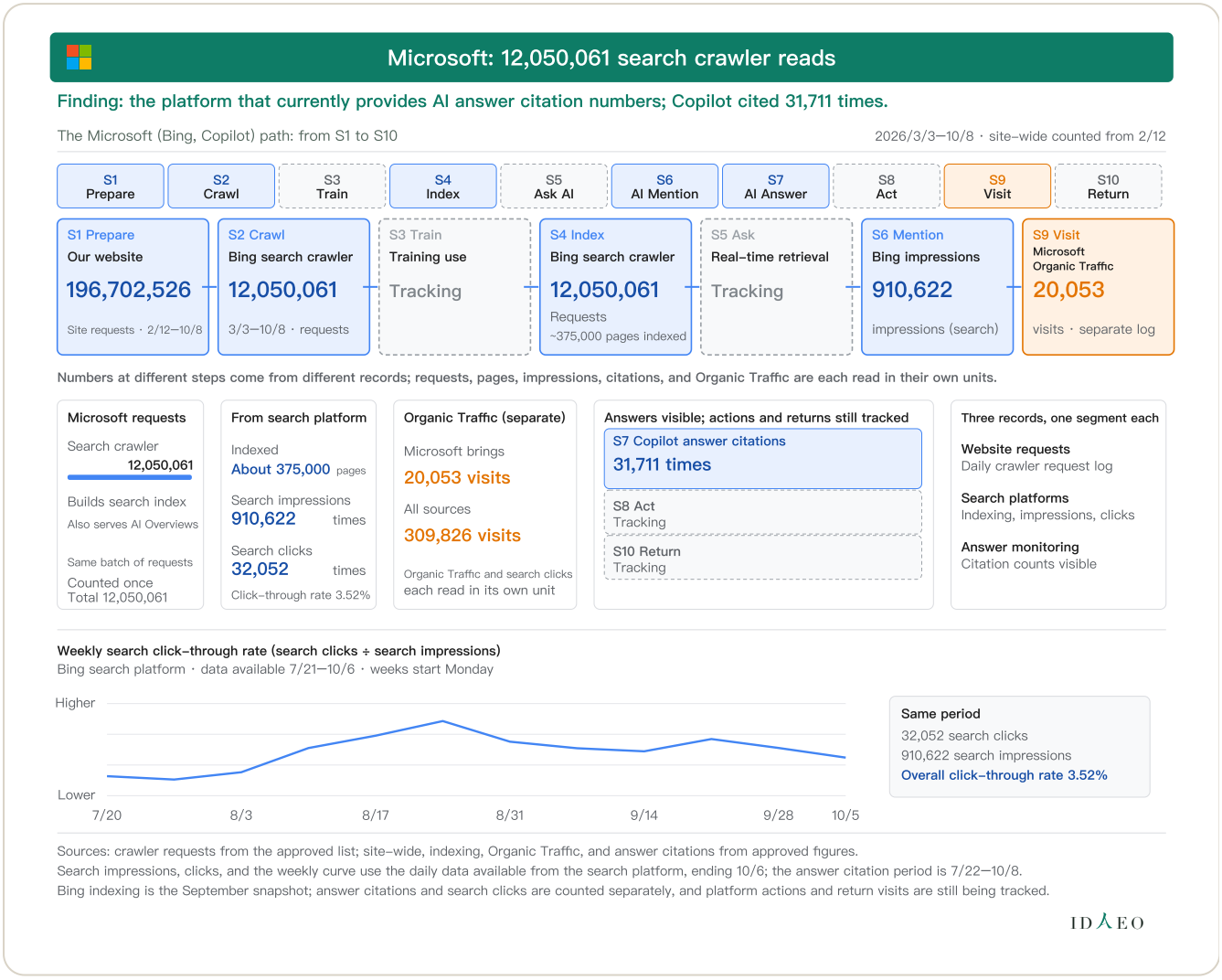
During Mar 3, 2026—Oct 8, OpenAI's three identified crawler types made a total of 11,998,898 requests to the site: 10,602,782 for training, 760,806 for indexing, and 635,310 for real-time retrieval. OpenAI had the most real-time retrievals of any platform. These are requests recorded by the website. They do not establish that content entered a model, was indexed, or was mentioned or cited in an answer. OpenAI's later-stage results remain Tracking in Progress. See the full chart in Figure 3-7 under “Platform Profiles” at the end of this chapter.

Figure 3–4 Google: 7,410,298 search impressions | The platform with the most complete numbers along the whole path



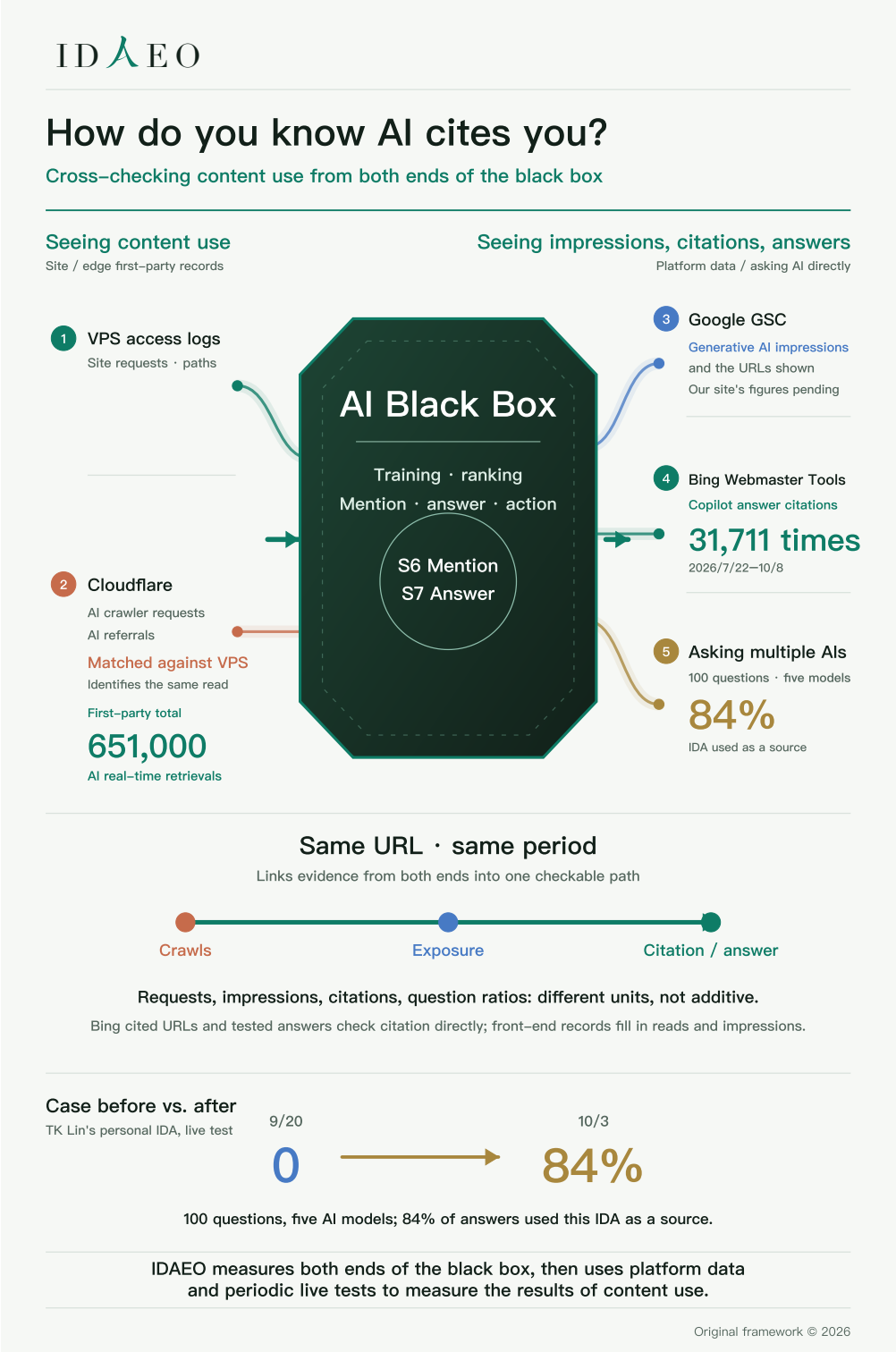
How to read Read each step from left to right; check source, period, and unit first, then compare numbers on the same basis.

Figure 3–5 Microsoft: 12,050,061 search crawler reads | The platform that currently provides AI answer citation numbers



How to read Compare with Figure 3–4 (Google), and note Microsoft's AI answer citation volume and its reporting period.

Figure 3-6 How Do You Know AI Cites You? Measuring Both Ends of the Black Box



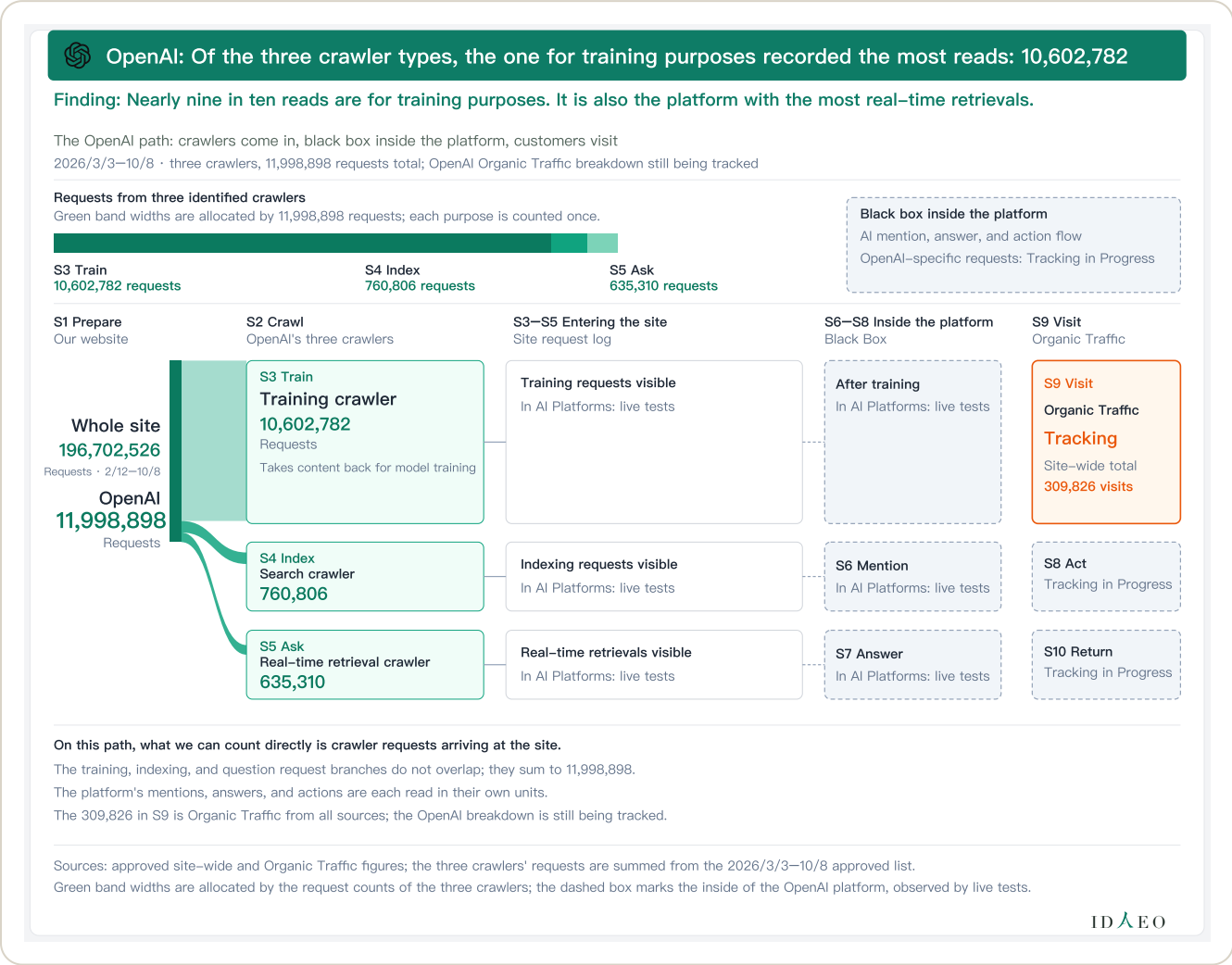
How to read On the left are first-party records: AI Real-Time Retrievals of 651,000. On the right are platform data and direct

questions. Google's generative AI impression figures for this site are still pending. Copilot answer citations of the IDAEO platform total 31,711. TK Lin's personal IDA appeared in AI search source lists at a rate of 84% (four of the five models used the same search interface; the questions named the author himself; a single case). Below, reads, impressions, and citations form a checkable path. Requests, impressions, citations, and question ratios use different units and cannot be added together. This is a method diagram; cross-verification has not yet been completed.

Platform Profiles: OpenAI, Anthropic, Apple, Meta

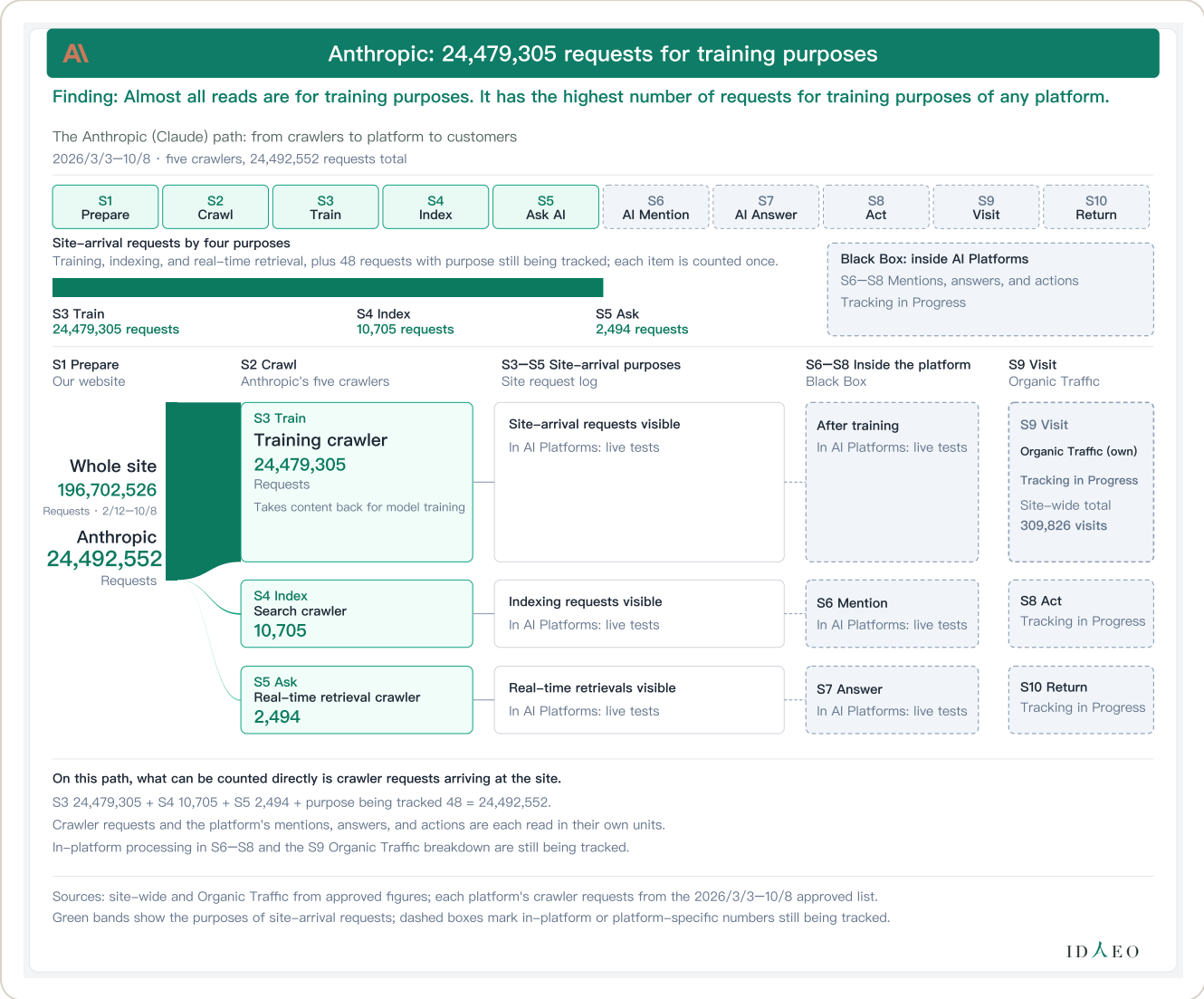
All four currently have read records. Platform impressions, citations, or Organic Traffic breakdowns remain Tracking in Progress, so these profiles appear at the end of the chapter. Once the data is complete, they will return to the main text under the same rule: records must cover reads, platform impressions or citations, and an Organic Traffic breakdown.

Figure 3–7　OpenAI: 10,602,782 reads for training purposes | Nearly nine in ten requests are for training purposes; also the platform with the most real–time retrievals



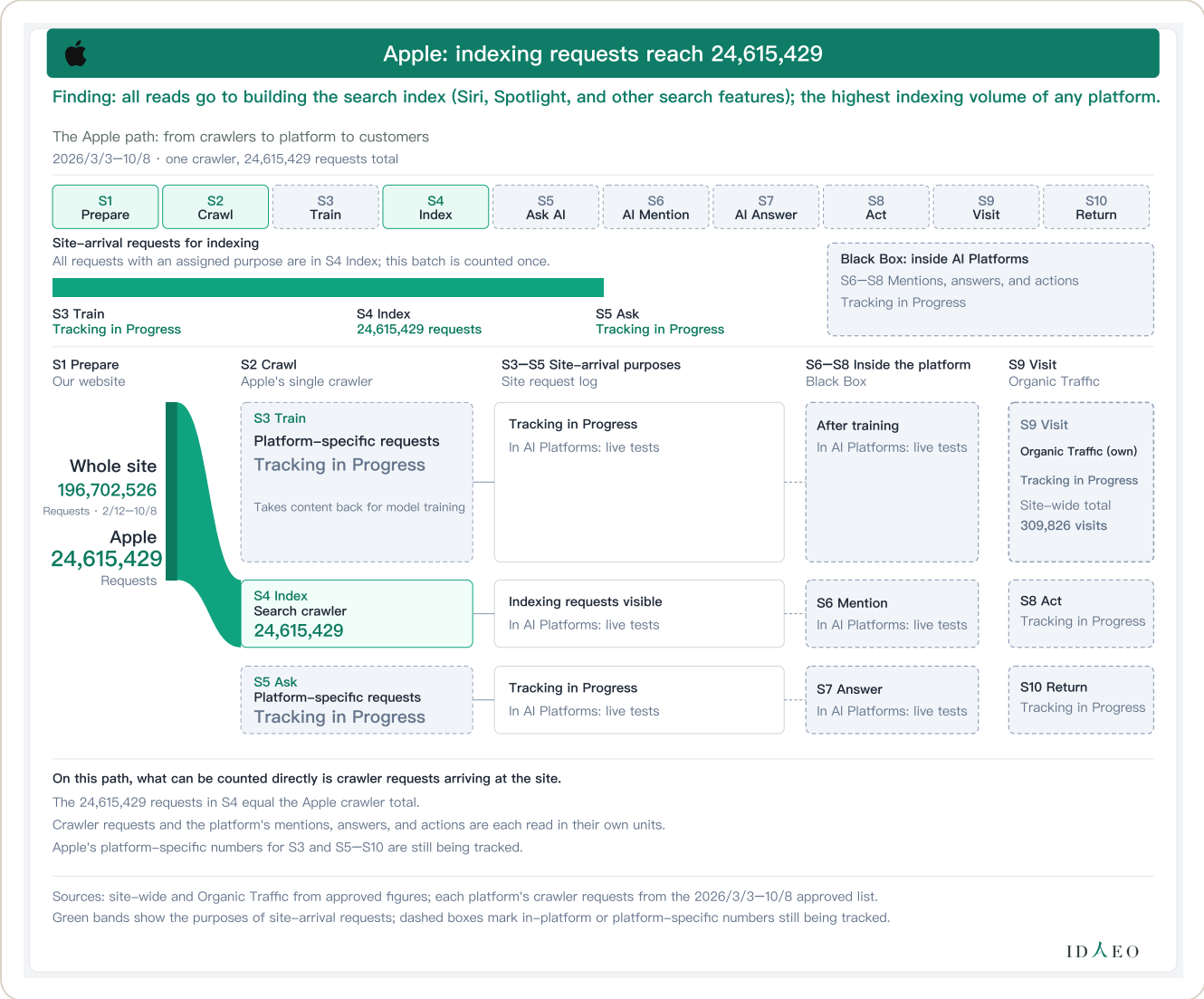
How to read　Compare with Figure 3–4 (Google): look first at retrievals and customer arrivals, then at the scope of ongoing tracking in the middle.

Figure 3–8 Anthropic: 24,479,305 requests for training purposes | Highest number of requests for training purposes of any platform



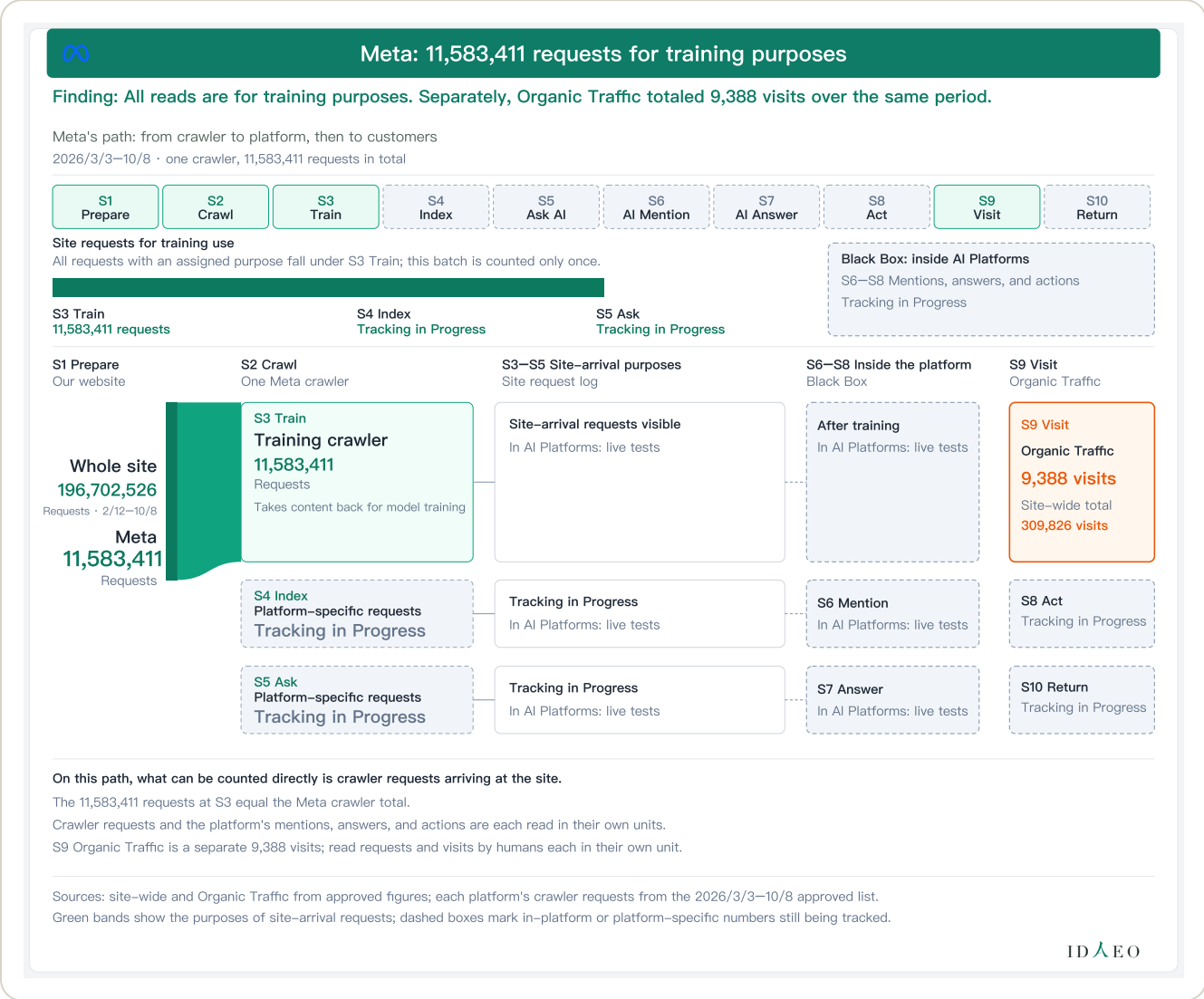
How to read Compare with Figure 3–7 (OpenAI); read the requests arriving at the site and the platform's internal live-test topics separately.

Figure 3–9　Apple: 24,615,429 indexing requests | Highest indexing volume of any platform



How to read　Look at crawl volume first, then follow the journey to see the tracking scope of later use.

Figure 3–10　Meta: 11,583,411 requests for training purposes | All reads are for training purposes



How to read　Look at AI crawls and customer arrivals separately, reading each result in its own unit.

Key Points of This Chapter

Claim	Why

The AI black box is the training, ranking, mentions, answers, and actions that happen inside AI platforms.	Mentions, answers, and actions in S6—S8 happen inside the platform. The Black Box also hides whether content read in S3—S4 is used for training or indexed, and how it is ranked. Being read does not mean content has been used for training or indexed. The website records crawls and site arrivals directly. S5 real-time retrieval also has first-party numbers. In the figure, the S6 number is search impressions (not AI mentions). The mention rate in AI answers will be published later.
IDAEO measures both ends of the black box, then uses platform data and periodic live tests to measure the results of content use.	Crawls before entering and site arrivals after leaving are both first-party measurements. In the figure, S6 lists search impressions (not AI mentions), which come from platform data. The IDAEO platform's 31,700 Copilot citations also come from platform data. The mention rate in AI answers will be published later. Periodically asking multiple AIs directly can confirm whether you were mentioned and whether the answers were correct. Each source provides different evidence, but none reveals the platform's internal processing.
Periodic live tests of TK Lin's personal IDA record whether it appears in AI search source lists.	Live test of TK Lin's personal IDA: on Sep 20, launch day, AI citations were 0. On Oct 3, a live test covered 100 questions across five AI models. This IDA appeared in AI search source lists at a rate of 84% (four of the five models used the same search interface; the questions named the author himself; a single case). It ranked first among all sources by number of appearances. The 0 on Sep 20 is a citation count; the 84% on Oct 3 is a source-list appearance rate. They use different units and cannot be compared directly. This is a single case and cannot be generalized to merchants. Platform-wide numbers for AI Mention Rate and AI Answer Accuracy Rate will be published later.
Results from each source are read separately by unit.	Requests, pages, and clicks represent different events; only comparisons on the same basis are meaningful for marketing.
The platform AI Citations figure published in this book comes from Copilot: the IDAEO platform has been cited 31,700 times since Jul 22.	This is the citation result provided by Copilot; the remaining platforms are still being tracked and will be published later. Label the source and period clearly so comparisons are made on the same basis.

Terms

Black Box

Mentions, answers, and actions in S6—S8 happen inside AI Platforms. The Black Box also hides whether content read in S3—S4 is used for training or indexed, and how it is ranked. Being read does not mean content has been used for training or indexed. IDAEO observes results through measurements at both ends and periodic live tests. In the figure, the S6 number is search impressions (not AI mentions). The mention rate in AI answers will be published later.

Platform Data

Platforms such as Google and Bing provide indexing, search impressions, and clicks. S6 in the figure is search impressions (not AI mentions). The platform AI citation data in this book comes from Copilot. The mention rate in AI answers will be published later.

Indexed

The result of a search platform adding pages to its index, counted in pages.

Search result impressions

The number of times a page appears in search results. The S6 cell in the figure lists search impressions (not AI mentions). The mention rate in AI answers will be published later.

FAQ

Q: How do you know AI cites you?

A: Look at three kinds of evidence together. First, citation counts reported by platforms. The figures published in this book record Copilot citations of the IDAEO platform. Since Jul 22, the total is 31,700 citations. Second, regularly ask multiple AI services questions to check mentions and answer accuracy. Third, records of source lists for individual cases. TK Lin's personal IDA had 0 AI citations on its launch day, Sep 20. On Oct 3, testing covered 100 questions and five AI models. This IDA appeared in AI search source lists at a rate of 84%. The 0 is a citation count; 84% is the share of source lists in which it appeared. The units differ, so they cannot be compared directly. This is a single case and cannot be generalized to merchants. There is another signal: first-party records show AI real-time reads totaling 651,000. These are reads, not necessarily citations. Citations occur inside AI Platforms, and these records provide different kinds of evidence. See Figure 3-6, “How Do We Know AI Cited Us?”, for an overview. Also see Figure 3-2, “Content Journey Map and the AI Black Box,” and Figure 3-5, “Microsoft.”

Q: Where do Google's and OpenAI's numbers come from?

A: Google's indexing, search impressions, and clicks come from the search platform. S6 in the figure is search impressions (not AI mentions). The mention rate in AI answers will be published later. OpenAI's retrievals and customer arrivals come from first-party measurement. The data scopes differ, so check source and step first when placing them side by side.

Q: Can IDAEO open the AI black box?

A: We cannot open it, but we can measure both ends. Mentions, answers, actions, and the training and ranking that follow crawls happen inside AI Platforms. Measure crawls and site arrivals at both ends, alongside search impressions, Copilot citations, and periodic questions. In the figure, S6 lists search impressions (not AI mentions). These data can provide evidence of citations, mentions, and answer accuracy. Live test of TK Lin's personal IDA: on Sep 20, launch day, AI citations were 0. On Oct 3, a live test covered 100 questions across five AI models. This IDA appeared in AI search source lists at a rate of 84%. It ranked first among all sources by number of appearances. The 0 is a citation count; the 84% is a source-list appearance rate. They use different units and cannot be compared directly. This is a single case and cannot be generalized to merchants. This evidence still does not reveal the platform's internal processing. Platform-wide numbers for AI Mention Rate and AI Answer Accuracy Rate will be published later.

Q: Who is counted in this chapter's numbers?

A: Platform results are presented separately by source and what was measured. The Copilot citation count covers the IDAEO platform. TK Lin's personal IDA is a live test of a single piece of content; the percentage refers to its appearance in AI search source lists. The subjects and measurement methods differ. Each result must be interpreted within its published scope.

Q: Bing has indexed 375,000 pages and Google 282,000. How should you compare them?

A: Look at the two separately; each represents that platform's indexing result. The same page gets indexed by both, so adding them together double-counts.

This Chapter in Three Sentences

1. Mentions, answers, and rankings inside AI Platforms are hidden in a Black Box.
2. We can measure both ends: reads going in and site arrivals coming out, supplemented by periodic questions to AI.
3. Reads, search impressions, and citations are different events and cannot be added together.

Three Things You Can Do This Week

1. Organize your website's read and visit records, clearly labeling each source and period.
2. Review the indexing, search impression, and citation records provided by search platforms. Record them separately.
3. Ask AI about your business, then check its answers and listed sources.

Next Chapter In the next chapter, you will learn which three types of sources are used to verify merchant information.

Self-Check Identify the Black Box: S6—S8, and what happens after the S3—S4 crawls. Explain what evidence first-party measurement at both ends, platform data, and periodic live tests each provide. Then use TK Lin's personal IDA to distinguish source-list records from an individual case from platform metrics. When reading S6 in the figure, make clear that the number is search impressions (not AI mentions). The mention rate in AI answers will be published later.

Chapter 4

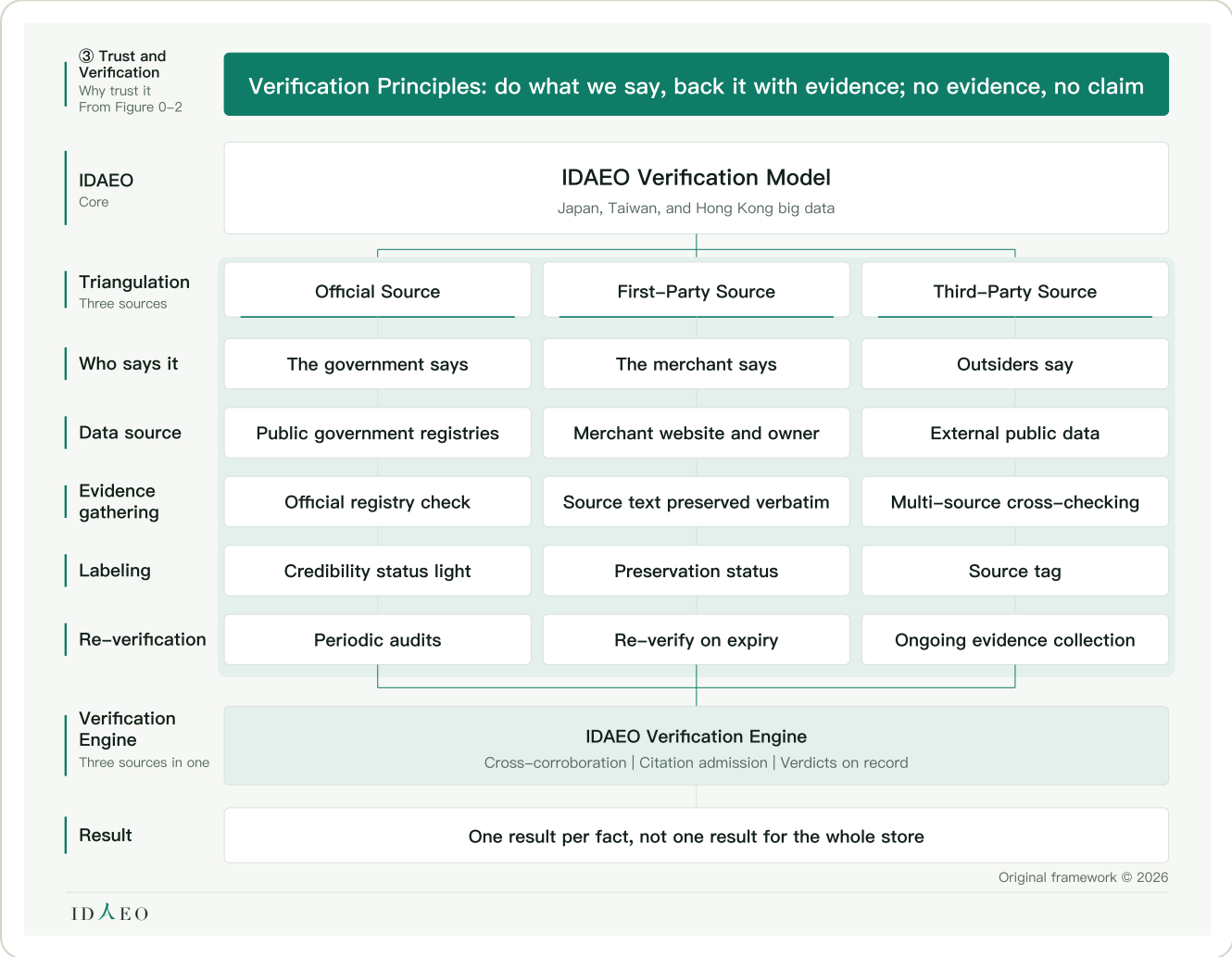
Trust and Verification (Why Believe It): Credible Facts and External Corroboration

This chapter answers How does a merchant's claim become a credible fact that AI can cite?

Why it comes here Answer accuracy in S7 is judged by credible facts, and verification also underpins the service tiers.

Figure 4–1 IDAEO Verification Model: Three–Party Verification and Credible Facts

The IDAEO Verification Model is built on big data from Japan, Taiwan, and Hong Kong. Data is accumulated over the long term and continuously checked, serving as the basis for identifying credible facts.



How to read Start with the IDAEO Verification Model at the top, then the evidence roles of the Official Source, First–Party Source, and Third–Party Source, and finally the verification result for each fact.

See the appendix “Claim Basis Table” at the end of the book: it lists the basis type and sources for each of the book’s 57 claims.

Key Points of This Chapter

Claim	Why
IDAEO uses credible facts and external corroboration to turn merchant claims into a basis AI can cite.	The IDAEO Verification Model is built on big data from Japan, Taiwan, and Hong Kong, accumulating data over the long term and checking continuously to confirm the credibility of each individual fact.
Law of Fact Primacy: credible content starts from verified facts.	Every claim rests on verified facts. AI may be more likely to use verified content; this is still a hypothesis. It applies to claims that can be checked against Official Source or Third-Party Source data. Check whether AI answers match the verified facts. If AI still frequently gets verified facts wrong, this rule needs revision.
Law of Claim Traceability: every claim has a traceable basis.	Only when it is traceable can AI cite it with confidence. The claim must include a source. Check whether the AI's answer can be traced back to that source. If AI still frequently gets it wrong despite the source, this rule needs revision.
Law of External Corroboration: a credible claim must have external corroboration.	Independent viewpoints complete a one-sided account. The external source must be independent of the merchant; republishing your own claims does not count. Check whether the external information agrees with your account. If they contradict each other, investigate before labeling the claim.
Verify facts one by one, and keep confirming they are still current.	AI cites specific content, so when information is updated it needs a matching credible basis.

Terms

Triangulated Verification

The principle of combining Official Source, First-Party Source, and Third-Party Source evidence to form a credible judgment.

Official Source

Information provided by the public sector, such as government public registrations.

First-Party Source

A statement by a merchant or its owner about their own information.

Third-Party Source

Public information provided by independent external sources.

Verification Principles

Build credible claims on verified facts, a traceable basis, and external corroboration.

Re-verification

The professional work of re-confirming that a fact is still valid, based on the information's timeliness.

FAQ

Q: What do the Official Source, First-Party Source, and Third-Party Source each provide?

A: The Official Source provides public registrations, the First-Party Source states its own information, and the Third-Party Source provides external corroboration. The sources have different viewpoints; read together, the facts are more complete.

Q: Why does verification have a barrier to entry?

A: Verification is a resource-intensive job with real scale and technical barriers. The IDAEO Verification Model is built on big data from Japan, Taiwan, and Hong Kong accumulated over the long term. It requires cross-checking Official Source, First-Party Source, and Third-Party Source data, continuous checking, and re-verification on expiry. Every conclusion must have supporting evidence. If conclusions change to suit the client, they violate the Law of Independent Verification.

Q: Why must verification go down to individual facts?

A: Each fact has its own verification result. AI cites individual details such as phone numbers, addresses, and business hours; each has a different basis and timeliness, so each must be verified separately.

Q: How do verification results stay valid?

A: Through continuous checking and re-verification on expiry. Brand and service information changes, so credible judgments must keep up with the facts.

Q: How does verification relate to S7?

A: Verification provides the benchmark for judging answer accuracy in S7. The details in AI answers must match verified facts to build credible brand perception.

Q: Where does a third-party verification page sit among the four ways AI mentions you?

A: It is way ④: when AI looks you up online, it reads facts someone has verified for you. Your website is the First-Party Source; a verification page from a Third-Party Source adds outside corroboration to the facts. See Figure 2-5.

This Chapter in Three Sentences

1. Verify facts before making them available for AI to read.
2. Verification combines Official Source, First-Party Source, and Third-Party Source information.
3. Facts must be reverified when they are no longer current.

Three Things You Can Do This Week

1. Select a merchant's claim and check its source.
2. Compare the address on your website with registration records from the Official Source, and flag any discrepancies.
3. Find an independent external source and confirm that it is not republishing your own claims.

Next Chapter In the next chapter, you will learn how service tiers map to the journey.

Self-Check Pick one merchant claim and explain how First-Party Source information, external corroboration, and information timeliness together support a credible judgment.

Chapter 5

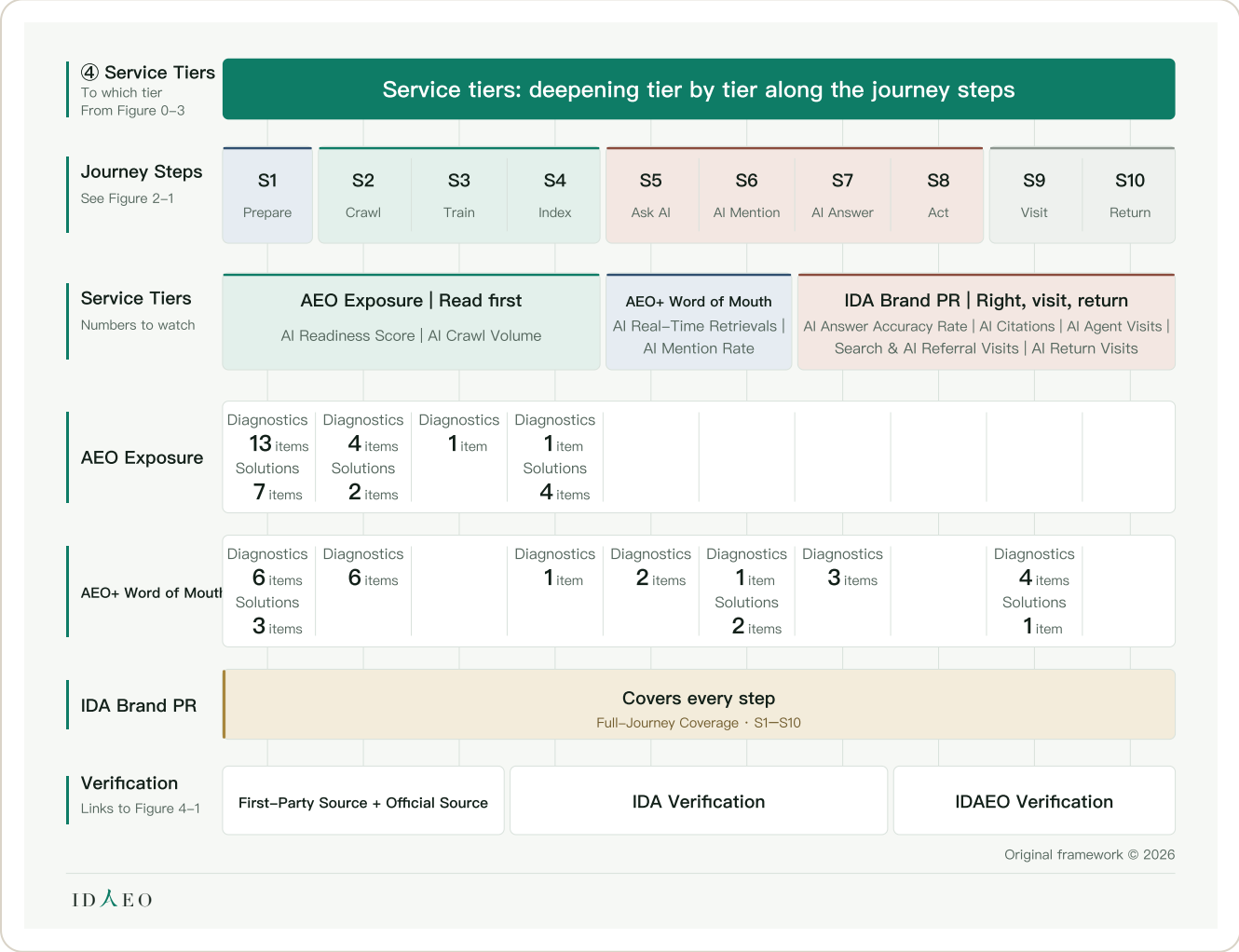
Service Tiers (How Far to Go): AEO Exposure — Get Read First; AEO+ Word of Mouth — Get Mentioned; IDA Brand PR — Accurate Answers, Visits, and Returns

This chapter answers Which journey steps does each service tier cover, and how do you choose Performance Metrics?

Why it comes here Understand the journey and verification first, then choose the service scope by marketing goal.

Figure 5–1 Service Tier Ladder: AEO Exposure, AEO+ Word of Mouth, IDA Brand PR

AEO Exposure — Get read first (S1—S4). AEO+ Word of Mouth — Get mentioned (S5—S6). IDA Brand PR — Accurate answers, visits, returns (S7—S10, including the first two tiers). Each higher service tier includes the previous tier, because later results build on the earlier foundation. For the steps it covers, each tier lists the number of Journey Diagnostics and IDAEO Solutions items. The Ten Diagnostic Gates are one per step; diagnostic items are the checks under each gate. IDA Brand PR covers the full journey (S1—S10). The bottom row shows, in order, First-Party Source + Official Source, IDA verification, and IDAEO verification. AEO+ Word of Mouth corresponds to AI mentioning you in its answers. Check the answer itself to see whether it recommends you. IDA Brand PR includes regularly published AI Visibility results. The AEO optimization in Figure 1–1, "Panorama of the Five Marketing Audiences," is divided by function. The service tiers in this figure are divided by journey scope.



How to read Start with the step ranges of AEO Exposure, AEO+ Word of Mouth, and IDA Brand PR; IDA Brand PR fully covers S1—S10. Then read down to the results and verification names for each segment.

Figure 5-2 Performance Metrics Mapping Matrix

Each of the nine Performance Metrics lists its journey steps, diagnostic question, IDAEO Solutions, and data. AEO Exposure — Get read first (S1—S4). It builds an information base AI can use. AEO+ Word of Mouth — Get mentioned (S5—S6). It helps AI mention you in its answers. IDA Brand PR — Accurate answers, visits, returns (S7—S10, including the first two tiers). It supports credible answers, acting for customers, customer visits, and returns. Five metrics already have published all-platform figures, and the AI Readiness Score is scored merchant by merchant; the measurement methods for AI Mention Rate, AI Answer Accuracy Rate, and AI Return Visits are set, and the data will be published later.

Strategy Links to Figure 5-1	AEO Exposure S1—S4 Read first			AEO+ Word of Mouth S5—S6 Named in the answer	IDA Brand PR S7—S10 Answered right, visit, return				
Metric	AI Readiness Score	AI Crawl Volume	AI Real-Time Retrievals	AI Mention Rate	AI Answer Accuracy	AI Citations	AI Agent Visits	Search & AI Referrals	AI Return Visits
Which step Links to journey step	S1	S2—S4	S5	S6	S7	S7	S8	S9	S10
Journey Diagnostics What to ask	Is the data complete?	Accessible? Indexed?	Came to read?	Were you mentioned?	Did it get it right?	Is it cited?	Can it get it done?	Did they show up?	Did they come back?
IDAEO Solutions	Readiness check Engine Repair plan	AI Access Rules Visit Trail Indexing Radar	Live Retrieval Detection	Mention Probe Answer Seat Tracking	Fact Baseline Discrepancy Alert	Citation Tracing	Agent Interface Fulfillment Integration	Source Attribution	Return-visit ID
Verification data As of 2026/10/8	One score per merchant 0—100 points	97.46 million Training + Index	0.65 M visits AI pre-answer site visits Crawls	Scheduled live tests Same questions Ask multiple AIs Mention rank Tracking	Line-by-line check Cross-checked Verified facts Share correct Tracking	31,711 times Copilot Sourced answers	18.09 M visits Site visits Completions Tracking in Progress	309,826 visits from search or AI Click-throughs	Returning customers Same customer asks again, return visits Tracking

Original framework © 2026

IDAEO

How to read One metric per column; read down for the step, question, IDAEO Solutions, and data. Read each result according to its publication status.

Key Points of This Chapter

Claim	Why
Service tiers build on the earlier foundations: AEO Exposure — Get Read First (S1—S4), AEO+ Word of Mouth — Get Mentioned (S5—S6), and IDA Brand PR — Accurate Answers, Visits, and Returns (S7—S10, including the first two tiers), so the full journey S1—S10 is completely covered.	AI Impressions come first; the rest of the journey follows. AEO Exposure turns the crawls in S2—S4 into accumulated AI Impressions; later mentions build word of mouth, and accurate answers and actions support brand choice.
Each higher service tier includes the tier below it.	Word of mouth builds on exposure, brand PR builds on word of mouth, and the service extends step by step across the whole journey.
The nine Performance Metrics are AI Readiness Score, AI Crawl Volume, AI Real-Time Retrievals, AI Mention Rate, AI Answer Accuracy Rate, AI Citations, AI Agent Visits, Search & AI Referral Visits, and AI Return Visits.	Each metric maps to a different result, linking service goals to acceptance criteria.
AEO+ Word of Mouth helps merchants stay on top of AI mentions; IDA Brand PR includes the AI Visibility results IDAEO publishes periodically.	The service expands with brand goals, and everything from first contact to choice can be measured.

Terms

AEO Exposure — Get Read First (S1—S4)

A service plan covering S1—S4, with the goal of getting content read first. Mentions in answers belong to AEO+ Word of Mouth (S5—S6); being listed as a source belongs to S7.

AEO+ Word of Mouth — Get Mentioned (S5—S6)

The service tier covering S5—S6. It builds word of mouth by having AI mention you in its answers. Whether AI recommends you requires a separate check of the answer content. Word of mouth in the AI era = AI speaking for you (AI Word of Mouth).

IDA Brand PR — Accurate Answers, Visits, and Returns (S7–S10, Including the First Two Tiers)

Focuses on S7–S10 and includes the first two tiers, so the full journey S1–S10 is completely covered. The service tier that supports brand choice through credible answers, acting for customers, and customer return. This is the name of the highest service tier. In the book title, IDA means Identity Data Authority. In the verification model, IDA Verification is a method. These three uses share the name IDA but differ in scope.

AI Readiness Score

How well prepared a merchant is at S1, scored 0–100.

AI Mention Rate

The share of the same set of questions in which AI mentions the merchant.

Performance Metrics

The nine measures that correspond to the results of each journey step.

AI Citations

The number of times AI answers list your content as a source.

FAQ

Q: Is AEO (the optimization domain) in Chapter 1 the same as the service tiers here?

A: “AEO” as an optimization domain is one of the Six Optimization Domains; “AEO Exposure” is the first service tier and, together with “AEO+ Word of Mouth” and “IDA Brand PR,” makes up the three tiers. Optimization Domains are divided by function; service tiers are divided by journey scope. In the market, AEO often means getting content used or cited by answer engines. That is its meaning as an optimization domain and cannot be treated directly as a result of the first service tier. AEO Exposure only covers getting read first (S1—S4). Mentions in answers belong to AEO+ Word of Mouth (S5—S6); being listed as a source belongs to S7.

Q: Do all nine metrics have data yet?

A: Five metrics already have published all-platform figures, and AI Readiness Score is scored store by store; the measurement methods for AI Mention Rate, AI Answer Accuracy Rate, and AI Return Visits are set, and their data will be published later. The statistical scopes differ, so read per-store scores and all-platform results each on their own basis.

Q: Which tier should you start planning from to cover the journey most completely?

A: Start from IDA Brand PR: it focuses on S7—S10, includes the first two tiers, and fully covers the whole journey S1—S10; later results build on the earlier foundations. When planning, link AEO Exposure, AEO+ Word of Mouth, and IDA Brand PR, and use Figure 2–2, “Journey Diagnostics Gate Map,” to confirm how each step connects.

Q: How do service tiers extend with brand goals?

A: Arrange them by the brand's current goal: build AI exposure, build word of mouth from AI mentions, or extend to credible answers, acting for customers, and customer return. The goal sets the journey scope, and service tiers and Performance Metrics must be planned together.

Q: Which of the nine metrics should you look at first?

A: Start with the metric that matches the journey step you are evaluating now. Information preparation, AI mentions, and customer visits each have their own results, so choosing the right metric is what lets you judge progress.

This Chapter in Three Sentences

1. Services have three tiers: AEO Exposure covers S1—S4, AEO+ Word of Mouth covers S5—S6, and IDA Brand PR covers S1—S10.

2. Each higher service tier includes the previous tier and extends journey coverage to match the brand's goals.
3. Nine Performance Metrics map to the diagnostic questions at each step, linking service goals to evidence for assessing results.

Three Things You Can Do This Week

1. Use the Journey Diagnostics questions to identify where your business is currently stuck.
2. Based on your current Marketing goals, decide whether to focus first on exposure, mentions, or customer referrals.
3. Choose the Performance Metrics that match the journey steps you want to assess.

Next Chapter The next chapter presents measured figures for each of the Performance Metrics and explains how to interpret them.

Self-Check A store wants AI to mention its brand in answers. Name the matching service tier, Performance Metrics, and journey step.

Chapter 6

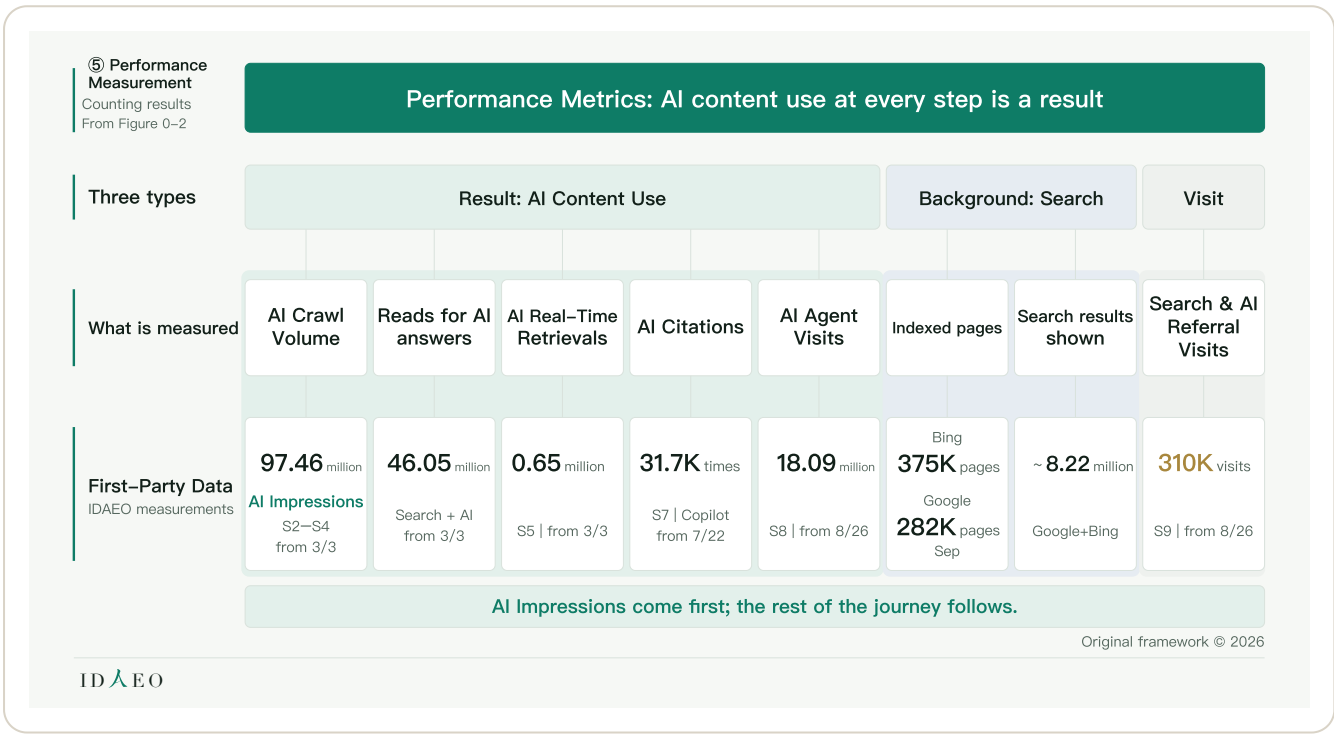
Performance Measurement (How to Count Results): AI Impressions and Full-Journey Value

This chapter answers What results do AI impressions, AI Content Use, and site visits each represent?

Why it comes here Only by matching each step's value with its statistical basis can you read the numbers as marketing results.

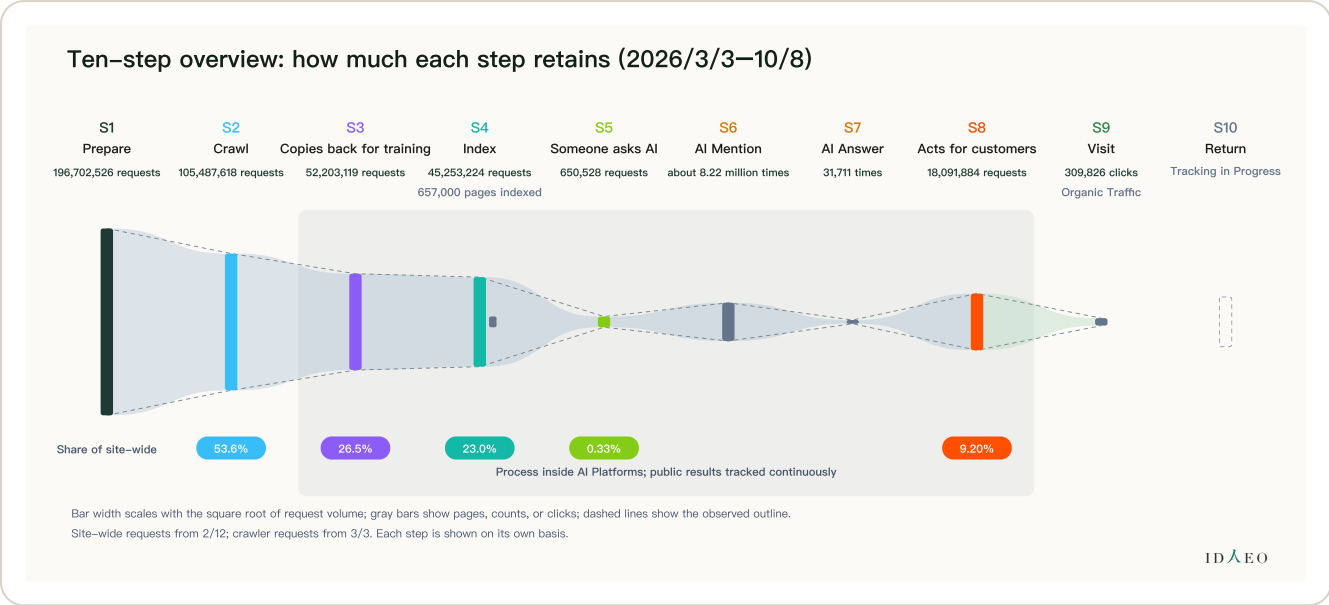
Figure 6–1 Full–Journey Performance Dashboard: Eight Measured Figures and First–Party Data

Each cell lists AI results by step; the bottom row is IDAEO First–Party Data (as of Oct 8, 2026; indexed page counts are for September). The marketing meaning of AI Crawl Volume is AI Impressions. “Reads for AI Answers,” AI Crawl Volume, and AI Real–Time Retrievals cover overlapping ranges; each cell is listed separately by source and unit (requests, times, pages, clicks), and is suited to comparison on the same basis.



How to read Read down: Performance Metrics, the three categories, measurement targets, and figures; each cell is one kind of result.

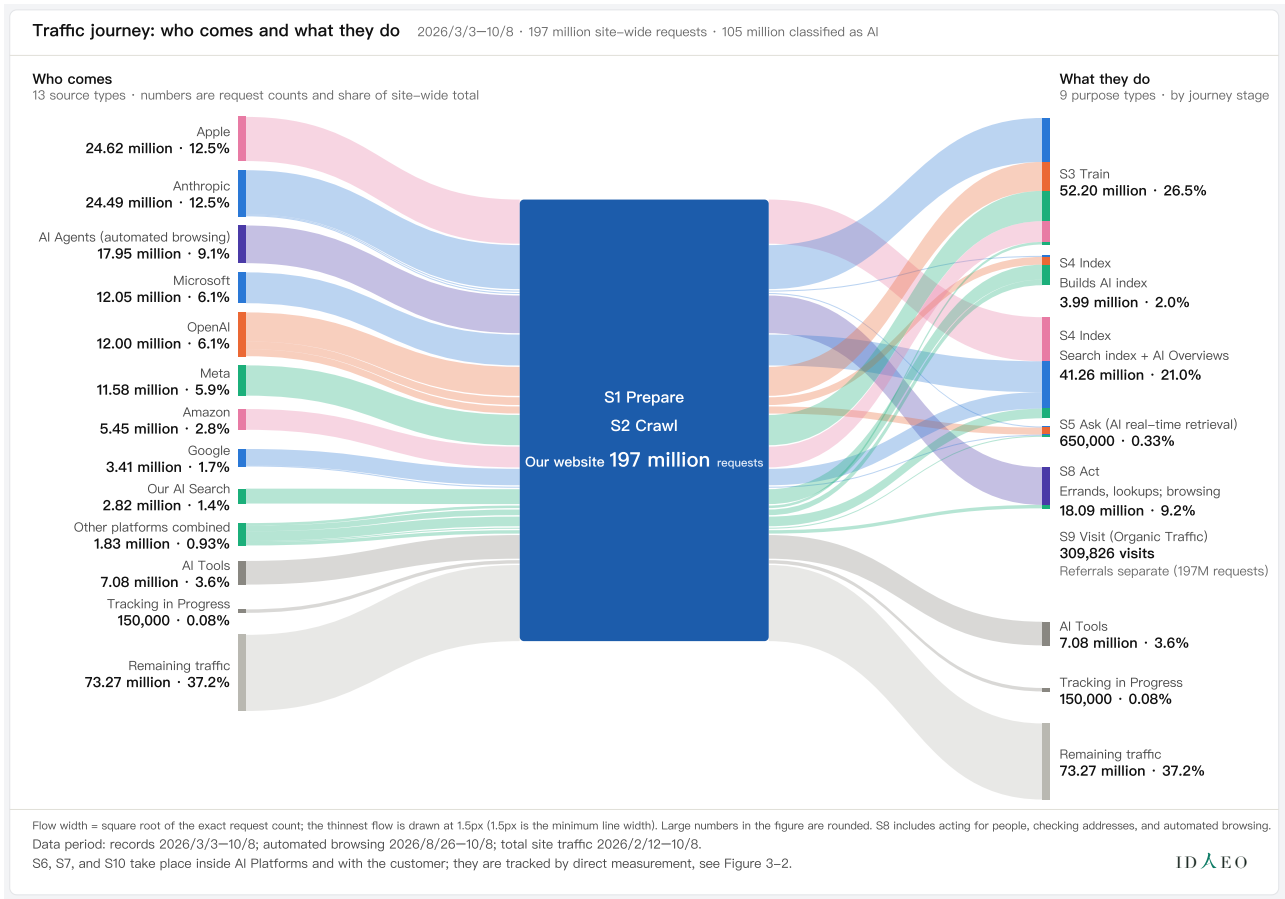
Figure 6-2 Ten-Step Results Overview



How to read Read the ten steps from left to right; the thicker the bar, the larger the volume. The gray area is inside the AI Platforms, and measured results keep accumulating. S6 in the figure is search impressions (not AI mentions): the number of times search results list you. The mention rate in AI answers will be published later.

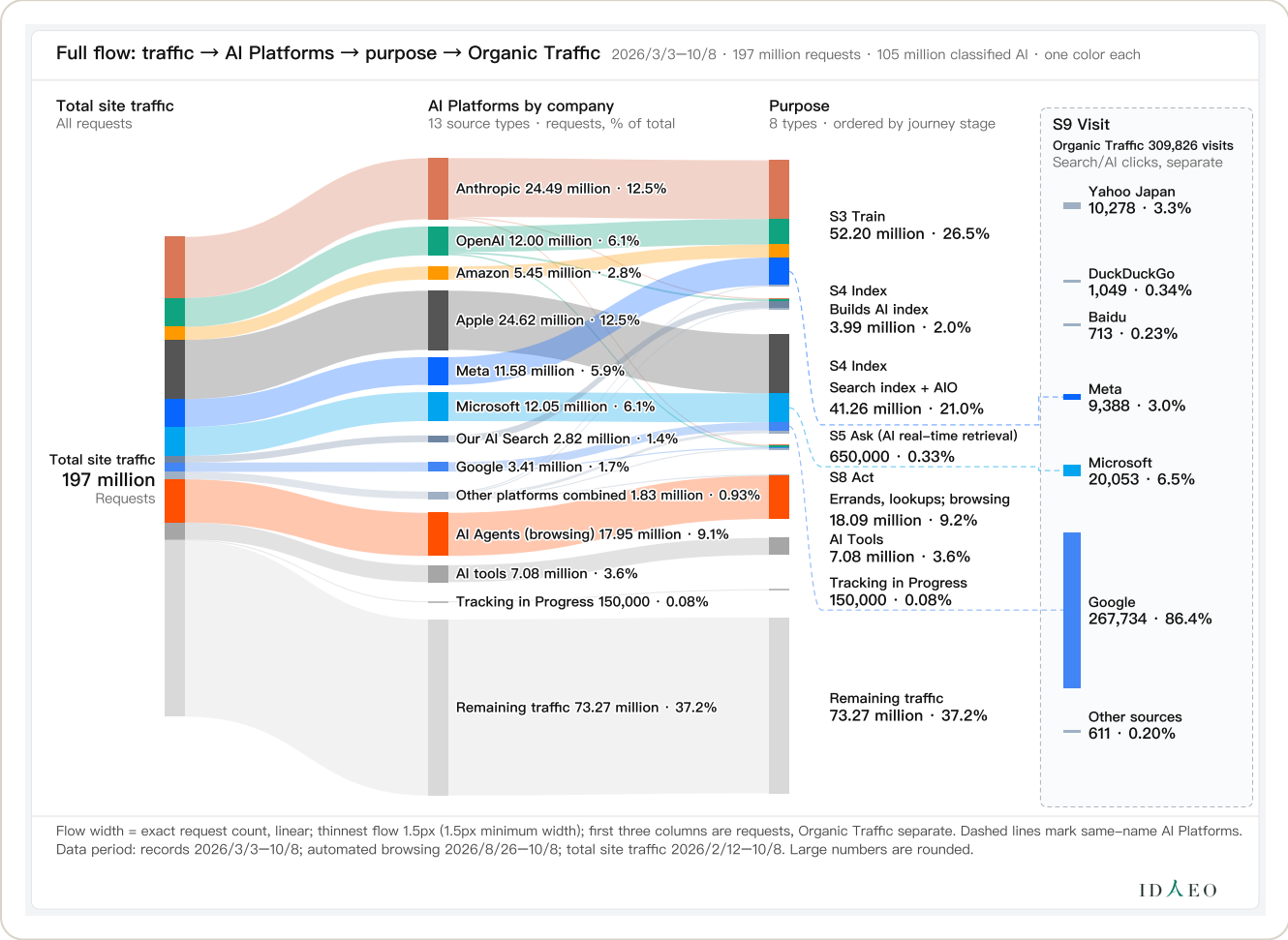
Figure 6–3 AI Visit Structure Map: Who Comes and What They Come to Do

Extended figures: Figure 6–3, “AI Visit Structure Map,” shows who comes and what they come to do; Figure 6–4, “Full–Journey Outcomes Flow Map,” lays out arrivals, indexing, display, citations, and visits along S1—S10.



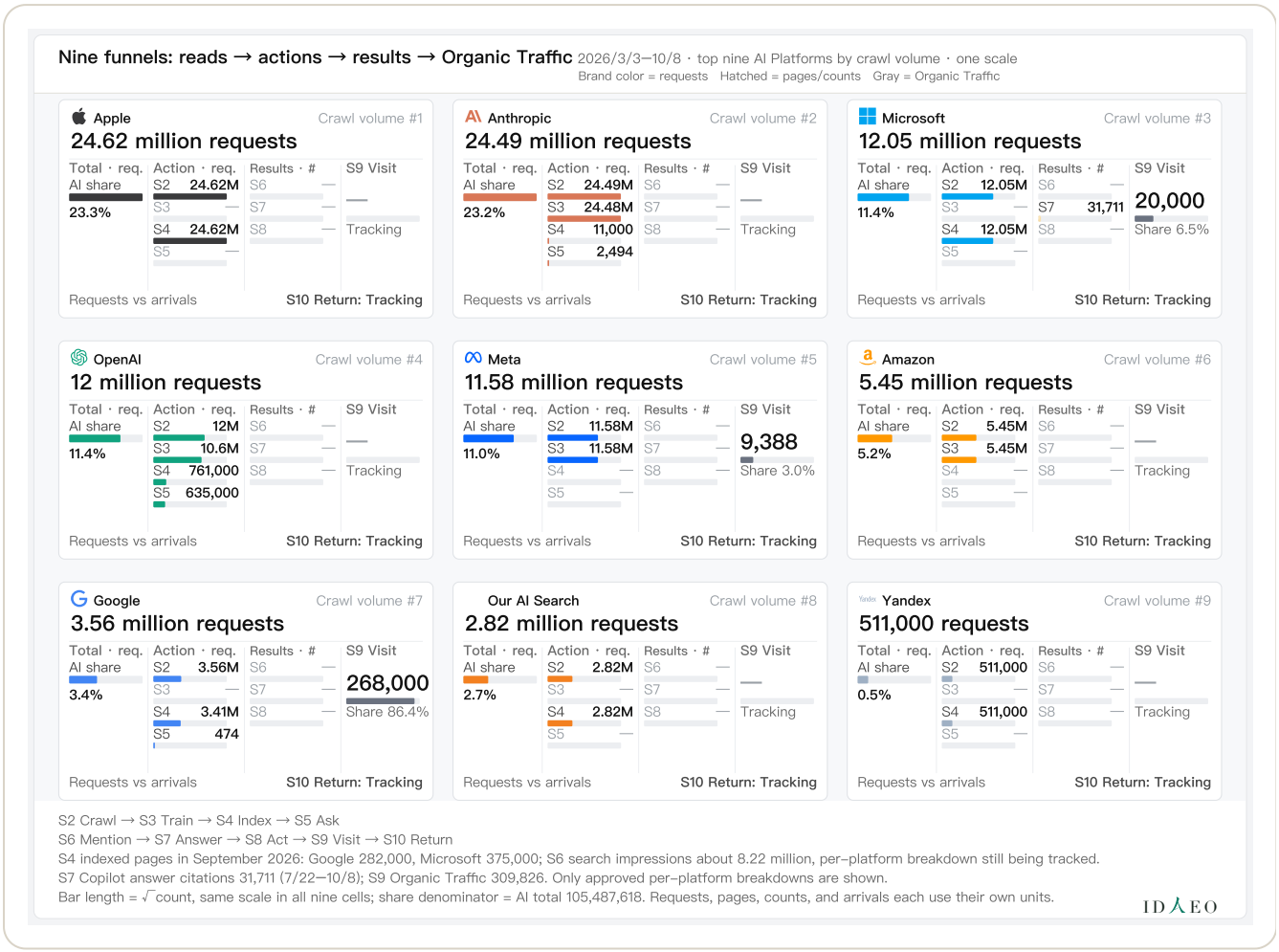
How to read Follow the bands: Marketing Audiences on the left, functions on the right; the thicker the band, the larger the volume.

Figure 6-4 Full-Journey Outcomes Flow Map: From AI Exposure to Customer Visits



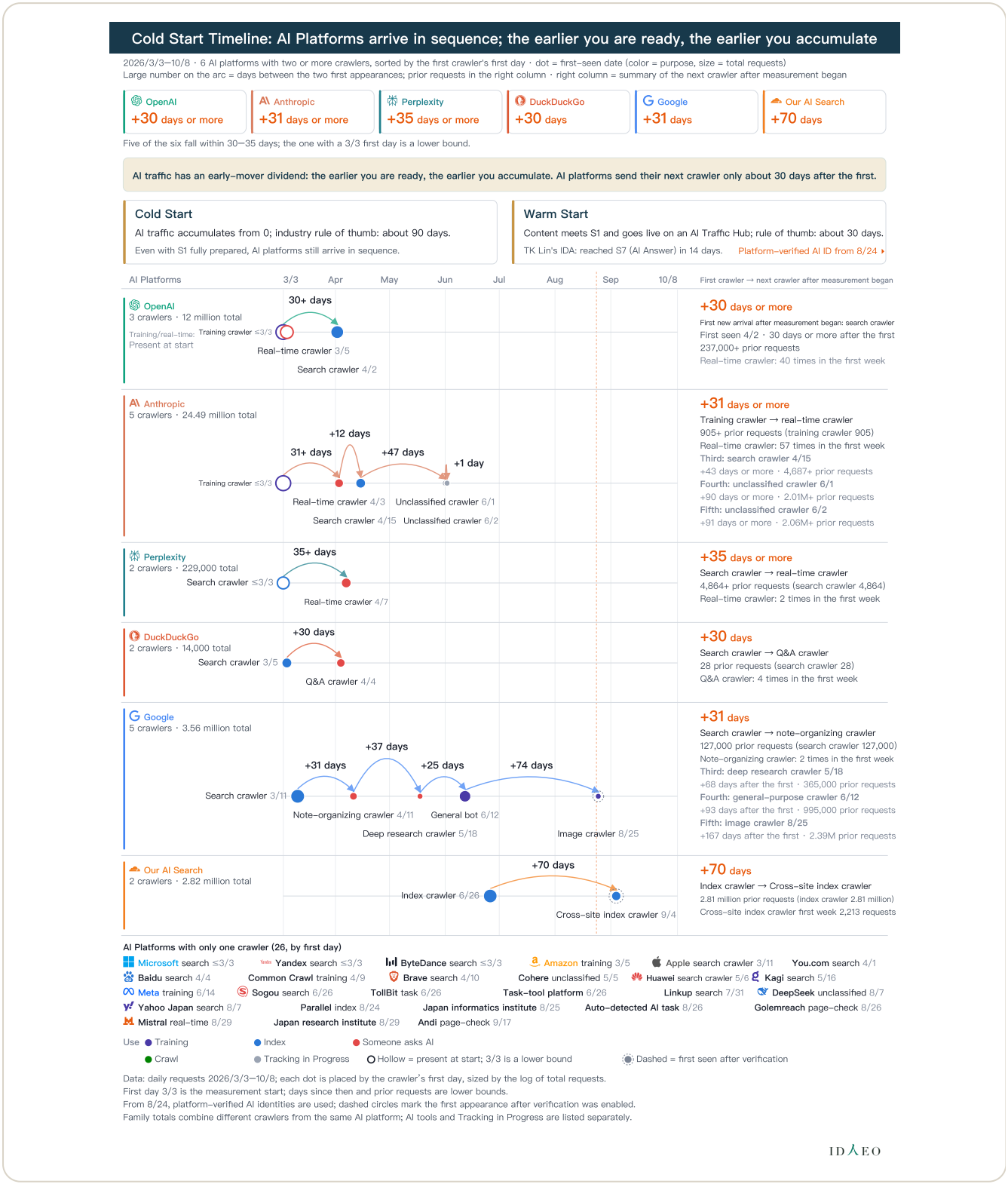
How to read Read from left to right: total site traffic → each AI platform → purpose → Organic Traffic; the thicker the band, the larger the volume, and purposes are ordered by journey step.

Figure 6–5 Journey Results Comparison of Nine AI Platforms



How to read One platform per panel; read each step's results from left to right. Compare across panels using the same column and the same unit.

Figure 6-6 Cold Start Timeline: AI Platforms Arriving in Sequence and the Early-Mover Dividend



How to read Each row is one of the AI Platforms, with time on the horizontal axis. The 30—35 days is the gap between the first crawler

and the next from the same platform. This is an observation from a single site; for three platforms, the interval is a lower bound. Figure 7–1, “IDAEO Growth Milestones,” shows this site's cumulative volume. Records before Aug 24 may include duplicate requests. Arrival records are still needed to assess whether earlier readiness leads to earlier accumulation.

Key Points of This Chapter

Claim	Why
AI Content Use at every stage counts as a result. Results at each stage must be assessed separately; an earlier stage cannot stand in for a later one.	S1—S8 and website visits each reflect different kinds of progress. More reads do not mean more citations or customer actions. Totals from live tests of industry websites: 37,793 Copilot citations from April to September. Bing search clicks totaled 10,177. Both figures come from Microsoft, but their units and reporting periods differ. They should be interpreted separately.
An AI Crawl Volume of 97.46 million is what this book calls AI Impressions. This includes reads by search engines for indexing.	Each time AI or a search engine reads your content, this book counts it as one AI impression. This reflects the number of reads. It does not mean the content has been used for training, indexed, mentioned, or cited. This is exposure to AI, not how many people saw it.
Reads for AI Answers, 46.05 million, include reads for search indexing and AI answers.	These reads are grouped by purposes related to search and AI answers. This classification does not mean the content has appeared in search results or AI answers.
AI Real-Time Retrievals, 650,000, are content use triggered by immediate demand.	AI fetches information on the spot in response to a question; this metric reflects customers' immediate needs.
The IDAEO platform's 31,700 AI Citations mean its content was listed as a source in answers.	This is Copilot's citation result for the IDAEO platform since Jul 22. Being listed as a source does not mean customers have made decisions based on the content.

AI Agent Visits, 18.09 million, represent the volume of site arrivals. Whether actions were completed on customers' behalf still depends on subsequent results.	AI Agents have begun visiting sites, and their visit volume remains under tracking. Of this, automated browsing accounts for 17.95 million (counted from Aug 26), and named AI Agents for 144,000. Visit volume shows the scale of contact, while task outcomes are read from subsequent actions.
Search & AI Referral Visits, 310,000 (search and AI combined; Google 268,000), represent customers arriving at the site via search or AI.	This metric corresponds to S9, linking upstream AI Content Use with customer action.
Cold Start: AI traffic accumulates from 0; the industry rule of thumb is about 90 days.	A new website has to wait for AI Platforms to find it one by one. With S1 ready, arriving crawlers have content to read. Figure 7–1, "IDAEO Growth Milestones," records this site's request volume: 53 requests on the first day, Mar 3 → 635,000 in March → 16.07 million in June → 35.99 million requests in August. Records before Aug 24 may include duplicate requests. September was lower than August; check that counting methods are consistent before comparing months.
Warm Start: content meets S1 and goes live on an AI Traffic Hub. The rule of thumb is about 30 days, not a deadline for crawler arrival. A separate Cold Start observation from a single site found a gap of 30—35 days before the next crawler from the same platform (Figure 6–6). For three platforms, this is a lower bound and cannot be used to estimate Warm Start timing. TK Lin's personal IDA case reached S7 (Answer) in 14 days.	Content published on the hub is available for existing crawlers to read. Whether it gets used sooner still requires separate evidence from the records. TK Lin's personal IDA, measured: on launch day, Sep 20, AI citations were 0. On Oct 3, a live test covered 100 questions across five AI models. This IDA appeared in AI search source lists for 84% of answers (four of the five models used the same search interface; the questions named the author himself; a single case). It appeared more often than any other source.
The necessary condition for an AI Traffic Hub is accumulating ten million or more AI requests per month.	Existing request volume reflects the scale of reads on the platform. The IDAEO platform (idaeo.ai) is an AI Traffic Hub. The IDAEO platform: 25.97 million in July, 35.99 million in August, 15.79 million in September. September was lower than August. Records before Aug 24 may include duplicate requests; check that counting methods are consistent before comparing months. These are monthly platform totals and cannot predict when new content will be read.

The early-mover dividend in AI traffic means preparing information early so arriving crawlers can read it.	When a merchant has its information ready in advance, AI Platforms have content to read when they arrive. Figure 6-6, "Cold Start Timeline," records arrivals at this site. For five of the six AI Platforms, the gap between the first crawler and the next was 30–35 days. For three platforms, this is a lower bound. It cannot be generalized into an arrival pattern for all websites. If a site goes live early but no crawlers read it, there is no evidence of earlier accumulation.
Compounding Lead is currently a hypothesis: whether accumulating AI impressions can widen a lead remains to be verified.	Reads for training or indexing do not mean the content has been used for training or indexed. The cumulative volume in Figure 7-1, "IDAEO Growth Milestones": 635,000 by the end of March → 21.4 million by the end of June → 99.15 million by the end of September → 105.5 million cumulative as of Oct 8 (including AI, search engines, and Automated Bots; these are platform-site volumes and cannot be compared directly with a single merchant's website). Records before Aug 24 may include duplicate requests. This is the site's cumulative record; it does not prove that its lead has widened. Testing Compounding Lead requires comparing comparable subjects using the same counting method. If content use does not increase and the gap does not widen, the hypothesis is not supported.

Cold Start and Warm Start

	Cold Start	Warm Start
Starting point	AI traffic accumulates from 0.	Content plugs into the existing traffic of an AI Traffic Hub.
Prerequisites	S1 data is complete, so AI that arrives can get the content.	Content meets S1; the hub accumulates tens of millions of AI requests every month.
How long	Industry rule of thumb: about 90 days.	Rule of thumb: about 30 days; TK Lin's personal case reached S7 in 14 days.

Measured results	Mar 3, day one: 53 requests → 635,000 cumulative by end of March → 21.4 million by end of June → 99.15 million by end of September. Figures before Aug 24 may include duplicate requests.	TK Lin's personal IDA: launched Sep 20; tested on Oct 3. This IDA appeared in AI search source lists for 84% of answers (a single case).
What merchants do	Get S1 ready and go live as early as possible; keep accumulating AI impressions.	Publish content that meets S1 on an AI Traffic Hub.
Effect of time	Whether launching earlier can widen the lead remains to be tested.	The hub's existing crawlers can read the content. Actual results still need to be observed.

Terms

AI Content Use

Use of content in AI reading, answer citations, and acting on customers' behalf.

AI Crawl Volume

S2—S4 are the steps in which AI and search engines obtain content. They cover crawls for training, AI indexing, and search indexing, totaling 97.46 million. These count only as reads for training or indexing. They do not mean the content has been used in training or indexed. There are also 650,000 real-time retrievals, 144,000 reads by named AI Agents, and 7.23 million by Automated Bots. Together, these total 105.5 million reads by AI, search engines, and Automated Bots. Figures before Aug 24 may include duplicate requests.

AI Impressions

Each time AI or a search engine reads your content is one AI impression; AI Impressions are the marketing meaning of AI Crawl Volume. This is exposure to AI—each time AI reads you counts as one, not how many people saw it.

Reads for AI Answers

The number of reads that serve search results and AI answers.

Cold Start

AI traffic accumulates from 0; the industry rule of thumb is about 90 days.

Warm Start

Content meets S1 and goes live on an AI Traffic Hub. Rule of thumb: about 30 days; TK Lin's personal IDA case reached S7 (Answer) in 14 days.

AI Traffic Hub

A platform that already has a large volume of AI requests; content connects to existing AI traffic as soon as it goes live. Necessary condition: ten million or more AI requests accumulated per month. The IDAEO platform (idaeo.ai) is an AI Traffic Hub.

Search & AI Referral Visits

This book measures it as the number of times customers click through to the website via search or AI.

Compounding Lead

Compounding Lead. The hypothesis that accumulated AI impressions may increase subsequent content use and widen the lead. Testing it requires consistent measurement and comparable subjects. An increase in cumulative volume alone does not prove that the lead has widened.

FAQ

Q: What is the difference between the 52.2 million reads crawled for training and real-time retrievals?

A: Training reads are reads for training. They do not mean the content has been used in training. Real-time retrievals respond to a customer's question at that moment. Their triggers and uses differ, so they should be interpreted separately.

Q: Does 97.46 million mean more than ninety million people saw it?

A: The 97.46 million is this book's AI Impressions figure. The unit is reads, counting the number of times AI and search engines read the content. A read means a machine has retrieved the content. It does not mean the content has been used in training, indexed, mentioned, or cited. This is exposure to AI, not a count of people who saw it.

Q: Why are reads for search and for AI answers counted together?

A: “Reads for AI Answers” totals the reads for use in search results and AI answers. It shows the volume of reads, not whether the content has been used in an answer. Compare it with answer citations and customer visits to assess each downstream result separately.

Q: What do the IDAEO platform's AI Citations of 31,700 mean?

A: These are citations of the IDAEO platform by Copilot since Jul 22. Figures from other platforms will be published later. Each platform discloses figures for its own scope and period, so citation volume has to be read together with its source.

Q: How long does a new website wait for AI?

A: The rule of thumb for a Warm Start is about 30 days; the industry rule of thumb for a Cold Start is about 90 days. These estimates are not deadlines for crawler arrivals. A separate single-site Cold Start observation found intervals of 30—35 days before the next crawler from the same AI platform arrived. The figures for three platforms are lower bounds and cannot be used to estimate Warm Start timing. TK Lin's personal IDA case reached S7 in 14 days. It went live on Sep 20 and was tested on Oct 3 across 100 questions and five AI models. The day count includes both the launch date and the test date. This IDA appeared in AI search source lists for 84% of answers; this is a single case. A Cold Start accumulates from 0, waiting for AI platforms to arrive one after another. A Warm Start puts content live on an AI Traffic Hub, where existing crawlers can read it. Actual arrival times still need to be observed.

Q: What kind of platform counts as an AI Traffic Hub?

A: The necessary condition listed in this book is ten million or more AI requests accumulated per month. The IDAEO platform (idaeo.ai) is an AI Traffic Hub. The IDAEO platform: 25.97 million in July, 35.99 million in August, 15.79 million in September. September was lower than August. Figures before Aug 24 may include duplicate requests, so comparisons across months require checking the counting methods. These are platform-wide monthly totals and cannot directly predict when crawlers will reach new content.

Q: How do you keep performance assessment close to business results?

A: Look at impressions, mentions, trusted answers, and S9 Visit together, and watch for returns. Goodhart's Law in Figure 8-2 “IDAEO Theoretical Foundations Map” states that once a single metric becomes the target, it gets distorted; only by cross-referencing multiple results do you get a complete judgment.

Q: What can a merchant do first during a Cold Start?

A: Get S1 ready first and go live as early as possible, so visiting AI can read the content. Whether reads increase subsequent content use remains to be seen; Compounding Lead is currently a hypothesis. You can also put the prepared content live on an AI Traffic Hub for existing crawlers to read. See Figure 7–1 for cumulative volume. The total includes AI, search engines, and Automated Bots. Figures before Aug 24 may include duplicate requests. This is a platform site's cumulative record and cannot be compared directly with a single merchant's website.

This Chapter in Three Sentences

1. Reads, citations, and customer visits are outcomes at different stages.
2. Before comparing figures, align the subjects, periods, and units.
3. A Cold Start and a Warm Start have different starting points. Timelines from individual cases are not guarantees.

Three Things You Can Do This Week

1. Check that your website's information is complete. Fill in any gaps and publish the updates.
2. Label your performance records with their sources, periods, and units.
3. Organize records of reads, answer citations, customer visits, and return visits separately.

Next Chapter The next chapter presents records from the IDAEO site and early field–test merchants. It also explains how to understand what the statistics cover.

Self-Check Which journey steps do the eight measured figures in Figure 6-1 “Full-Journey Performance Dashboard” correspond to? Explain the marketing meaning of AI Impressions, AI Citations, and Search & AI Referral Visits; compare the starting point, prerequisites, and time required for a Cold Start and a Warm Start, and explain why AI Agent Visits are tracked.

Chapter 7

IDAEO Field Results: Our Own Site and Early Field-Test Merchants

This chapter answers How did IDAEO's own site go from zero to one hundred million requests? What changed for the first batch of joint field-test merchants during the field-test period?

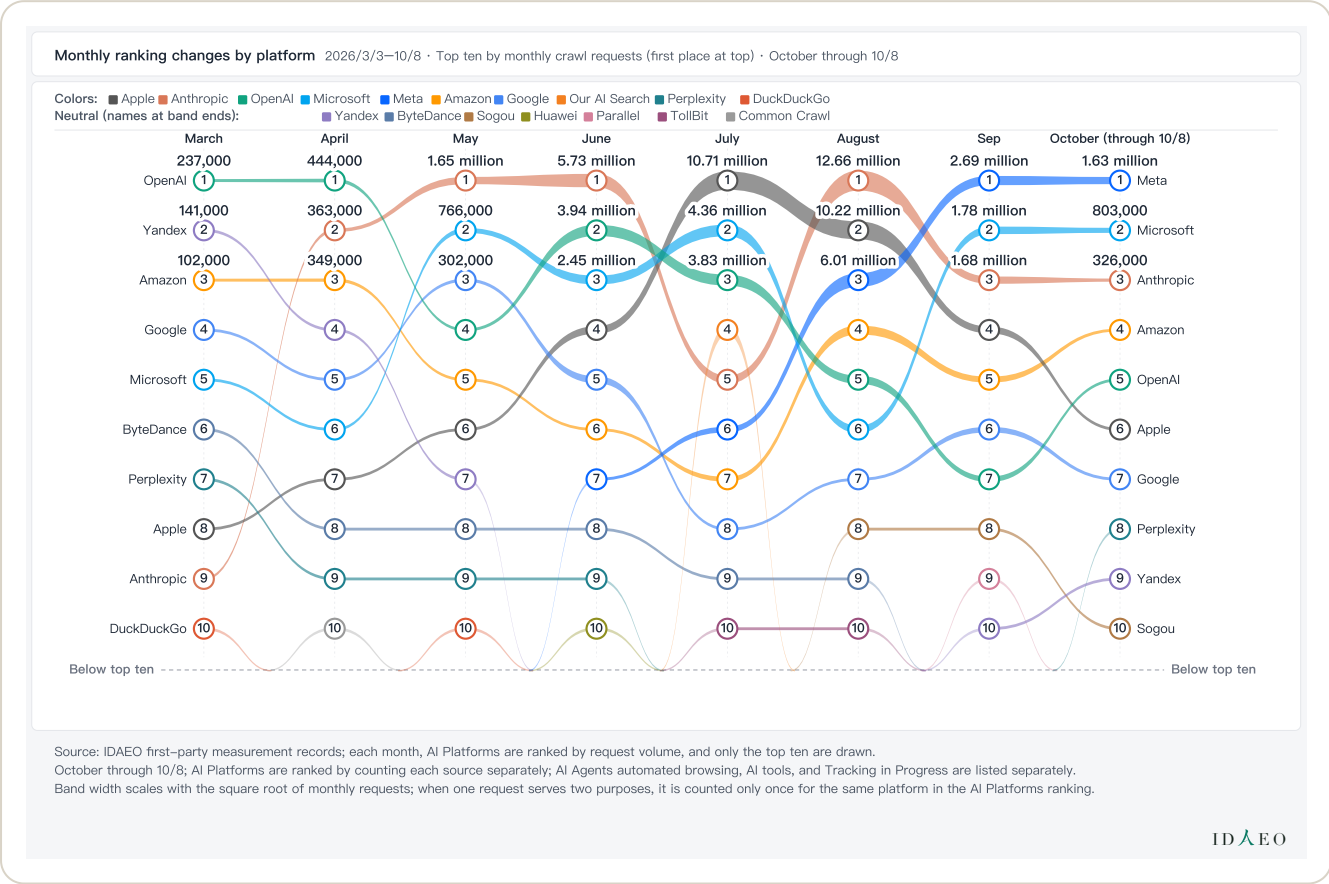
Why it comes here Our own site and early field-test merchants provide first-party observational data. There is no control group yet, so this does not show that IDAEO caused the results. Start with the cumulative results in Figure 7-1 "IDAEO Growth Milestones", then look at the field results for platform merchant pages and merchant websites. First-Party Data from different settings shows the AI impressions, search contact, and customer visits of small and medium-sized businesses.

Figure 7–1 IDAEO Growth Milestones: From Zero to One Hundred Million Requests

How to read Read the title, approach, and reads over the same period for each milestone in order from 1–8, then compare against the cumulative curve. May 20–Aug 23 is the stage in which IDAEO methodology validation took shape. From Aug 24 on, counting uses platform-verified AI identities, which identifies them more precisely.

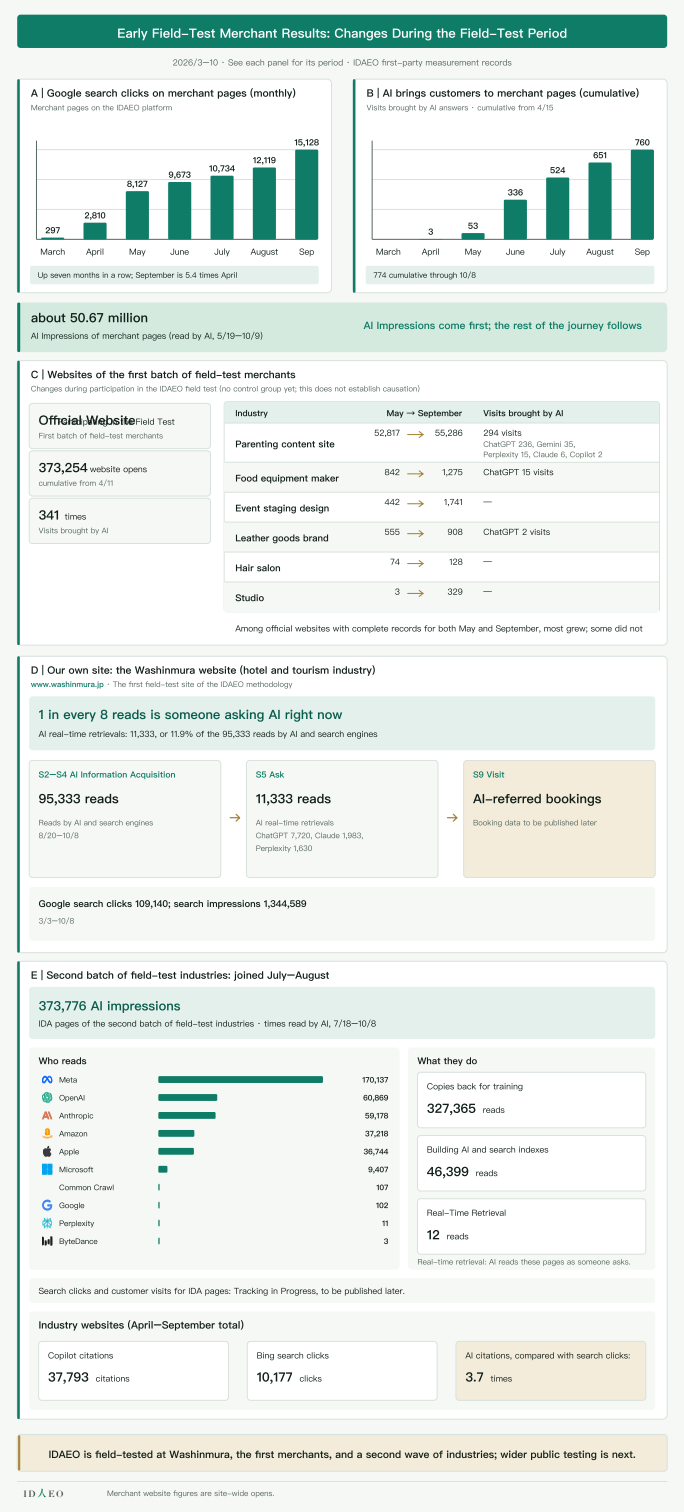
Figures before Aug 24 may include duplicate requests. The corresponding theory is noted under each card.

Figure 7-2 Monthly Ranking Shifts of AI Platforms



How to read Each row is one rank; follow the same-colored line to see each platform's monthly rank, then read it together with the crawl volume for the same period.

Figure 7-3 Early Field-Test Merchant Results: Changes During the Field-Test Period



How to read Read from top to bottom. First, look at Google search clicks for IDAEO platform merchant pages, then the cumulative number

of times AI brought customers into merchant pages, to see changes during the field-test period. Next, look at changes in the first batch of merchant websites after joining the IDAEO field test. Then look at search clicks, AI crawls, and bookings brought by AI for our own Washinmura website (hotel and tourism industry). Finally, look at AI impressions, the platforms that came to read, and their purposes for the IDA pages of the second batch of field-test industries. Read each figure according to the labeled subject, period, and purpose. The figures for the first batch of merchant websites are site-wide opens. There is no control group yet; these results do not establish causation.

Key Points of This Chapter

Claim	Why
IDAEO is field-tested not only on the IDAEO site itself and Washinmura; early field-test merchants also contribute field data.	Platform merchant pages, merchant websites, and the second batch of field-test industries provide first-party data from different settings, so the actual results of the same theory can be compared across industries. Washinmura is the first field-test site for the IDAEO methodology. Our own Washinmura website (www.washinmura.jp, hotel and tourism industry) received 109,140 Google search clicks (Mar 3—Oct 8); of the 95,333 crawls by AI and search engines (Aug 20—Oct 8), 11,333 were real-time retrievals, with AI reading the site on the spot when someone asked it, about 1 in every 8 crawls (11.9%). Washinmura has already received bookings brought by AI; booking data will be published later. Because questions trigger AI to read the website, and AI has already brought bookings, these results map to the journey: S2—S4 AI crawling → S5 Ask → S9 Visit (bookings brought by AI).

The small and medium-sized businesses in the field test saw the following changes during their time on the IDAEO platform.	The platform connects merchant information to AI crawling, search, and customer visits. Google search clicks on merchant pages rose from 297 in March to 15,128 in September, up for seven consecutive months, with September at 5.4 times April. The first customer brought by an AI answer came on Apr 15, reaching 774 cumulative by Oct 8. AI impressions from May 19 to Oct 9 were about 50.67 million. These are changes during the field-test period. There is no control group yet; these results do not establish causation. Merchants can use First-Party Data to verify the results of each stage.
① Measurement officially launched → Law of Full-Journey Outcomes (Performance Measurement); ② Search exposure rolled out in parallel → Law of Audience Adaptation (Audience Strategy); ③ First visitor arrived via an AI answer → Journey Design: S9 Visit.	Measurement gives the results of every stage a basis, and search exposure connects content to search audiences. When an AI answer brought a customer for the first time, upstream content use connected to an actual arrival in the journey. These records give the laws and the journey results that can be checked against each other. If new records do not align with what the laws predict, the laws must be revised.
④ Brand knowledge presentation fully upgraded → Law of Identity Continuity (S1 Merchant Readiness); ⑤ Research-Evidence-Driven Optimization → Theoretical foundation: 17 existing theories; ⑥ New IDAEO site built → Five Dimensions and Nine Elements.	A consistent brand identity lets AI link new information back to the same entity. Research supports the design, and the new site implements each dimension and element, so later content use builds on the earlier foundation. The test is whether new information links back to the same identity. If it does not, this mapping does not hold.

⑦ Crawl performance hit a new peak → AI Impressions (S2—S4 AI Information Acquisition); ⑧ Cumulative requests passed one hundred million → Compounding Lead and Living Theory.	The crawl peak shows the scale at which AI acquires information; continued content use leaves new data, making the next round of optimization more precise. A rising cumulative curve alone cannot prove a Compounding Lead. This remains a hypothesis to be tested; each month's new field data also grows the theory. The cumulative curve in Figure 7-1 records this accumulation: 635,000 by end of March → 21.4 million by end of June → 99.15 million by end of September → 105.5 million cumulative by Oct 8 (including AI, search engines, and Automated Bots; these platform-site volumes cannot be compared directly with a single merchant's website). Figures before Aug 24 may include duplicate requests. The rule of thumb for a Warm Start is about 30 days; the industry rule of thumb for a Cold Start is about 90 days. A separate single-site observation found that the next crawler from the same AI platform arrived 30—35 days later. TK Lin's personal IDA case reached S7 in 14 days. Warm Start content meets S1 and goes live on an AI Traffic Hub, where existing crawlers can read it.
Among the first batch of merchant websites that joined the field test and have complete records for both May and September, most grew and some did not. For the websites that grew, site-wide opens from May to September were as follows: a parenting content site rose from 52,817 to 55,286, a food-service equipment manufacturer from 842 to 1,275, an event staging design firm from 442 to 1,741, a leather goods brand from 555 to 908, a hair salon from 74 to 128, and a studio from 3 to 329.	Site-wide opens record the change in visits for each industry after joining the field test. With consistent subjects and periods, this First-Party Data is available for joint research and cross-industry comparison. The list above includes only websites that grew. Websites that did not grow also exist but are not listed. There is no control group yet; these results do not establish causation.
The IDA pages of the second batch of field-test industries received 373,776 AI impressions from Jul 18—Oct 8 (the number of times they were read by AI and search engine crawlers).	10 platforms read the site; the top six were Meta 170,137, OpenAI 60,869, Anthropic 59,178, Amazon 37,218, Apple 36,744, and Microsoft 9,407. By purpose, "reads for training" led with 327,365, "reads for AI indexing and search indexing" totaled 46,399, and real-time retrievals totaled 12. The records show that the content of the second batch of field-test industries has been read by AI and search engines. Search clicks and customer arrivals: Tracking in Progress. Results will be published later.

Terms

Milestone

A growth node marked by methodology implementation and its corresponding results.

Research-evidence-driven optimization

Combining relevant papers with methods proven effective in field tests to improve marketing results.

Full-Methodology Site Build

Integrating audience, journey, trust and verification, and performance measurement from the very start of building the site.

Cumulative curve

A curve showing the continuous accumulation of AI and search engine requests over time.

Early field-test merchants

The earliest batch of merchants and site owners who put measurement on their own websites and ran field tests together with IDAEO.

Joint field test

Collaborative research in which merchants, site owners, and IDAEO validate the methodology together using first-party data.

FAQ

Q: What main growth line do the eight milestones show?

A: Theory says what to look at. Field results provide outcomes to check against it. Measurement and search exposure map to Performance Measurement and Audience Strategy, and AI bringing customers maps to customer visits. The brand knowledge upgrade, research evidence, and the new site build map to identity consistency, theoretical grounding, and a complete framework. The crawl peak and continued accumulation map to AI Information Acquisition, Compounding Lead, and Living Theory. See Figure 7–1 for cumulative volume. The total includes AI, search engines, and Automated Bots. Figures before Aug 24 may include duplicate requests. Each month's new data is used to test these relationships and strengthen the theoretical and empirical foundation.

Q: What does Research–Evidence–Driven Optimization mean?

A: IDAEO compiles relevant papers from the web and optimizes its own site with methods proven effective in field tests. Research provides the basis; field testing links optimization choices to real content–use results.

Q: What is distinctive about the new IDAEO site build?

A: The new site applies the full IDAEO methodology directly, bringing the Marketing Audiences and Optimization Domains from Figure 1–1, “Panorama of the Five Marketing Audiences,” into the plan. Information, trust, and results are linked from the moment the site is built, so later growth builds on the earlier results.

Q: What does “from Aug 24 on” on the curve mean?

A: From Aug 24 on, counting uses platform–verified AI identities, which identifies visitors more precisely. May 20—Aug 23 is the stage in which IDAEO methodology validation took shape. Figures before Aug 24 may include duplicate requests. September was lower than August; the August figures span Aug 24, when the counting method changed. When comparing monthly volumes across Aug 24, use periods on the same basis.

Q: How are changes in platform rankings used in marketing decisions?

A: Read crawl volume and ranking for the same period together to observe how contact with each platform changes. Ranking reflects relative position; crawl volume reflects actual contact. Reading both together gives a better grasp of audience distribution.

Q: What do the early field-test merchants' data show?

A: The data show changes during the field-test period: search clicks on platform merchant pages keep rising, and AI answers bring customers to the site. Among the first batch of merchant websites, most grew and some did not. There is no control group yet; these results do not establish causation. Search clicks, AI bringing customers, and site-wide opens on merchant websites each measure a different kind of contact. Looking at them separately by subject and period makes the Marketing value of each result clear and provides a basis for joint research. The IDA pages of the second batch of field-test industries received 373,776 AI impressions from Jul 18 to Oct 8. They were read by 10 platforms including Meta, OpenAI, Anthropic, Amazon, Apple, and Microsoft, showing that the content of the second batch of field-test industries has already been acquired by AI. Search clicks and customer arrivals: Tracking in Progress. Results will be published later.

Q: Why recruit more merchants and website owners to field-test together?

A: To study how IDAEO can work better for merchants and website owners, and to keep deepening the theory, practice, methodology, and solutions. Because First-Party Data from more merchants and website owners shows actual results across different settings, joint field testing gives these advanced studies a more complete basis.

This Chapter in Three Sentences

1. Our own site and early field-test merchants provide First-Party Data from different settings.
2. Eight milestones pair each approach with reads over the same period. The counting methods differ before and from Aug 24.
3. Among websites with complete records, most grew and some did not. There is no control group yet; these results do not establish causation.

Three Things You Can Do This Week

1. Write down what you will track on your website and over what period before you start recording.
2. Before comparing monthly totals, check how each month's figures were counted.
3. Record changes in visits to your own website. Do not use someone else's growth curve to set your expectations.

Next Chapter The next chapter explains IDAEO's theoretical basis and how it differs from AI Visibility tools on the market.

Self-Check Using the different settings of the IDAEO site itself, Washinmura, and the early field-test merchants, explain what joint field testing means. Using the milestones and monthly rankings, describe the path from zero to one hundred million requests. Then read Figure 7-3, “Early Field-Test Merchant Results,” and interpret the numbers, periods, and Marketing value for platform merchant pages, the websites of each industry, and the second batch of field-test industries. Explain what changed in each setting during the field-test period and why causation cannot yet be claimed.

Chapter 8

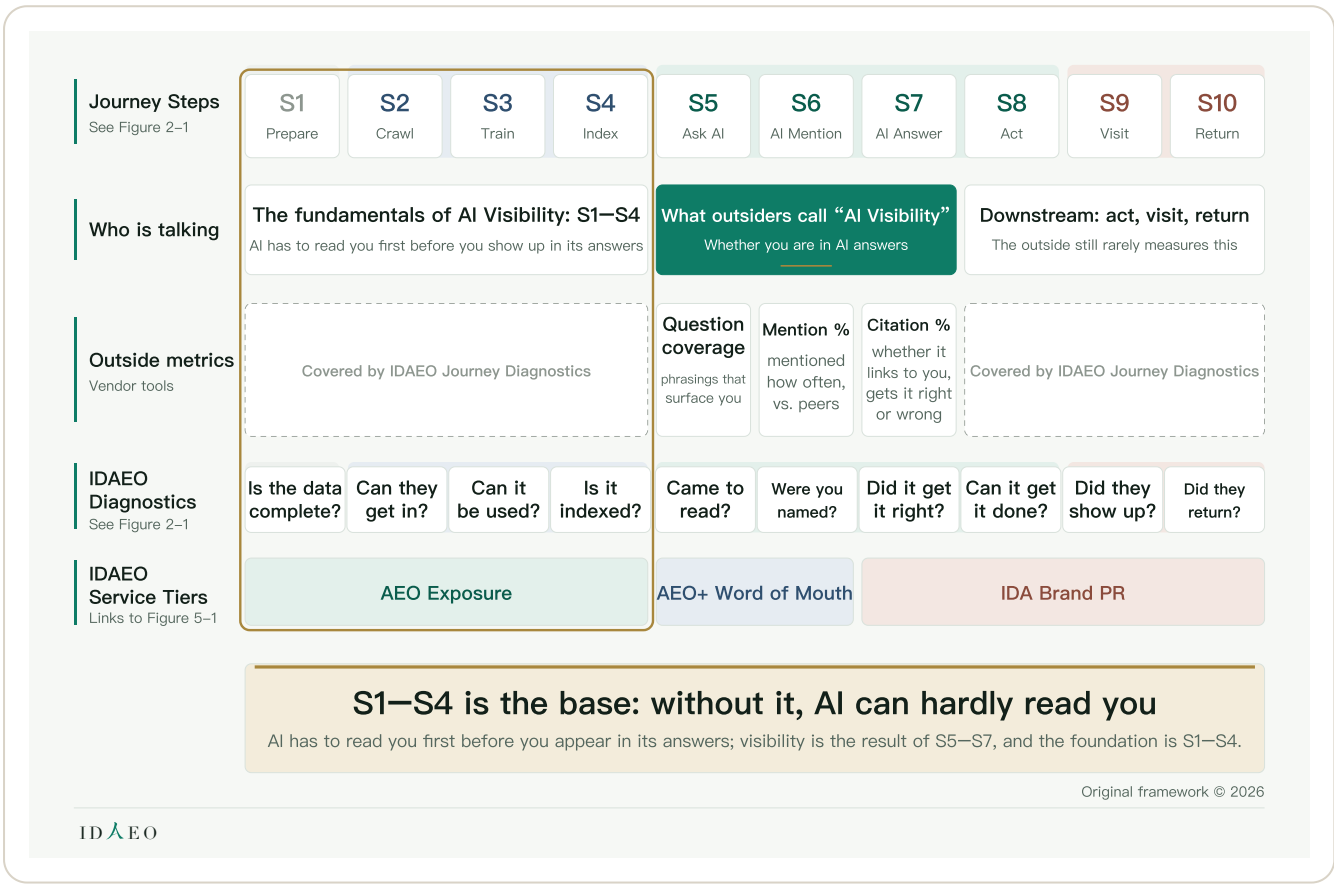
AI Visibility and Theoretical Foundations

This chapter answers Where in the journey does AI Visibility sit, and what is the theoretical basis of IDAEO?

Why it comes here Only by grasping the full journey and the theoretical sources can you clearly explain how the metrics relate to the methodology. The theoretical framework is introduced after the measurements in the preceding chapters. The seven laws still require ongoing testing through real-world measurement.

Figure 8–1 AI Visibility Positioning Map: Where Visibility Sits in the Full Journey

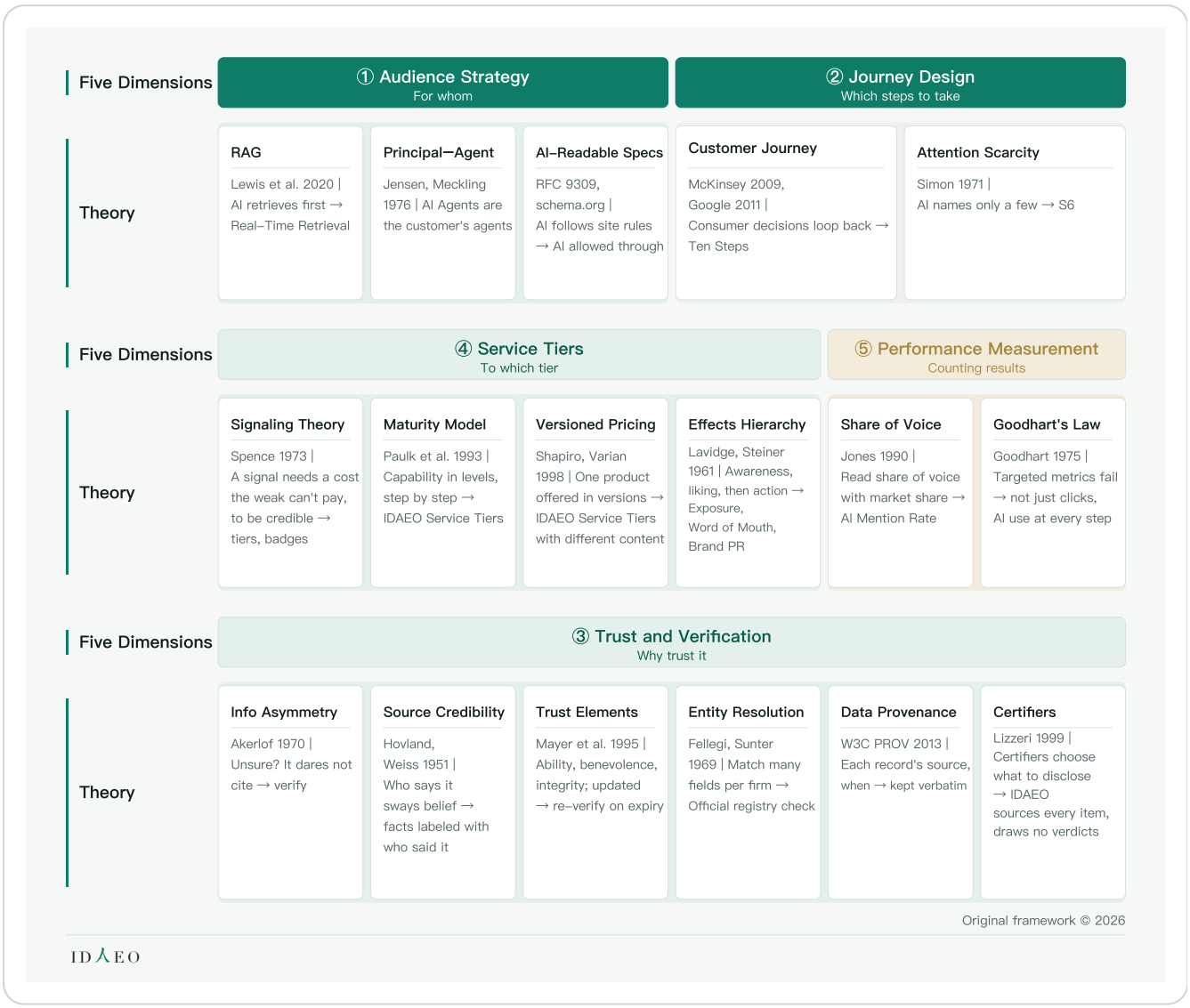
AI Visibility tools mainly measure S5—S7, observing how the brand appears in answers. S1—S4 are the foundation; without them, AI has a harder time reading what you say about your business. Information readiness and AI Information Acquisition are the basis for being mentioned. IDAEO links the upstream preparation with S8—S10 (acting for the customer, conversion, and return) into one full journey.



How to read Read from top to bottom: the ten steps, industry topics, industry metrics, IDAEO Journey Diagnostics, and Service Tiers; each column is the same step.

Figure 8–2 IDAEO Theoretical Foundations Map

17 existing theories are arranged by the five dimensions, and each cell lists the source and the application; “Theoretical Foundations and References” at the end of the book also lists the further readings in eight categories.



How to read In each cell, look at the author, year, and theory first, then follow the arrow to the corresponding IDAEO design. The arrows show analogies. They do not mean that the theory proves IDAEO's validity.

Seven Steps Linked into a Methodology Grounded in Real-World Measurement

The full explanation of the theory comes here, after the measured data. This chapter explains the theoretical framework and the claims still to be tested. The author brought real-world measurement, verification, and theory together. He then linked process, diagnostics, solutions, and results to form IDAEO. It starts from First-Party Data and builds a verification model using data from three regions. Whether this can support credible facts still needs real-world testing. It combines 17 academic theories and 78 further readings. It connects them to the four phases and ten steps, the ten Journey Diagnostics gates, and Service Tiers. Finally, nine Performance Metrics verify results. Eight measured figures together with First-Party Data show the results accumulated so far, providing a basis for judging journey progress.

Core, Framework, and Components Each Have Their Place

IDAEO's structural definition is: the seven laws are the core, the five dimensions are the framework, and the nine elements are the components. The author connected real-world measurement and verification data to theory. He then put process, diagnostics, methods, and solutions into the same marketing discipline. The laws currently serve as principles for judgment and still need real-

world testing. The dimensions arrange the work, and the elements connect the work to results, giving real-world measurement a clear framework for interpretation.

Figure 8-3 The Seven Laws of IDAEO: Overview Map

The seven laws are the core; the five dimensions are the framework. Read top to bottom: law name, one-line statement, why, and the matching dimension. The Law of Audience Adaptation says “expression varies with the audience,” because people and AI understand information differently. When addressing different audiences, check whether the content is understood correctly. If it is still misunderstood, review how it is expressed. The Law of Identity Continuity says “the entity's identity is always consistent,” because AI's recognition of an entity builds up over the long term. When checking across sources, see whether AI links the content to the same entity. If AI still misidentifies it despite that consistency, consistency alone does not show that the approach works. The Law of Independent Verification says “verification has a cost, and conclusions follow the facts,” because credibility comes from judgment that is not swayed by the client. For commissioned work, check whether conclusions follow the evidence. If they change to suit the client, this law is not met. The Law of Fact Primacy says “credible content starts from verified facts,” because AI is more likely to use it once verified. After verification, check whether AI uses it correctly. If AI still often gets it wrong, revisit this law. The Law of Claim Traceability says “every claim has a traceable basis,” because only when it can be traced does AI cite with confidence. When making a claim, check whether its source supports it. If AI still often gets it wrong despite a source being provided, revisit this law. The Law of External Corroboration says “a credible claim must have external corroboration,” because independent viewpoints complete a one-sided account. When comparing external information, check whether it supports the same claim. A repost or information that contradicts the claim does not count as corroboration. The Law of Full-Journey Outcomes says “AI Content Use at every stage counts as a result,” because customers may complete their decision right in the AI answer. Record results at each stage separately. If there are no results at later stages, progress at earlier stages cannot stand in for them. The bottom row maps in order to Audience Strategy (who to target),

Service Tiers (how far to go), Trust and Verification (why believe it), and Performance Measurement (how to count results).

Law Core	The Seven Laws of IDAEO: Fundamental Principles of AI-Era Marketing						
Seven Laws	Audience Law of Audience Adaptation	Identity Law of Identity Continuity	Verification Law of Independent Verification	Fact Primacy Law of Fact Primacy	Traceability Law of Claim Traceability	Corroboration Law of External Corroboration	Full Journey Law of Full-Journey Outcomes
In one line	Expression fits the audience	Identity stays consistent	Checks cost; facts decide	Only verified facts count	Every claim is traceable	Claims need corroboration	Every AI use is an outcome
Why	Humans and AI understand info in different ways	What AI knows grows over time	Credibility needs judgment free of client influence	Once verified, AI trusts it	Traceable, AI is confident to cite it	Outside views balance one side	In AI answers, customers decide
Dimension	① Audience For whom	④ Service Tiers To which tier	③ Trust and Verification Why trust it				⑤ Performance Measurement Counting results

IDAEO

Original framework © 2026

How to read Read from top to bottom: law name, one-line summary, why, and corresponding dimension. The bottom row connects to Figure 0-2, "Panorama of the IDAEO Theory Framework," linking the core principles to the framework. All seven laws land on the ten steps. Journey Design is where the seven laws are put into practice together, so the bottom row of Figure 8-3 does not list it separately. Services stack up tier by tier on the same entity, so the Law of Identity Continuity corresponds to Service Tiers. When cross-checking the same entity across sources, see whether AI links different content back to that entity. If consistent identity information still leads to misidentification, revisit this law.

How IDAEO Was Built: Seven Steps from Field Testing to Performance

Step	What we did	Where to see it
① **Field Testing**	Measure First-Party Data: 105.5 million cumulative requests (including AI, search engines, and Automated Bots). Requests before Aug 24 may include duplicates. AI Impressions total 97.46 million. These data and visitor types form the basis for marketing decisions.	See Figure 6-1, "Full-Journey Performance Dashboard," and Chapter 1
② **Verification**	Build the IDAEO Verification Model on big data from Japan, Taiwan, and Hong Kong. Whether the model can support credible facts still needs evidence from real-world tests.	See Figure 4-1, "IDAEO Verification Model"
③ **Theory**	Combine 17 theories and 78 further readings so marketing design has a theoretical source.	See Figure 8-2, "IDAEO Theoretical Foundations Map," and the references at the end of the book
④ **Process**	Build the four-phase, ten-step AI Customer Journey, connecting information preparation to customer return.	See Figure 2-1, "AI Customer Journey Map"
⑤ **Diagnosis**	Set up the ten Journey Diagnostics gates so every step has a clear acceptance check.	See Figure 2-2, "Journey Diagnostics Gate Map"
⑥ **Solutions**	Connect IDAEO Solutions and service tiers to the four phases and ten steps, arranging the scope of support by journey.	See Figure 5-2, "Performance Metrics Mapping Matrix," and Figure 5-1, "Service Tiers Ladder"
⑦ **Performance**	Check the journey against nine Performance Metrics, paired with eight measured figures and First-Party Data, to measure marketing results.	See Figure 6-1, "Full-Journey Performance Dashboard"

See the appendix "Claim Basis Table" at the end of the book: it lists the basis type and sources for each of the book's 57 claims.

Key Points of This Chapter

Claim	Why
External AI Visibility mainly corresponds to the answer phase, S5—S7.	The tools ask questions to observe whether the brand is mentioned; the focus is on AI's answers.
The fundamentals of AI Visibility are S1—S4	Only when S1 data is complete does AI have full content to understand. The crawls in S2—S4 bring the content into the information sources for search, training, and answers, supporting later mentions and citations. S1—S4 are the foundation. Without them, it is harder for AI to read what you say about your business.
IDAEO connects the foundation of S1—S4 with the action, conversion, and return of S8—S10 in a single journey.	The front end supports the brand being used; the back end carries the customer's choice. Only full-journey measurement shows the results clearly.
IDAEO's theoretical foundations fall into eight categories: marketing fundamentals, generative engine and AI search research, AI customers and AI Agents, information retrieval and credibility, performance measurement, start-up and accumulation, official documentation of AI Platforms and agent protocols, and the theory behind the seven laws and the journey.	The eight categories of literature support audiences, journey, credible information, judging results, start-up timing, and how AI Platforms actually operate, making the basis of the framework traceable.
The figure lists 17 existing theories; see "Theoretical Foundations and References" at the end of the book for the full references.	The figure lists the design correspondences; the full references give the author, year, and source.
Each month's new data and field verification keep strengthening IDAEO's theoretical and empirical foundation.	New results test the relationships among audiences, journey, and outcomes, letting the Living Theory keep absorbing real-world changes.

Terms

AI Visibility

How a brand appears in AI answers; IDAEO looks at both being mentioned and answer accuracy.

Mention Rate

The share of AI answers in a set of observation questions that mention the brand.

Theoretical Foundations

The research that supports the marketing framework and measurement design.

IDAEO Learners

The general public who want to understand and apply AI-Era Marketing.

FAQ

Q: If you already have an AI Visibility tool, do you still need IDAEO?

A: Yes. AI Visibility tools observe how the brand appears in answers; IDAEO then links the front end—information preparation and AI crawling—with the back end—acting for customers and customer visits. Answers build on the content foundation and also shape later choices; only by putting them back into the full journey can you grasp the results of each stage.

Q: How deeply do IDAEO Learners need to study the theory?

A: First understand which design each theory supports, then read the original literature as needed. Theory helps with judgment and application; once you grasp the correspondences, you can go deeper.

Q: How do you compare numbers from different AI Visibility tools?

A: First align the question scope, observation period, and metric definitions, then compare on the same basis. Each tool has a different design focus, so only comparisons on the same basis have clear meaning.

Q: What are the theoretical foundations of IDAEO?

A: IDAEO combines marketing fundamentals, generative engine and AI search research, AI customers and AI Agents, information retrieval and credibility, and performance measurement. The corresponding research includes Lemon & Verhoef (2016) on the Customer Journey, Aggarwal et al. (2024) on generative engine optimization, Gal & Elkin-Koren (2017) on algorithmic consumers, Brin & Page (1998) on search engine architecture, and Dong et al. (2015) on source credibility.

Q: Which part of being mentioned by AI does AI Visibility correspond to?

A: It corresponds to the final gate, S6—S7: whether AI names you and gets you right. The four ways before it are about letting AI read you; see Figure 2-5.

This Chapter in Three Sentences

1. Tools on the market mainly cover S5—S7; IDAEO also covers S8—S10.

2. S1—S4 are the foundation. Without them, it is harder for AI to read what you say about your business.
3. IDAEO draws on 17 existing theories and related literature. The authors, years, and sources can be checked.

Three Things You Can Do This Week

1. Organize the basic information on your website. Check that it is consistent and complete.
2. Ask AI about your business. Check whether it is mentioned and described accurately.
3. When comparing AI Visibility tools, first align the scope of the questions, the observation period, and the metric definitions.

Next Chapter Next, read "How This Book Grows" at the end of the book.

Self-Check Using Figure 8–1, "AI Visibility Positioning Map," explain where the answer phase sits and why S1—S4 are the fundamentals; then take one theory and explain how it supports IDAEO's design, and explain how each month's new data and field results grow the theory.

Ten Things a Merchant Can Do This Week

These ten tasks are preparation, not a guarantee of results. Each is something merchants can complete themselves.

1. Write a Fact Sheet

How to do it and check it yourself

Write down your name, address, phone number, opening hours, what you do, and why you are credible. Replace adjectives with verifiable facts, such as your opening year, products, and prices. Put each fact in its own sentence, with a source and date. Check every item yourself.

Maps to S1; Law of Fact Primacy and Law of Claim Traceability; see the Q&A in Chapter 2, the Q&A in Chapter 4, and Figure 4–1; for W3C PROV, see Figure 8–2

2. Use the Same Wording Across the Web

How to do it and check it yourself

Use exactly the same business name, address, and hours on your website, maps, and every platform. Copy the listings side by side. Make the wording consistent on pages you can edit. Flag pages managed by others for review.

Maps to S1; Law of Identity Continuity; see Figure 2–5 ③ and entity resolution in Figure 8–2 (Fellegi & Sunter 1969)

3. Check Access and Decide Who to Let In

How to do it and check it yourself

Check that pages open and can be found within your site. Review the access rules your website publishes for crawlers. Your website settings determine whether crawlers can access your site. For each platform's policies on training use, check its documentation.

Maps to S2; diagnostic gate question: “Can they get in?”; see the Q&A in Chapter 2; for RFC 9309, see Figure 8–2

4. Provide a Version Machines Can Read

How to do it and check it yourself

Turn your fact sheet into machine–readable formats: structured data on your web pages and a content guide file for AI. You can do this yourself or get help from a Third–Party Source. When finished, compare it with the fact sheet to check for missing items.

Maps to S1; Law of Audience Adaptation; for schema.org, see Figure 8–2; for llms.txt (Howard 2024), see the references at the end of the book

5. Answer One Question per Page

How to do it and check it yourself

Write a short answer on a separate page for each common customer question: how to book, prices, directions, and who you serve. Every sentence must match your fact sheet. Delete anything that does not.

Maps to S5, S7; see Figure 2–5 ②; for retrieval–augmented generation (Lewis et al. 2020), see Figure 8–2

6. Cross-check what other pages say about you

How to do it and check it yourself

Check information about you across platforms and pages verified by a Third-Party Source. Do they still match your fact sheet? Correct errors on your own pages. Flag errors on external pages for review. Do not create a different version of the facts.

Maps to S4—S5; Law of External Corroboration; see Figure 2-5 ③④; for Chen et al. 2025, see the references at the end of the book

7. Remove outdated information or add dates

How to do it and check it yourself

Find discontinued items, old prices, and old hours. Remove them where possible. Otherwise, mark them as no longer current and state when they applied. Check again whenever you change prices or hours.

Maps to S7; see Chapter 4, "Verify each fact and keep checking that it is current," and re-verification when validity expires

8. Make sure tasks can be completed

How to do it and check it yourself

Write booking instructions, contact details, and directions so both people and machines can follow them. Then try each process yourself to find any sticking points.

Maps to S8; gate question: "Can the task be completed?"; see Chapter 1 on AI Agents acting for customers; for principal—agent theory, see Figure 8-2

9. Ask several AI services questions in your customers' words

How to do it and check it yourself

Ask questions the way your customers would. Record whether AI mentions you and gets the facts right. If it gets something wrong, revisit items 1 and 6. Answers with sources can still be wrong, so check them against your fact sheet.

Maps to S6, S7; see the Chapter 3 Q&A, "Regularly ask several AI services questions to check mentions and answer accuracy"; for Venkit et al. 2025, see the references at the end of the book

10. Review records by event type and record your starting point

How to do it and check it yourself

Review your existing records of site visits, inquiries, and returns by event type. Mark unclear sources as unknown. Record where you stand now. Then check each month whether the answers from item 9 have changed. Do not focus on a single metric.

Maps to S9, S10; see Chapter 3, “Interpret results from each source separately, using their respective units,” and Figure 6–1; for the Cold Start timeline, see Figure 6–6; Goodhart’s law

What to avoid

- Do not hide instructions for AI in your pages or stuff them with keywords. Research shows that adding a passage to a page may sway AI recommendations (Kumar & Lakkaraju 2024).
- Do not present exaggerated or unverifiable descriptions as facts. Replace them with facts that can be checked. See item 1.
- Do not rewrite facts to please a particular AI service. Webpage text can manipulate AI recommendation rankings (Pfrommer et al. 2024). When everyone competes to manipulate them, performance worsens for all parties (Nestaas et al. 2025).
- Do not treat a single AI response as a final verdict. Relying on one result can lead you to the wrong conclusion.

How This Book Grows

This is a living book. Each month's new data is published first at km.idaeo.ai/idaeo. A new edition of the book comes out each month. See what changed in the changelog: km.idaeo.ai/idaeo/changelog.html. All items marked “to be published later” in the main text are listed below.

Items to Add Starting with the Next Edition

- AI Mention Rate and AI Answer Accuracy Rate figures across all platforms.
- AI Return Visits figures.
- This site's figures for Google generative AI impressions.
- Field measurements of search clicks and customer site visits, covering the second group of industries in the field test.
- AI Citations data from platforms other than Copilot, with sources and time periods clearly labeled.
- Data on bookings generated by AI.
- Record-by-record cross-checks between search appearances at S6 in the figure and mentions in AI answers for the same page.
- Local Search field tests.

Participate To take part in the field tests, see km.idaeo.ai/idaeo/participate.

About the Author

TK Lin (林毅祥) is a serial entrepreneur. In 2008, he founded ADPartner Asia Pacific Digital Advertising Group, a social media advertising agency. In 2016, he founded Botpartner, an AI chatbot company, in Paris. In 2020, he founded Washinmura in Chiba, Japan. In 2026, he founded IDAEO.

Usage in This Book Compared with Market Usage

The same term can have different meanings. The following compares this book's definitions with terms used in the market.

Terms	Usage in this book	Usage in the market

GEO	In this book, GEO is the optimization domain that improves content visibility in generative answers, following Aggarwal et al. (2024). Building the AI index is the name of an S4 function, not GEO.	Generative Engine Optimization focuses on content visibility in generative answers.
AEO (Optimization Domain)	Gets AI answers to use your content. It includes AIO's AI Overview Optimization and supports AI real-time retrieval, AI Agents, and Automated Information Services. This is an optimization domain, not a service tier. The first service tier is called AEO Exposure and covers only S1—S4.	Gets content used or cited by answer engines.
AEO Exposure	A service plan covering S1—S4, with the goal of getting content read first. Mentions in answers belong to AEO+ Word of Mouth (S5—S6); being listed as a source belongs to S7.	In the market, AEO is often understood as getting cited by answer engines.
LLMO	In this book, LLMO means optimization aimed at model training. Reads for training can be observed, but they do not mean a model has been trained on your content or remembers you.	The name is Large Language Model Optimization.
AIO	In this book, AIO refers only to AI Overview Optimization for search engines. When AIO is used in the market as a general term for AI Optimization, it spans multiple domains. That broader usage cannot be placed entirely under this book's AEO.	In the market, it can mean AI Overview Optimization or serve as a general term for AI Optimization.

AEO focuses on getting AI answers to use content. GEO focuses on improving visibility in generative answers. The two Optimization Domains overlap.

Standard Glossary

The whole book uses only the terms in this table. Marketing originated in the United States, so each term is fixed first in English and then in Traditional Chinese; Simplified Chinese stays close to Traditional Chinese, and Japanese follows the same line as English. The last two columns show which marketing concept each term corresponds to, and its definition.

Marketing・行銷・营销・マーケティング・Marketing

Covers online and offline; it gets the right customers to find you, trust you, and choose you.

AI-Era Marketing・AI 時代行銷學・AI 时代营销学・AI時代のマーケティング学・Marketing

Marketing for people and AI together, in an era when customers ask AI directly.

The Seven Laws of IDAEO・IDAEO 七大定律・IDAEO 七大定律・IDAEOの七大法則・Marketing Principles

The core of IDAEO: the principles for judgment that integrate audience, identity, verification, facts, traceability, corroboration, and full-journey outcomes.

Marketing Audiences・行銷受眾・营销受众・マーケティング・オーディエンス・Target Audiences

The people and AI that marketing must reach and whose needs it must understand.

Humans・人類・人类・人（生活者）・Consumers

People who look for merchants through search, AI, or local search.

Search Engine Crawlers・搜尋引擎爬蟲・搜索引擎爬虫・検索エンジンクローラー・Search Channels

AI that builds the index and produces AI Overviews for search engines.

AI Crawlers・AI 爬蟲・AI 爬虫・AIクローラー・AI Channels

AI that copies content back for training, builds AI indexes, and retrieves in real time for AI companies.

AI Agents・AI Agent・AI Agent・AIエージェント・Proxy Decision-Makers

AI that acts for customers.

Automated Bots・機械爬蟲・机械爬虫・自動サービスボット・Information Touchpoints

AI that provides Automated Information Services such as information analysis and web page previews.

Optimization Domains・優化領域・优化领域・最適化領域・Channel Optimization

The scope of optimization, divided by Marketing Audiences and information function.

Search Engine Optimization・SEO・搜索引擎优化・検索エンジン最適化・Search Marketing

Get search engines to index you and rank you.

AI Overview Optimization・AIO・AI 概览优化・AIによる概要の最適化・Search Marketing

In this book, AIO refers only to AI Overview Optimization for search engines. When AIO is used in the market as a general term for AI Optimization, it spans multiple domains. That broader usage cannot be placed entirely under this book's AEO.

Large Language Model Optimization・LLMO・大语言模型优化・LLM最適化・Brand Awareness

In this book, LLMO means optimization aimed at model training. Reads for training can be observed, but they do not mean a model has been trained on your content or remembers you.

Generative Engine Optimization・GEO・生成式引擎优化・生成エンジン最適化・Content Marketing

In this book, GEO is the optimization domain that improves content visibility in generative answers, following Aggarwal et al. (2024). Building the AI index is the name of an S4 function, not GEO.

Answer Engine Optimization・AEO・答案引擎优化・アンサーエンジン最適化・Real-Time Services

Gets AI answers to use your content. It includes AIO's AI Overview Optimization and supports AI real-time retrieval, AI Agents, and Automated Information Services. This is an optimization domain, not a service tier. The first service tier is called AEO Exposure and covers only S1—S4.

Map Engine Optimization (Local SEO)・MEO・地图引擎优化・MEO（マップエンジン最適化）・Local Marketing

Get customers to find you through local search.

Customer Journey・顧客旅程・顾客旅程・カスタマージャーニー・Customer Experience

The path a customer takes from forming a need and getting information to choosing and returning.

S1 Prepare · S1 店家準備好 · S1 店家准备好 · S1 準備 · Information Preparation

The merchant's information is complete, ready for people and AI to understand the brand.

S2 Crawl · S2 爬蟲來敲門 · S2 爬虫来敲门 · S2 クロール · Reach

AI visits the site to get brand information.

S3 Train · S3 抄回去訓練 · S3 抄回去训练 · S3 学習 · Brand Memory

AI takes content for model training.

S4 Index · S4 建目錄 · S4 建目录 · S4 インデックス · Information Indexing

Search engines and AI add the content to their indexes.

S5 Ask · S5 有人問 AI · S5 有人问 AI · S5 質問 · Need Formation

A customer states a need, and AI goes on to get the information to answer it.

S6 Mention · S6 AI 點名幾家 · S6 AI 点名几家 · S6 言及 · Consideration Set

AI mentions relevant merchants in its answer.

S7 Answer · S7 AI 回答細節 · S7 AI 回答细节 · S7 回答 · Information Evaluation

AI answers with specific information about the merchant.

S8 Act · S8 替客人辦事 · S8 替客人办事 · S8 代行 · Acting for Customers

AI Agents search, book, and carry out tasks for customers.

S9 Visit · S9 客人上門 · S9 客人上门 · S9 来訪 · Customer Conversion

The customer takes action by clicking through to the website or visiting the store.

S10 Return・S10 回來再問・S10 回来再问・S10 再訪・Customer Loyalty

The customer raises a need again and returns.

Journey Diagnostics・旅程診斷・旅程诊断・ジャーニー診断・Marketing Audit

Confirm progress and improvement priorities by journey step and performance metrics.

Ten Diagnostic Gates・十道診斷關卡・十道诊断关卡・十の診断ゲート・Journey Management

Each of the ten steps has its own gate: Ready, Reachable, Learnable, Indexable, Readable, Selectable, Credible, Actionable, Visitable, Returnable.

Triangulated Verification・三角驗證・三角验证・三角検証（トライアンギュレーション）・Source Credibility

The principle of combining Official Source, First-Party Source, and Third-Party Source evidence to form a credible judgment.

Official Source・官方・官方・公的情報源・Source Credibility

Information provided by the public sector, such as government public registrations.

First-Party Source・本方・本方・当事者情報源・Brand Claims

A statement by a merchant or its owner about their own information.

Third-Party Source・第三方・第三方・第三者情報源・external corroboration

Public information provided by independent external sources.

IDAEO Service Tiers・服務分級（三級）・服务分级（三级）・サービス階層・Service Design

How far to go: choose AEO Exposure, AEO+ Word of Mouth, or IDA Brand PR by goal; each covers a different part of the journey. ID → IDA → AEO in the title is the order of the work: identity, then official and verifiable identity data, then use by answer engines. AEO → AEO+ → IDA is the depth of service: read first (S1—S4), named in the answer (S5—S6), then answered right, visit, and return (S7—S10, includes the first two tiers). Same letters, different order; the AEO in the title is an optimization domain, not the first service tier. The cover line describes what the whole book aims for, not the name of any tier.

AEO Exposure — Gets read first (S1—S4)・AEO 曝光 — 先被讀到（S1—S4）・AEO 曝光 — 先被读到（S1—S4）・AEO露出 — まず読まれる（S1—S4）・Brand Exposure

The name of a plan that covers only S1—S4. Its goal is to get your content read first. It does not mean being mentioned or cited by answer engines, as commonly understood in the market. Mentions fall under the next tier, AEO+ Word of Mouth (S5—S6). Being listed as a source falls under S7.

AEO+ Word of Mouth — Named in the answer (S5—S6)・AEO+ 口碑 — 被點名（S5—S6）・AEO+ 口碑 — 被点名（S5—S6）・AEO+ クチコミ — 言及される（S5—S6）・Word-of-Mouth Marketing

Covers S5—S6: building word of mouth when AI names you in its answers; whether it recommends you depends on what the answer says. Word of mouth in the AI era = AI speaks for you (AI Word of Mouth).

IDA Brand PR — Described right, visit, return (S7—S10, includes the first two tiers)・IDA 品牌公關 — 講對、上門、回來（S7—S10，含前兩級）・IDA 品牌公关 — 讲对、上门、回来（S7—S10，含前两级）・IDAブランドPR — 正しく語られ、来訪、再訪（S7—S10、前の二階層を含む）・Brand PR

Focuses on S7—S10 and includes the first two tiers, so the full journey S1—S10 is completely covered. The service tier that supports brand choice through credible answers, acting for customers, and customer return. This is the name of the highest service tier. In the book title, IDA means Identity Data Authority. In the verification model, IDA Verification is a method. These three uses share the name IDA but differ in scope.

Performance Metrics・成效指標・成效指标・成果指標・Marketing Performance Measurement

The nine measures that correspond to the results of each journey step.

AI Readiness Score・AI 就緒分・AI 就绪分・AIレディネス・スコア・Readiness Assessment

How well prepared a merchant is at S1, scored 0—100.

AI Crawl Volume・AI 讀取量・AI 读取量・AIクロール数・AI Exposure

The number of times AI and search engines obtain content in S2—S4: crawled for training, AI indexing, and search indexing, totaling 97.46 million.

AI Real-Time Retrievals・AI 當場來讀量・AI 当场来读量・AIリアルタイム取得数・Real-Time Demand

The number of times AI retrieves content in real time in response to a customer's question.

AI Mention Rate・AI 點名率・AI 点名率・AI言及率・Brand Mentions

The share of the same set of questions in which AI mentions the merchant.

AI Answer Accuracy Rate・AI 正確率・AI 正确率・AI回答正確率・Information Quality

The share of AI answers about the merchant that match verified facts.

AI Citations・AI 引用量・AI 引用量・AI引用数・Citation Outcomes

The number of times AI answers list your content as a source.

AI Agent Visits・AI Agent 到站量・AI Agent 到站量・AIエージェント訪問数・Agent Touchpoints

The total number of website visits by automated browsing classified by behavioral signature and by named AI Agents; named AI Agents can be identified directly as visiting on customers' behalf.

Search & AI Referral Visits・AI 導客量・AI 导客量・検索・AI経由流入数・Referral Traffic

This book measures it as the number of times customers click through to the website via search or AI.

AI Return Visits・AI 回訪量・AI 回访量・AI再訪数・Customer Re-engagement

The result of the same customer asking again and visiting again.

AI Content Use・AI 取用・AI 取用・AIによるコンテンツ利用・Content Performance

Use of content in AI reading, answer citations, and acting on customers' behalf.

AI Visibility · AI 能見度 · AI 能见度 · AI可視性 · Brand Visibility

How a brand appears in AI answers; IDAEO looks at both being mentioned and answer accuracy.

First-Party Data · 第一方數據 · 第一方数据 · ファーストパーティデータ · First-Party Data

Data that IDAEO measures and accumulates directly, used to build the methodology and verify results.

Organic Traffic · 自然流量 · 自然流量 · 自然流入 · Organic Reach

The number of times customers click through to the website from search or AI.

Tracking in Progress · 實測追蹤中 · 实测跟踪中 · 計測中 · Performance Measurement

IDAEO keeps accumulating measurement results and will publish them later.

Black Box · 黑盒子 · 黑盒子 · ブラックボックス · Decision Process

Mentions, answers, and actions in S6—S8, along with the training and ranking that follow crawls in S3—S4, all happen inside AI Platforms; IDAEO measures them through both-end measurement and periodic live tests.

Five Marketing Audiences · 五類行銷受眾 · 五类营销受众 · 五つのマーケティング・オーディエンス · Target Audiences

Humans, Search Engine Crawlers, AI Crawlers, AI Agents, and Automated Bots.

Four AI Audiences · 四類 AI 受眾 · 四类 AI 受众 · 四つのAIオーディエンス · AI Customers

Search Engine Crawlers, AI Crawlers, AI Agents, and Automated Bots.

Six Optimization Domains・六大優化領域・六大优化领域・六つの最適化領域・Channel Optimization

The optimization scope shared by SEO, AIO, AEO, GEO, LLMO, and MEO. AIO handles search engines' AI summaries; AEO handles AI answers and real-time reading. GEO is the domain of raising content's visibility in generative answers and overlaps with AEO at the answer stage. LLMO faces model training and is observed through reads for training. Building the AI index is the name of the S4 function.

Five Dimensions of IDAEO Marketing・IDAEO 行銷五大構面・IDAEO 营销五大构面・IDAEOマーケティングの五つの構成軸・Marketing Framework

The framework of IDAEO: it organizes marketing work through Audience Strategy (who it is for), Journey Design (which steps to take), Trust and Verification (why anyone should believe it), Service Tiers (which tier to deliver), and Performance Measurement (how results are counted).

Audience Strategy・受眾策略・受众策略・オーディエンス戦略・Target Market

Who it is for: arrange information and contact according to the needs of Marketing Audiences.

Journey Design・旅程設計・旅程设计・ジャーニー設計・Customer Experience

Which steps to take: link brand contact, AI Content Use, and customer action into a journey.

Trust and Verification・信任驗證・信任验证・信頼と検証・Brand Trust

Why anyone should believe it: support brand claims with credible facts and external corroboration.

Performance Measurement・成效衡量・成效衡量・成果測定・Marketing Results

How results are counted: use the metrics matched to each step to read the value of content use and conversion.

Nine Elements of the IDAEO Framework・IDAEO 架構九大要素・IDAEO 架构九大要素・IDAEOフレームワークの九要素・Marketing Framework

The components of IDAEO: Marketing Audiences, Optimization Domains, Customer Journey, Journey Diagnostics, IDAEO Solutions, Verification Principles, Service Tiers, Performance Metrics, and First-Party Data.

IDAEO Solutions・IDAEO 解決方案・IDAEO 解决方案・IDAEOソリューション・Marketing Support

Professional services matched to the Customer Journey and marketing goals.

Verification Principles・驗證原則・验证原则・検証原則・Credibility

Build credible claims on verified facts, a traceable basis, and external corroboration.

AI Customer Journey: Four Phases, Ten Steps・AI 顧客旅程：四階段十步驟・AI 顾客旅程：四阶段十步骤・AIカスタマージャーニー：四つのフェーズと十のステップ・Customer Journey

Links S1—S10 through Merchant Readiness, AI Information Acquisition, AI-Assisted Decision and Action, and Customer Conversion and Re-engagement.

Merchant Readiness・店家就緒・店家就绪・店舗レディネス・Information Preparation

At S1, brand information is ready for people and AI to understand.

AI Information Acquisition・AI 資訊取得・AI 信息获取・AIによる情報取得・Information Touchpoints

At S2—S4, AI acquires information for search, training, and answering.

AI-Assisted Decision and Action・AI 輔助決策與行動・AI 辅助决策与行动・AIによる意思決定・行動支援・Decision Support

At S5—S8, AI responds to the need, mentions brands, answers details, and acts for customers.

Customer Conversion and Re-engagement・顧客轉換與回流・顾客转化与回流・顧客のコンバージョンと再エンゲージメント・Conversion and Relationship Management

At S9—S10, the customer takes action and engages the brand again.

AI Impressions・AI 曝光數・AI 曝光数・AIインプレッション数・Exposure Measurement

Each time AI or a search engine reads your content is one AI impression. This is exposure to AI—each time AI reads you counts as one, not how many people saw it; it is the marketing meaning of AI Crawl Volume.

Automated Information Services・自動化資訊服務・自动化信息服务・自動化情報サービス・Information Services

Services such as information organization, analysis, and web page previews provided by Automated Bots.

Local Search・在地搜尋・本地搜索・ローカル検索・Local Marketing

Customers looking for merchants or services by location and nearby needs.

IDAEO Learners・IDAEO 學習者・IDAEO 学习者・IDAEO学習者・Marketing Education

The general public who want to understand and apply AI-Era Marketing.

Law of Audience Adaptation・受眾適配定律・受众适配定律・オーディエンス適応の法則・Audience Strategy

Expression varies with the audience, because people and AI understand information differently.

Law of Identity Continuity・身分連續定律・身份连续定律・アイデンティティ連続性の法則・Brand Awareness

The entity's identity is always consistent; AI's recognition of an entity builds up over the long term.

Law of Independent Verification・驗證獨立定律・验证独立定律・独立検証の法則・Brand Trust

Verification has a cost, and conclusions follow the facts, because credibility comes from judgment that is not swayed by the client.

Law of Fact Primacy・事實先行定律・事实先行定律・事実優先の法則・Credibility

Credible content starts from verified facts; only once verified does AI use it with confidence.

Law of Claim Traceability・主張溯源定律・主张溯源定律・主張の追跡可能性の法則・Source Credibility

Every claim has a traceable basis; only when it can be traced does AI cite it with confidence.

Law of External Corroboration・外部印證定律・外部印证定律・外部裏付けの法則・external corroboration

A credible claim must have external corroboration, because independent viewpoints complete a one-sided account.

Law of Full-Journey Outcomes・全程成效定律・全程成效定律・ジャーニー全体の成果の法則・Marketing Performance

AI Content Use at every stage counts as a result, because customers complete their decision right in the AI answer.

IDAEO Verification Model・IDAEO 驗證模型・IDAEO 验证模型・IDAEO 検証モデル・Brand Trust

Built on big data from Japan, Taiwan, and Hong Kong, it combines Official Source, First-Party Source, and Third-Party Source evidence, accumulates data over the long term, keeps checking, and re-verifies on expiry, to support credible judgments on individual facts.

Cold Start・冷啟動・冷启动・コールドスタート・Traffic Accumulation

AI traffic accumulates from 0; the industry rule of thumb is about 90 days.

Warm Start・熱啟動・热启动・ウォームスタート・Traffic Accumulation

Content meets S1 and goes live on an AI Traffic Hub. Rule of thumb: about 30 days; TK Lin's personal IDA case reached S7 (Answer) in 14 days.

AI Traffic Hub・AI 流量樞紐・AI 流量枢纽・AIトラフィック・ハブ・Channels and Platforms

A platform that accumulates ten million or more AI requests per month; content connects to existing AI traffic as soon as it goes live. The IDAEO platform (idaeo.ai) is an AI Traffic Hub.

Compounding Lead · 複利領先 · 复利领先 · 複利的リード · Traffic Accumulation

AI impressions accumulate and bring more content use and data; the earlier you start, the more your lead widens over time.

AI Platforms · AI 平台 · AI 平台 · AIプラットフォーム · Channels and Platforms

Companies that operate search engines, AI services, and crawlers, such as Google, OpenAI, Microsoft, Anthropic, Apple, and Meta.

Living Theory · 活的學說 · 活的学说 · 生きている理論 · Marketing

IDAEO gains new data and new real-world verification every month, and its theoretical and empirical foundation keeps strengthening.

Theoretical Foundations and References

Every design in IDAEO has a theoretical source. The top half is the full bibliography for the 17 theories listed in Figure 8-2 (19 sources); the bottom half is 78 further readings in eight categories: marketing fundamentals, generative engine and AI search research, AI customers and AI Agents, information retrieval and credibility, performance measurement, start-up and accumulation, official documentation of AI Platforms and agent protocols, and the theory behind the Seven Laws and the journey.

Theory	Source	How IDAEO Uses It
The 17 theories listed in Figure 8-2 of this book (19 sources)		
Retrieval-Augmented Generation	Lewis, P., Perez, E., Piktus, A., Petroni, F., Karpukhin, V., Goyal, N., Küttler, H., Lewis, M., et al. (2020). Retrieval-Augmented Generation for Knowledge-Intensive NLP Tasks. Advances in Neural Information Processing Systems 33 (NeurIPS 2020). arXiv:2005.11401.	AI retrieves before answering → real-time retrieval

Principal—Agent	Jensen, M. C., & Meckling, W. H. (1976). Theory of the firm: Managerial behavior, agency costs and ownership structure. Journal of Financial Economics, 3(4), 305—360.	AI Agents are the customer's agents
AI-readable standards (robots protocol)	Koster, M., Illyes, G., Zeller, H., & Sassman, L. (2022). Robots Exclusion Protocol. RFC 9309, IETF (Proposed Standard), September 2022.	AI follows rules when reading websites → let AI through
AI-readable standards (structured data vocabulary)	Schema.org. About Schema.org. Schema.org community (founding companies: Google, Microsoft, Yahoo, Yandex).	AI follows rules when reading websites → let AI through
Customer Journey (consumer decision journey)	Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009). The consumer decision journey. McKinsey Quarterly, June 2009.	Consumer decisions are a loop that circles back → Ten Steps
Customer Journey (Zero Moment of Truth, ZMOT)	Lecinski, J. (2011). Winning the Zero Moment of Truth. Google (free e-book).	Customers search online before buying, and the path can move forward or turn back → Ten Steps
Attention Scarcity	Simon, H. A. (1971). Designing Organizations for an Information-Rich World. In M. Greenberger (Ed.), Computers, Communications, and the Public Interest (pp. 37—72). Baltimore: The Johns Hopkins Press.	More information makes attention scarcer → S6 AI mentions only a few at a time
Information Asymmetry	Akerlof, G. A. (1970). The Market for "Lemons": Quality Uncertainty and the Market Mechanism. The Quarterly Journal of Economics, 84(3), 488—500.	Asymmetric quality information affects transaction decisions → verification fills in the credible evidence
Source Credibility	Hovland, C. I., & Weiss, W. (1951). The Influence of Source Credibility on Communication Effectiveness. Public Opinion Quarterly, 15(4), 635—650.	Who says it affects whether people believe it → Law of Claim Traceability: every claim comes with its source

Three Elements of Trust	Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model of Organizational Trust. The Academy of Management Review, 20(3), 709–734.	Trust rests on ability, benevolence, and integrity, and updates with behavior → trust updates with time
Entity Resolution	Fellegi, I. P., & Sunter, A. B. (1969). A Theory for Record Linkage. Journal of the American Statistical Association, 64(328), 1183–1210.	The same business must match on multiple fields → Law of Identity Continuity
Data Provenance	Moreau, L., & Missier, P. (Eds.) (2013). PROV-DM: The PROV Data Model. W3C Recommendation, April 30, 2013.	Where and when each piece of data came from → Law of Claim Traceability
Third-Party Certification Intermediaries	Lizzeri, A. (1999). Information Revelation and Certification Intermediaries. The RAND Journal of Economics, 30(2), 214–231.	The certification intermediary decides how much information to disclose → Law of Independent Verification
Signaling Theory	Spence, M. (1973). Job Market Signaling. The Quarterly Journal of Economics, 87(3), 355–374.	Signal costs differ by type, and the high-quality party can better afford them → credible signals for service tiers
Capability Maturity Model	Paulk, M. C., Curtis, B., Chrissis, M. B., & Weber, C. V. (1993). Capability maturity model, version 1.1. IEEE Software, 10(4), 18–27.	Capabilities are graded and climb level by level → service tiers
Versioned Pricing	Shapiro, C., & Varian, H. R. (1998). Versioning: The Smart Way to Sell Information. Harvard Business Review, 76(6), 106–114.	The same product is offered in versions → service tiers differ in content
Hierarchy of Effects	Lavidge, R. J., & Steiner, G. A. (1961). A Model for Predictive Measurements of Advertising Effectiveness. Journal of Marketing, 25(6), 59–62.	Awareness, liking, and action come in sequence → Exposure, Word of Mouth, Brand PR
Share of Voice	Jones, J. P. (1990). Ad Spending: Maintaining Market Share. Harvard Business Review, 68(1), 38–42.	Advertising share of voice is read alongside market share → the concept is borrowed to measure AI Mention Rate

Goodhart's Law	Goodhart, C. A. E. (1976). Problems of Monetary Management: The U.K. Experience. In Papers in Monetary Economics, Vol. I. Sydney: Reserve Bank of Australia. (Presented at a conference in Sydney in July 1975; commonly cited as Goodhart 1975)	When a measure becomes a target, it loses its power to measure → look at clicks and AI content use at every step together

Further Reading: Marketing Fundamentals

The official definition of marketing	American Marketing Association. Definition of Marketing. AMA official website (accessed 2026-10-11).	Marketing is the activity of creating and exchanging value for customers and society → the audience extends to AI
AIDA (attention, interest, desire, action)	Strong, E. K., Jr. (1925). Theories of selling. Journal of Applied Psychology, 9(1), 75—86.	Strong organized the attention, interest, desire, action account of sales stages → an early reference for dividing the Customer Journey into stages
Customer Journey and customer experience	Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. Journal of Marketing, 80(6), 69—96.	The journey is divided into before, during, and after the purchase decision, with multiple touchpoints → the Ten Steps add AI touchpoints
Customer-based brand equity	Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. Journal of Marketing, 57(1), 1—22.	Brand equity comes from the brand knowledge in customers' minds → extended to the knowledge in AI's mind
Service-dominant logic	Vargo, S. L., & Lusch, R. F. (2004). Evolving to a New Dominant Logic for Marketing. Journal of Marketing, 68(1), 1—17.	Value is co-created with customers in use → AI acting on their behalf is part of that co-creation
The effect of word of mouth on new product diffusion	Arndt, J. (1967). Role of Product-Related Conversations in the Diffusion of a New Product. Journal of Marketing Research, 4(3), 291—295.	Positive word of mouth drives consumer adoption of new products → word of mouth is the core of “AEO+ Word of Mouth”

Two-step flow and opinion leaders	Katz, E., & Lazarsfeld, P. F. (1955). Personal Influence: The Part Played by People in the Flow of Mass Communications. Glencoe, IL: Free Press.	Opinion leaders interpret and relay messages for the public → AI plays the same intermediary role
The sales effect of traditional and social earned media	Stephen, A. T., & Galak, J. (2012). The Effects of Traditional and Social Earned Media on Sales: A Study of a Microlending Marketplace. Journal of Marketing Research, 49(5), 624—639.	Earned media drives sales → evidence from a third-party source carries more weight than self-claims
Service blueprint	Shostack, G. L. (1984). Designing Services That Deliver. Harvard Business Review, 62(1), 133—139.	A service blueprint marks the potential failure points in a process → the Ten Steps confirm what to improve step by step
Commitment and trust (relationship marketing)	Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. Journal of Marketing, 58(3), 20—38.	Trust and commitment are the keys to successful relationship marketing → Trust and Verification connects to S10 Return
Customer value	Gupta, S., Lehmann, D. R., & Stuart, J. A. (2004). Valuing Customers. Journal of Marketing Research, 41(1), 7—18.	Customers' long-term value can be used to estimate firm value → outcomes are tracked all the way to return visits

Further Reading: Generative Engine and AI Search Research

Generative Engine Optimization (GEO)	Aggarwal, P., Murahari, V., Rajpurohit, T., Kalyan, A., Narasimhan, K., & Deshpande, A. (2024). GEO: Generative Engine Optimization. Proceedings of the 30th ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD '24), pp. 5—16.	First proposed the GEO optimization framework and measured visibility → this book follows its core direction: raising content's visibility in generative answers.
Verifiability of generative search engines	Liu, N. F., Zhang, T., & Liang, P. (2023). Evaluating Verifiability in Generative Search Engines. Findings of the Association for Computational Linguistics: EMNLP 2023, pp. 7001—7025.	How well citations support generative search answers varies → accuracy must be measured separately

Ranking manipulation in conversational search engines	Pfrommer, S., Bai, Y., Gautam, T., & Sojoudi, S. (2024). Ranking Manipulation for Conversational Search Engines. Proceedings of the 2024 Conference on Empirical Methods in Natural Language Processing (EMNLP 2024), pp. 9523—9552. arXiv:2406.03589.	Web page text can manipulate AI recommendation rankings → hence the need for three-party verification
Manipulating language models to increase product visibility	Kumar, A., & Lakkaraju, H. (2024). Manipulating Large Language Models to Increase Product Visibility. arXiv preprint arXiv:2404.07981.	Adding one passage to a product page can push it to the top of the recommendations → mention rate can be manipulated
Adversarial SEO against language models	Nestaas, F., Debenedetti, E., & Tramèr, F. (2025). Adversarial Search Engine Optimization for Large Language Models. ICLR 2025. arXiv:2406.18382.	When everyone races to manipulate AI, everyone's results get worse → IDAEO advocates building on verifiable facts for the long term
AI search favors earned media	Chen, M., Wang, X., Chen, K., & Koudas, N. (2025). Generative Engine Optimization: How to Dominate AI Search. arXiv preprint arXiv:2509.08919.	AI search cites third-party sources more than brand-owned ones → third-party evidence matters most
A benchmark of whether conversational SEO works	Puerto, H., Gubri, M., Green, T., Oh, S. J., & Yun, S. (2025). C-SEO Bench: Does Conversational SEO Work? Advances in Neural Information Processing Systems 38 (NeurIPS 2025 Datasets & Benchmarks), pp. 31145—31169. arXiv:2506.11097.	Most rewriting tricks have limited effect → judge optimization results by measured performance
The “cited, therefore credible” gap in AI search	Narayanan Venkit, P., Laban, P., Zhou, Y., Mao, Y., & Wu, C.-S. (2025). Search Engines in the AI Era: A Qualitative Understanding to the False Promise of Factual and Verifiable Source-Cited Responses in LLM-based Search. Proceedings of the 2025 ACM Conference on Fairness, Accountability, and Transparency (FAccT '25), pp. 1325—1340. arXiv:2410.22349.	AI answers with sources attached still often get things wrong → verify every fact, one by one

AI summaries reduce clicks	Chapekis, A., & Lieb, A. (2025). Google users are less likely to click on links when an AI summary appears in the results. Pew Research Center, July 22, 2025.	Users click fewer links when an AI summary appears → measure both clicks and AI Content Use

Further Reading: AI Customers and AI Agents

Algorithmic consumers	Gal, M. S., & Elkin-Koren, N. (2017). Algorithmic Consumers. Harvard Journal of Law & Technology, 30(2), 309–353.	Algorithms choose and place orders on people's behalf → marketing targets extend to AI customers
Adoption barriers for automated shopping systems	de Bellis, E., & Johar, G. V. (2020). Autonomous Shopping Systems: Identifying and Overcoming Barriers to Consumer Adoption. Journal of Retailing, 96(1), 74–87.	Consumers face psychological barriers when they hand purchase decisions to a system → S8 needs a foundation of trust
How AI shopping agents pick products	Allouah, A., Besbes, O., Figueroa, J. D., Kanoria, Y., & Kumar, A. (2025). What Is Your AI Agent Buying? Evaluation, Biases, Model Dependence, & Emerging Implications for Agentic E-Commerce. arXiv:2508.02630; also in Proceedings of the ACM Web Conference 2026, pp. 8697–8700.	AI agents show position and model biases when picking products → merchants must optimize for agents
An experimental environment for agent-to-agent markets	Bansal, G., Hua, W., Huang, Z., Fourney, A., Swearngin, A., Epperson, W., Payne, T., Hofman, J. M., et al. (2025). Magentic Marketplace: An Open-Source Environment for Studying Agentic Markets. arXiv preprint arXiv:2510.25779.	Uses a simulated market to study how agents on both sides of a transaction interact → the experimental basis for S8

Further Reading: Information Retrieval and Credibility

PageRank and large-scale search engine architecture	Brin, S., & Page, L. (1998). The anatomy of a large-scale hypertextual Web search engine. Computer Networks and ISDN Systems, 30(1–7), 107–117.	Crawl, index, and compute authority from links → the technical prototype for S2 and S4

Authorities and hubs (HITS)	Kleinberg, J. M. (1999). Authoritative sources in a hyperlinked environment. Journal of the ACM, 46(5), 604–632.	Authority is established by who points to you → citations from third-party sources are where authority comes from
Assessing source trustworthiness by factual correctness (KBT)	Dong, X. L., Gabrilovich, E., Murphy, K., Dang, V., Horn, W., Lugaresi, C., Sun, S., & Zhang, W. (2015). Knowledge-based trust: Estimating the trustworthiness of web sources. Proceedings of the VLDB Endowment, 8(9), 938–949.	Rates trustworthiness by whether a page's facts are right → the basis for fact-by-fact verification
Knowledge Graph (entities, not strings)	Singhal, A. (2012). Introducing the Knowledge Graph: things, not strings. Google official blog, May 16, 2012.	Search moved from matching strings to recognizing entities → merchants must become recognizable entities
A survey of knowledge graphs	Hogan, A., Blomqvist, E., Cochez, M., d'Amato, C., de Melo, G., Gutierrez, C., Kirrane, S., Labra Gayo, J. E., et al. (2021). Knowledge Graphs. ACM Computing Surveys, 54(4), 1–37.	How knowledge graphs are built, verified, and updated → the academic overview for S4
E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness)	Google Search Central (2022). Our latest update to the quality rater guidelines: E-A-T gets an extra E for Experience. Google Search Central Blog, December 15, 2022. See also Google Search Central. Creating helpful, reliable, people-first content (accessed 2026-10-11).	Google's quality rater guidelines look at four dimensions, with trust mattering most → a reference point for verification
The FEVER fact-checking dataset	Thorne, J., Vlachos, A., Christodoulopoulos, C., & Mittal, A. (2018). FEVER: a Large-scale Dataset for Fact Extraction and VERification. NAACL-HLT 2018 (Long Papers), pp. 809–819.	Each claim is judged against the evidence as supported, refuted, or insufficient → the prototype for the three verification states

The FActScore atomic-fact accuracy rate	Min, S., Krishna, K., Lyu, X., Lewis, M., Yih, W., Koh, P. W., Iyyer, M., Zettlemoyer, L., et al. (2023). FActScore: Fine-grained Atomic Evaluation of Factual Precision in Long Form Text Generation. EMNLP 2023, pp. 12076–12100.	Split an answer into single facts and score each one for correctness → how the accuracy rate is calculated
Survey of hallucination in language generation	Ji, Z., Lee, N., Frieske, R., Yu, T., Su, D., Xu, Y., Ishii, E., Bang, Y. J., et al. (2023). Survey of Hallucination in Natural Language Generation. ACM Computing Surveys, 55(12), 1–38.	Language models generate unsupported content → why the accuracy rate must be measured

Further Reading: Performance Measurement

Net Promoter Score (NPS)	Reichheld, F. F. (2003). The One Number You Need to Grow. Harvard Business Review, 81(12), 46–54.	Willingness to recommend correlates with company growth → a reference for measuring word of mouth; return visits are tracked in addition
Multi-channel conversion attribution	Li, H., & Kannan, P. K. (2014). Attributing Conversions in a Multichannel Online Marketing Environment: An Empirical Model and a Field Experiment. Journal of Marketing Research, 51(1), 40–56.	Conversions must be apportioned across every channel touched → AI channels count in attribution too
Data-driven multi-touch attribution	Shao, X., & Li, L. (2011). Data-driven multi-touch attribution models. Proceedings of the 17th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (KDD '11), pp. 258–264.	Use data to estimate each touchpoint's contribution → links crawl volume to referral visits
Campbell's law (a metric used for decisions gets distorted)	Campbell, D. T. (1979). Assessing the impact of planned social change. Evaluation and Program Planning, 2(1), 67–90.	The more a quantitative metric drives decisions, the more it is distorted → the nine Performance Metrics must check one another

Experimental versus observational comparison of advertising effectiveness	Gordon, B. R., Zettelmeyer, F., Bhargava, N., & Chapsky, D. (2019). A Comparison of Approaches to Advertising Measurement: Evidence from Big Field Experiments at Facebook. Marketing Science, 38(2), 193–225.	Effectiveness calculated from observational data often diverges from experimental results → always compare performance on the same basis

Further Reading: Start-Up and Accumulation

First-mover advantage	Lieberman, M. B., & Montgomery, D. B. (1988). First-mover advantages. Strategic Management Journal, 9(S1), 41–58.	Entering first brings an advantage and also a cost → the early-mover dividend is held through sustained investment
Increasing returns and path dependence	Arthur, W. B. (1989). Competing Technologies, Increasing Returns, and Lock-In by Historical Events. The Economic Journal, 99(394), 116–131.	Under increasing returns, an early lead can lock in the market → the theoretical reference for Compounding Lead
The Cold Start problem	Schein, A. I., Popescul, A., Ungar, L. H., & Pennock, D. M. (2002). Methods and metrics for cold-start recommendations. Proceedings of the 25th Annual International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR '02), pp. 253–260.	A recommender system struggles to recommend new items that have no accumulated data → the theoretical reference for Cold Start

Further Reading: Official Documentation of AI Platforms and Agent Protocols

OpenAI crawler documentation	OpenAI. Overview of OpenAI Crawlers. OpenAI developer documentation (accessed 2026-10-11).	GPTBot, OAI-SearchBot, and ChatGPT-User each have their own purpose → three kinds of reading: training, indexing, and real-time retrieval
Anthropic crawler documentation	Anthropic. Does Anthropic crawl data from the web, and how can site owners block the crawler? Claude Help Center (accessed 2026-10-11).	ClaudeBot, Claude-SearchBot, and Claude-User each have their own purpose → one platform also splits into three kinds of reading

Perplexity crawler documentation	Perplexity. Perplexity Crawlers. Perplexity official documentation (accessed 2026-10-11).	PerplexityBot builds search results; Perplexity-User reads when a user asks → indexing and real-time retrieval
Amazon crawler documentation	Amazon. About Amazonbot. Amazon Developer (accessed 2026-10-11).	Amazonbot improves products and services and may be used for training; Amzn-User reads on user request → training and real-time retrieval
Google crawler overview	Google. Google's common crawlers. Google Crawling Infrastructure documentation (accessed 2026-10-11).	Googlebot builds the search index; Google-Extended controls AI use → treat Search Engine Crawlers and AI use separately
External measurement of AI crawling and referrals	Tomé, J. (2025). The crawl-to-click gap: Cloudflare data on AI bots, training, and referrals. Cloudflare Blog, August 29, 2025.	External measurement counts AI crawling and referrals separately → measure AI Impressions and customers brought by AI separately
Model Context Protocol (MCP)	Model Context Protocol. Specification (2025-06-18 version). modelcontextprotocol.io.	AI Agents access data and tools through a standard interface → S8 Act
Agent-to-Agent Protocol (A2A)	Google (2025). Announcing the Agent2Agent Protocol (A2A). Google Developers Blog, April 9, 2025.	Different AI Agents hand off tasks through a shared standard → AI Agents are new Marketing Audiences
Agent Payments Protocol (AP2)	Google Cloud (2025). Announcing Agent Payments Protocol (AP2). Google Cloud Blog, September 2025.	Agent transactions need user authorization and traceable credentials → Trust and Verification from S8 to S9
The llms.txt proposal	Howard, J. (2024). The /llms.txt file (currently v2). llmstxt.org, first published September 3, 2024.	Prepare a content guide for models → the AI-readable layer of S1 Prepare

Further Reading: Theory Behind the Seven Laws and the Journey

Law of Audience Adaptation | Semantic Web	Berners-Lee, T., Hendler, J., & Lassila, O. (2001). The Semantic Web. Scientific American, 284(5), 34—43.	Software agents can act for people only when web pages carry machine-readable structure → address humans and AI each in a form they can read

Law of Audience Adaptation | Media Richness	Daft, R. L., & Lengel, R. H. (1986). Organizational Information Requirements, Media Richness and Structural Design. Management Science, 32(5), 554—571.	Different information needs suit different forms of expression → arrange content formats by audience
Law of Identity Continuity | Brand as Signal	Erdem, T., & Swait, J. (1998). Brand Equity as a Signaling Phenomenon. Journal of Consumer Psychology, 7(2), 131—157.	Consistent, credible brand signals reduce customer uncertainty → trust accumulates only when identity stays consistent over time
Law of Identity Continuity | Entity Linking	Shen, W., Wang, J., & Han, J. (2015). Entity Linking with a Knowledge Base: Issues, Techniques, and Solutions. IEEE Transactions on Knowledge and Data Engineering, 27(2), 443—460.	Systems link text back to the same entity by name and context → only a consistent name lets AI link back to the same merchant
Law of Independent Verification | Audit Independence	DeAngelo, L. E. (1981). Auditor size and audit quality. Journal of Accounting and Economics, 3(3), 183—199.	Verification quality depends on the ability to find problems and the willingness to report them truthfully → verification conclusions do not change with the client relationship
Law of Independent Verification | Quality Disclosure and Certification	Dranove, D., & Jin, G. Z. (2010). Quality Disclosure and Certification: Theory and Practice. Journal of Economic Literature, 48(4), 935—963.	The effect of third-party certification depends on the certifier's incentives and practices → the overall theoretical reference for IDA verification
Law of Fact Primacy | Data Quality	Wang, R. Y., & Strong, D. M. (1996). Beyond Accuracy: What Data Quality Means to Data Consumers. Journal of Management Information Systems, 12(4), 5—33.	Data quality covers not only accuracy but also completeness, timeliness, and interpretability → verify each merchant fact item by item and mark its validity period
Law of Claim Traceability | Attribution of Generated Content	Rashkin, H., Nikolaev, V., Lamm, M., Aroyo, L., Collins, M., Das, D., Petrov, S., Tomar, G. S., et al. (2023). Measuring Attribution in Natural Language Generation Models. Computational Linguistics, 49(4), 777—840.	Factual sentences in AI-generated content must point back to an identified source → every claim comes with traceable support

**Law of Claim Traceability	Data provenance**	Buneman, P., Khanna, S., & Tan, W.-C. (2001). Why and Where: A Characterization of Data Provenance. Database Theory — ICDT 2001, Lecture Notes in Computer Science 1973, pp. 316—330.	Data must be able to answer “why it was produced and where it came from” → link every claim back to concrete evidence
**Law of External Corroboration	Communicator bias**	Eagly, A. H., Wood, W., & Chaiken, S. (1978). Causal inferences about communicators and their effect on opinion change. Journal of Personality and Social Psychology, 36(4), 424—435.	Listeners infer why a speaker says what they say → a First-Party Source's claim is stronger when paired with independent corroboration
**Law of External Corroboration	Triangulated Verification**	Jick, T. D. (1979). Mixing Qualitative and Quantitative Methods: Triangulation in Action. Administrative Science Quarterly, 24(4), 602—611.	Evidence from different sources can be checked against each other → read the Official Source, First-Party Source, and Third-Party Source together
**Law of Full-Journey Outcomes	Needs met without a click**	Li, J., Huffman, S., & Tokuda, A. (2009). Good abandonment in mobile and PC internet search. Proceedings of the 32nd International ACM SIGIR Conference on Research and Development in Information Retrieval (SIGIR '09), pp. 43—50.	When users leave without clicking, part of the reason is that the results page already met their need → content use at the answer stage is itself an outcome
**Law of Full-Journey Outcomes	Customer equity and return on marketing**	Rust, R. T., Lemon, K. N., & Zeithaml, V. A. (2004). Return on Marketing: Using Customer Equity to Focus Marketing Strategy. Journal of Marketing, 68(1), 109—127.	Marketing investment must connect to customers' long-term value → nine metrics run from the front end all the way to return visits
**S6 Mention	Consideration set**	Hauser, J. R., & Wernerfelt, B. (1990). An Evaluation Cost Model of Consideration Sets. Journal of Consumer Research, 16(4), 393—408.	Evaluation has a cost, so customers put only some brands into their consideration set → AI Mention Rate is the chance of making the shortlist

**S6 Mention	Recall drives choice**	Nedungadi, P. (1990). Recall and Consumer Consideration Sets: Influencing Choice without Altering Brand Evaluations. Journal of Consumer Research, 17(3), 263–276.	A brand that is recalled and enters the consideration set can change the choice → being mentioned by AI is itself an outcome
**S8 Act	Levels of automation**	Parasuraman, R., Sheridan, T. B., & Wickens, C. D. (2000). A model for types and levels of human interaction with automation. IEEE Transactions on Systems, Man, and Cybernetics – Part A, 30(3), 286–297.	Automation comes in four types: information acquisition, analysis, decision, and action → tell whether AI Agents are looking up information or getting things done for the customer
**S10 Return	Expectation confirmation**	Bhattacherjee, A. (2001). Understanding Information Systems Continuance: An Expectation–Confirmation Model. MIS Quarterly, 25(3), 351–370.	When use meets expectations, people are more willing to keep using → return visits show whether customers are willing to ask again and come back
**AI Impressions	Times read and how much the model remembers**	Kandpal, N., Deng, H., Roberts, A., Wallace, E., & Raffel, C. (2023). Large Language Models Struggle to Learn Long-Tail Knowledge. Proceedings of the 40th International Conference on Machine Learning (ICML 2023), PMLR 202, pp. 15696–15707. arXiv:2211.08411.	A model's chance of getting a fact right depends on how many relevant documents are in its training data → the number of times content is copied back for training is worth measuring
**AI Impressions	Repetition and model memory**	Carlini, N., Ippolito, D., Jagielski, M., Lee, K., Tramèr, F., & Zhang, C. (2023). Quantifying Memorization Across Neural Language Models. ICLR 2023. arXiv:2202.07646.	The more often content repeats in the training data, the more easily the model memorizes it verbatim → the value of S3 Train
**AI Visibility	Brand salience**	Romaniuk, J., & Sharp, B. (2004). Conceptualizing and measuring brand salience. Marketing Theory, 4(4), 327–342.	Brand salience is how easily a brand is noticed and recalled in a buying situation → AI Mention Rate measures the chance a brand is recalled in AI answers
**Performance Metrics	Construct validity**	Cronbach, L. J., & Meehl, P. E. (1955). Construct validity in psychological tests. Psychological Bulletin, 52(4), 281–302.	A metric must prove it measures the concept it is named for → each of the Performance Metrics states clearly what it measures

IDA Third-Party Verification | Credence goods	Darby, M. R., & Karni, E. (1973). Free Competition and the Optimal Amount of Fraud. The Journal of Law and Economics, 16(1), 67—88.	Some qualities are hard for customers to judge even after use → leave facts like licenses and professional credentials to third-party verification
Warm Start | Crawler revisit scheduling	Cho, J., & Garcia-Molina, H. (2003). Effective page refresh policies for Web crawlers. ACM Transactions on Database Systems, 28(4), 390—426.	Crawler resources are limited, so revisit frequency is allocated by weighing how much pages change → the mechanism reference for Warm Start
Compounding Lead | Preferential attachment	Barabási, A.-L., & Albert, R. (1999). Emergence of Scaling in Random Networks. Science, 286(5439), 509—512.	As a network grows, new links favor nodes that already have more links → the network-science reference for Compounding Lead
Compounding Lead | Cumulative advantage	Merton, R. K. (1968). The Matthew Effect in Science. Science, 159(3810), 56—63.	Those who already have a reputation receive more recognition and attention → content used early has a better chance of being used again
Living Theory | Research programme	Lakatos, I. (1970). Falsification and the Methodology of Scientific Research Programmes. In I. Lakatos & A. Musgrave (Eds.), Criticism and the Growth of Knowledge (pp. 91—196). Cambridge: Cambridge University Press.	A research programme has core claims and progresses by continually predicting new facts → the Seven Laws are the core, and new data each month keeps testing them
Living Theory | Design science	Hevner, A. R., March, S. T., Park, J., & Ram, S. (2004). Design Science in Information Systems Research. MIS Quarterly, 28(1), 75—106.	A designed method must be built, evaluated, and refined repeatedly in real settings → monthly live tests are used to revise the diagnostics and metrics

All entries were checked one by one on 2026-10-11 against publication records and official pages for author, year, title, and source; entries marked “preprint” have not been peer-reviewed. The Goodhart's Law paper was presented in 1975 and published in a collected volume in 1976. Official documentation keeps being updated; the content on the date of access applies. In the table, what comes before “→” is the literature's original

statement, and what comes after "→" is how IDAEO applies it; IDAEO's conclusions come from real-world measurement, based on the measured data in each chapter, and the literature is their theoretical reference.

Appendix: Claim Basis Table

The claims in each chapter's "Key Points of This Chapter" total 57, and each one is marked with what it rests on: First-Party Data (IDAEO's own measurement records), Platform or Standards Documents (official documents from AI platforms and standards bodies), Academic Literature (the theoretical foundations and the numbered entries in the reference list), Rule of Thumb (industry or author rules of thumb, not measured on this site), and Theory Definition (IDAEO's own definitions and forecasts). One claim can rest on several types at once. The classification was made independently by three reviewers, arbitrated against the data ledger, and then confirmed by the author. These are the basis types of the claims, which is a different matter from the Official Source, First-Party Source, and Third-Party Source of "Triangulated Verification" in Chapter 4.

Claim	Basis Type	References	Notes
Chapter 0 — IDAEO: AI-Era Marketing			
IDAEO is AI-Era Marketing: it links the complete journey through real-world website measurement, credible facts, and theory.	Theory Definition		
AI Impressions provide a foundation for the rest of the journey; impressions do not guarantee that the later steps will happen.	First-Party Data, Academic Literature, Theory Definition	[59] Arthur, W. B. (1989); [95] Merton, R. K. (1968)	
The seven laws are the core, the five dimensions are the framework, and the nine elements are the components (see Chapter 8).	Theory Definition		

The Five Dimensions of IDAEO Marketing link the whole process: Audience Strategy (who it is for), Journey Design (which steps to take), Trust and Verification (why anyone should believe it), Service Tiers (which tier to deliver), and Performance Measurement (how results are counted).	Theory Definition	
The Nine Elements of the IDAEO Framework correspond to one another: Marketing Audiences, Optimization Domains, Customer Journey, Journey Diagnostics, IDAEO Solutions, Verification Principles, Service Tiers, Performance Metrics, and First-Party Data.	Theory Definition	
IDAEO is a Living Theory.	Academic Literature, Theory Definition	[96] Lakatos, I. (1970)
Chapter 1 — Audience Strategy (Who to Target): Five Marketing Audiences and Six Optimization Domains		
The Five Marketing Audiences are Humans, Search Engine Crawlers, AI Crawlers, AI Agents, and Automated Bots.	Platform or Standards Documents, Academic Literature, Theory Definition	[40] Gal, M. S., & Elkin-Koren, N. (2017); [68] Google (2025)
Classify AI traffic by function first, then look at the AI Platforms.	Platform or Standards Documents, Theory Definition	[61] OpenAI. Overview of OpenAI Crawlers. OpenAI developer documentation (accessed 2026-10-11); [62] Anthropic. Does Anthropic crawl data from the web, and how can site owners block the crawler?

Visits by AI Agents have been observed, and their scale is still being tracked.	First-Party Data, Academic Literature, Theory Definition	[40] Gal, M. S., & Elkin-Koren, N. (2017)	From the 7th revision, the forecast that AI Agents will be the "main force" is dropped; the book only states they have appeared and are being tracked. 18.09 million = 17.95 million automated browsing + 144,000 named agents, from First-Party Data.
The Six Optimization Domains are SEO, AIO, AEO, GEO, LLMO, and MEO. SEO builds the search index, AIO focuses on search engine AI Overviews, and AEO gets AI answers to use your content. GEO improves visibility in generative answers, LLMO corresponds to copying back for training, and MEO corresponds to Local Search. AEO and GEO both operate at the answer stage, and AIO is linked to AEO. Building the AI index is the name of an S4 function, not GEO.	Academic Literature, Theory Definition	[31] Aggarwal, P., Murahari, V., Rajpurohit, T., Kalyan, A., Narasimhan, K., & Deshpande, A. (2024). GEO: Generative Engine Optimization	
AI, search engines, and Automated Bots combined: 105.5 million (since Mar 3; these are platform-scale figures and cannot be compared directly with a single merchant's website). Organic Traffic from Humans: 310,000 (since Aug 26). Requests before Aug 24 may include duplicates.	First-Party Data		
AI Crawlers read content 52.2 million times for training and 3.99 million times for building the AI index (including 2.82 million by the site's own Cloudflare AI Search), and made 650,000 real-time reads.	First-Party Data, Platform or Standards Documents	[61] OpenAI. Overview of OpenAI Crawlers. OpenAI developer documentation (accessed 2026-10-11)	

The Optimization Domains in Figure 1–1, “Panorama of the Five Marketing Audiences,” list the abbreviation and its full name, with terms for the same domain listed below.	Theory Definition	
Chapter 2 — Journey Design (Which Steps to Take): AI Customer Journey: Four Phases, Ten Steps		
AI Customer Journey: Four Phases, Ten Steps—S1 Merchant Readiness, S2—S4 AI Information Acquisition, S5—S8 AI-Assisted Decision and Action, S9—S10 Customer Conversion and Re-engagement. S1—S10 are diagnostic checkpoints, not a sequence every customer must follow.	Academic Literature, Theory Definition	[5] Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009); [22] Lemon, K. N., & Verhoef, P. C. (2016)
Each step has a diagnostic question to check where the merchant is getting stuck.	Academic Literature, Theory Definition	[28] Shostack, G. L. (1984)
In S1 the merchant prepares its information; S2—S4 are led by crawlers; S5—S7 are human—AI interaction; in S8 AI Agents act; S9—S10 are customer conversion and re-engagement.	Platform or Standards Documents, Academic Literature, Theory Definition	[86] Parasuraman, R., Sheridan, T. B., & Wickens, C. D. (2000)
S10 loops back to S5, forming a continuous cycle.	Academic Literature, Theory Definition	[5] Court, D., Elzinga, D., Mulder, S., & Vetvik, O. J. (2009)
Crawls in S2—S5, site arrivals in S8, and customer visits in S9 are measured first-party by IDAEO; indexing and search impressions (not AI mentions) come from search platforms; mentions and answers in S6—S7 are tracked by IDAEO live tests.	First-Party Data, Platform or Standards Documents	
Chapter 3 — Measurement Sources and the AI Black Box: The Data Foundation of Performance Measurement		
The AI black box is the training, ranking, mentions, answers, and actions that happen inside AI platforms.	Theory Definition	

IDAEO measures both ends of the black box, then uses platform data and periodic live tests to measure the results of content use.	First-Party Data, Platform or Standards Documents, Academic Literature, Theory Definition	[81] Jick, T. D. (1979)	
Periodic live tests of TK Lin's personal IDA record whether it appears in AI search source lists.	First-Party Data		Of the five AI models, four were queried through Perplexity's search interface.
Results from each source are read separately by unit.	Academic Literature, Theory Definition	[57] Gordon, B. R., Zettelmeyer, F., Bhargava, N., & Chapsky, D. (2019)	
The platform AI Citations figure published in this book comes from Copilot: the IDAEO platform has been cited 31,700 times since Jul 22.	Platform or Standards Documents		
Chapter 4 — Trust and Verification (Why Believe It): Credible Facts and External Corroboration			
IDAEO uses credible facts and external corroboration to turn merchant claims into a basis AI can cite.	Academic Literature, Theory Definition	[76] Dranove, D., & Jin, G. Z. (2010)	
Law of Fact Primacy: credible content starts from verified facts.	Academic Literature, Theory Definition	[77] Wang, R. Y., & Strong, D. M. (1996)	
Law of Claim Traceability: every claim has a traceable basis.	Academic Literature, Theory Definition	[9] Hovland, C. I., & Weiss, W. (1951); [78] Rashkin, H., Nikolaev, V., Lamm, M., Aroyo, L., Collins, M., Das, D., Petrov, S., Tomar, G. S., et al. (2023). Measuring Attribution in Natural Language Generation Models	
Law of External Corroboration: a credible claim must have external corroboration.	Academic Literature, Theory Definition	[80] Eagly, A. H., Wood, W., & Chaiken, S. (1978); [81] Jick, T. D. (1979)	

Verify facts one by one, and keep confirming they are still current.	Academic Literature, Theory Definition	[77] Wang, R. Y., & Strong, D. M. (1996)

Chapter 5 Service Tiers (How Far to Go): AEO Exposure — Read first; AEO+ Word of Mouth — Named in the answer; IDA Brand PR — Answered right, visit, return

Service tiers build on the earlier foundations: AEO Exposure — Get Read First (S1–S4), AEO+ Word of Mouth — Get Mentioned (S5–S6), and IDA Brand PR — Accurate Answers, Visits, and Returns (S7–S10, including the first two tiers), so the full journey S1–S10 is completely covered.	Academic Literature, Theory Definition	[15] Paulk, M. C., Curtis, B., Chrissis, M. B., & Weber, C. V. (1993); [17] Lavidge, R. J., & Steiner, G. A. (1961)
Each higher service tier includes the tier below it.	Academic Literature, Theory Definition	[15] Paulk, M. C., Curtis, B., Chrissis, M. B., & Weber, C. V. (1993)
The nine Performance Metrics are AI Readiness Score, AI Crawl Volume, AI Real-Time Retrievals, AI Mention Rate, AI Answer Accuracy Rate, AI Citations, AI Agent Visits, Search & AI Referral Visits, and AI Return Visits.	Academic Literature, Theory Definition	[56] Campbell, D. T. (1979); [83] Rust, R. T., Lemon, K. N., & Zeithaml, V. A. (2004)
AEO+ Word of Mouth helps merchants stay on top of AI mentions; IDA Brand PR includes the AI Visibility results IDAEO publishes periodically.	Theory Definition	

Chapter 6 — Performance Measurement (How to Count Results): AI Impressions and Full-Journey Value

AI Content Use at every stage counts as a result. Results at each stage must be assessed separately; an earlier stage cannot stand in for a later one.	Platform or Standards Documents, Academic Literature, Theory Definition	[82] Li, J., Huffman, S., & Tokuda, A. (2009)
An AI Crawl Volume of 97.46 million is what this book calls AI Impressions. This includes reads by search engines for indexing.	First-Party Data, Academic Literature, Theory Definition	[88] Kandpal, N., Deng, H., Roberts, A., Wallace, E., & Raffel, C. (2023)

Reads for AI Answers, 46.05 million, include reads for search indexing and AI answers.	First-Party Data, Theory Definition	
AI Real-Time Retrievals, 650,000, are content use triggered by immediate demand.	First-Party Data, Platform or Standards Documents, Academic Literature	[1] Lewis, P., Perez, E., Piktus, A., Petroni, F., Karpukhin, V., Goyal, N., Küttler, H., Lewis, M., et al. (2020). Retrieval-Augmented Generation for Knowledge-Intensive NLP Tasks; [61] OpenAI. Overview of OpenAI Crawlers. OpenAI developer documentation (accessed 2026-10-11); [63] Perplexity. Perplexity Crawlers. Perplexity official documentation (accessed 2026-10-11)
The IDAEO platform's 31,700 AI Citations mean its content was listed as a source in answers.	Platform or Standards Documents, Theory Definition	
AI Agent Visits, 18.09 million, represent the volume of site arrivals. Whether actions were completed on customers' behalf still depends on subsequent results.	First-Party Data, Academic Literature, Theory Definition	[86] Parasuraman, R., Sheridan, T. B., & Wickens, C. D. (2000)
Search & AI Referral Visits, 310,000 (search and AI combined; Google 268,000), represent customers arriving at the site via search or AI.	First-Party Data	

Cold Start: AI traffic accumulates from 0; the industry rule of thumb is about 90 days.	First-Party Data, Rule of Thumb		About 90 days is an industry rule of thumb, not measured on this site (confirmed by the author on 2026-10-13); monthly reads from 53 → 35.99 million are first-party data.
Warm Start: content meets S1 and goes live on an AI Traffic Hub. The rule of thumb is about 30 days, not a deadline for crawler arrival. A separate Cold Start observation from a single site found a gap of 30—35 days before the next crawler from the same platform (Figure 6-6). For three platforms, this is a lower bound and cannot be used to estimate Warm Start timing. TK Lin's personal IDA case reached S7 (Answer) in 14 days.	First-Party Data, Academic Literature, Rule of Thumb	[93] Cho, J., & Garcia-Molina, H. (2003)	About 30 days is a rule of thumb; the 30—35-day gap before the next crawler from the same AI platform is measured in Figure 6-6; 14 days and 84% come from TK Lin's personal IDA field test (confirmed by the author on 2026-10-13).
The necessary condition for an AI Traffic Hub is accumulating ten million or more AI requests per month.	First-Party Data, Theory Definition		
The early-mover dividend in AI traffic means preparing information early so arriving crawlers can read it.	First-Party Data, Academic Literature, Theory Definition	[58] Lieberman, M. B., & Montgomery, D. B. (1988)	
Compounding Lead is currently a hypothesis: whether accumulating AI impressions can widen a lead remains to be verified.	First-Party Data, Academic Literature, Theory Definition	[59] Arthur, W. B. (1989); [94] Barabási, A.-L., & Albert, R. (1999)	

Chapter 7 — IDAEO Field Results: Our Own Site and Early Field-Test Merchants

IDAEO is field-tested not only on the IDAEO site itself and Washinmura; early field-test merchants also contribute field data.	First-Party Data, Platform or Standards Documents
The small and medium-sized businesses in the field test saw the following changes during their time on the IDAEO platform.	First-Party Data, Platform or Standards Documents, Theory Definition
① Measurement officially launched → Law of Full-Journey Outcomes (Performance Measurement); ② Search exposure rolled out in parallel → Law of Audience Adaptation (Audience Strategy); ③ First visitor arrived via an AI answer → Journey Design: S9 Visit.	First-Party Data, Theory Definition
④ Brand knowledge presentation fully upgraded → Law of Identity Continuity (S1 Merchant Readiness); ⑤ Research-Evidence-Driven Optimization → Theoretical foundation: 17 existing theories; ⑥ New IDAEO site built → Five Dimensions and Nine Elements.	Theory Definition
⑦ Crawl performance hit a new peak → AI Impressions (S2—S4 AI Information Acquisition); ⑧ Cumulative requests passed one hundred million → Compounding Lead and Living Theory.	First-Party Data, Theory Definition
Among the first batch of merchant websites that joined the field test and have complete records for both May and September, most grew and some did not. For the websites that grew, site-wide opens from May to September were as follows: a parenting content site rose from 52,817 to 55,286, a food-service equipment manufacturer from 842 to 1,275, an event staging design firm from 442 to 1,741, a leather goods brand from 555 to 908, a hair salon from 74 to 128, and a studio from 3 to 329.	First-Party Data

The IDA pages of the second batch of field-test industries received 373,776 AI impressions from Jul 18—Oct 8 (the number of times they were read by AI and search engine crawlers).	First-Party Data	
Chapter 8 — AI Visibility and Theoretical Foundations		
External AI Visibility mainly corresponds to the answer phase, S5—S7.	Academic Literature, Theory Definition	[31] Aggarwal, P., Murahari, V., Rajpurohit, T., Kalyan, A., Narasimhan, K., & Deshpande, A. (2024). GEO: Generative Engine Optimization
The fundamentals of AI Visibility are S1—S4	Academic Literature, Theory Definition	[88] Kandpal, N., Deng, H., Roberts, A., Wallace, E., & Raffel, C. (2023)
IDAEO connects the foundation of S1—S4 with the action, conversion, and return of S8—S10 in a single journey.	Academic Literature, Theory Definition	[83] Rust, R. T., Lemon, K. N., & Zeithaml, V. A. (2004)
IDAEO's theoretical foundations fall into eight categories: marketing fundamentals, generative engine and AI search research, AI customers and AI Agents, information retrieval and credibility, performance measurement, start-up and accumulation, official documentation of AI Platforms and agent protocols, and the theory behind the seven laws and the journey.	Theory Definition	
The figure lists 17 existing theories; see "Theoretical Foundations and References" at the end of the book for the full references.	Theory Definition	
Each month's new data and field verification keep strengthening IDAEO's theoretical and empirical foundation.	Academic Literature, Theory Definition	[96] Lakatos, I. (1970); [97] Hevner, A. R., March, S. T., Park, J., & Ram, S. (2004)

Data Notes

- First-Party Data: taken from IDAEO's first-party measurement records. The period is Mar 3, 2026—Oct 8, old site and new site combined. AI, search engines, and Automated Bots total 105.5 million requests (105,487,618). This is consistent with IDAEO's approved basis. These are platform-site totals and cannot be compared directly with a single business's official website. Records before Aug 24 may include duplicate requests. AI Crawl Volume is 97.46 million, listed by the purpose of the requests. Copied back for training: 52.2 million. This means requests made for training. Building the AI index: 3.99 million (including 2.82 million from our own Cloudflare AI Search, to be deducted in next month's update). Building the search index: 41.26 million. The indexing figures only indicate requests made for indexing. These requests do not mean the content has been used in training or included in an index. Applebot, PetalBot, YouBot, and Kagibot are classified as Search Engine Crawlers. The classification follows each company's official documentation (checked Oct 14, 2026).
- AI Agents: 17.95 million is automated browsing from Aug 26, 2026—Oct 8, listed separately by the function of programs operating a browser; named AI Agents are 144,000, for a total of 18.09 million. Hermes, OpenClaw, Devin, Grok, and Muse are listed as still being tracked, and named-visit results will be published later; Manus has 14 visits.
- Humans: Organic Traffic of 310,000 is the number of click-throughs to the website from search or AI (mainly from Aug 26, 2026 onward), of which Google accounts for 268,000; Local Search is still being tracked and will be published later.
- Automated Bots provide Automated Information Services: “AI tools” refers to requests labeled AI by name and classified by source under other automated services. SEO tool crawlers (Semrush, Majestic, Moz,

Ahrefs, etc.) and web page previews (Facebook, LinkedIn, X, etc.) are listed by platform-verified identity (Aug 24, 2026—Oct 8), counted separately, and fall outside the totals above. The identity and function of the 150,000 requests marked “Tracking in Progress” are being confirmed by IDAEO on an ongoing basis, and classification results will be published later.

- Search result impressions: the breakdowns in each figure are the search platforms' original values (Google 7.41 million, Bing 910,000, totaling 8.32 million); the overview's approximately 8.22 million follows IDAEO's approved basis, a difference of about 100,000. Indexed pages are the September 2026 value; Bing is the sum of its subfolders.
- TK Lin's personal IDA field test (Oct 3, 2026): 100 questions in five groups of 20 (identity, company, expertise, Washinmura, IDA). The five AI models were Perplexity Sonar, OpenAI GPT-5.4, Anthropic Claude Sonnet 5, Google Gemini 3.5 Flash, and xAI Grok 4.5, for 500 answers in total. 84% means this IDA appeared in the source list the AI retrieved (four of the five models used the same search interface; the questions named the author himself; a single case), corresponding to 419 answers. It appeared 439 times in the source lists, ranking first among all sources. For the 40 questions that name him directly (the identity and company groups), the figure was 91.5% (183 answers), with this IDA appearing 190 times. Oct 11 follow-up: of 16 Perplexity questions in four languages, 13 had this IDA among their sources. A single case cannot be generalized directly to businesses.
- Start-up time: about 30 days for a Warm Start is a rule of thumb; Figure 6-6, “Cold Start Timeline,” adds a measurement: crawlers from the same AI platform arrive in sequence, 30—35 days apart. About 90

days for a Cold Start is an industry rule of thumb; 14 days is the measured case of TK Lin's personal IDA.

- Field-test merchants: the first batch of field-test merchants and the second batch of field-test industries are all real operating businesses, and IDAEO has verified each one's identity; by agreement, this book lists only the industry, and merchant names stay in IDAEO's internal records.
- Publisher: IDAEO is operated by 株式会社和心 (Washin Co., Ltd.; corporate number 8011401020677; Minato-ku, Tokyo, Japan); author TK Lin.
- Theoretical foundations: all 17 existing sources have been verified one by one, with authors and years listed per the reference list; for six of them, verification covered the publisher's catalog entry and abstract. Goodhart was presented in 1975 and published in 1976. The theoretical basis is grouped into marketing fundamentals, generative engine and AI search research, AI customers and AI Agents, information retrieval and credibility, performance measurement, start-up and accumulation, official documentation of AI Platforms and agent protocols, and the theory behind the Seven Laws and the journey; see “Theoretical Foundations and References” at the end of the book for the full references.
- External AI Visibility metrics: compiled from vendor documentation and each company's public definitions verified on 2026-10-11; comparisons use the same measurement scope and metric definitions.
- All logos are trademarks of their respective owners and are used in this book to identify the AI Platforms.

- The nine Performance Metrics and the IDAEO Solutions use this book's naming; validation data are counted across all platforms, and single-merchant results are measured from that merchant's own data. The measurement methods for AI Mention Rate, AI Answer Accuracy Rate, and AI Return Visits are set; IDAEO continues to accumulate them and will publish them later.
- Same-domain terms within the Optimization Domains are grouped by this book's functional classification, following each term's context of use; AIO is linked to AEO, and both correspond to AI answers using content. AAO, AXO, AAIO, as well as GAIO and AISO, are listed per the AI Platforms' glossary pages verified on 2026-10-11; SXO, VSO, ASO, CRO, SMO, SGE, and LLM SEO follow common industry usage, and this round's item-by-item verification covered the AI Platforms' glossary terms above.
- The extended figures follow the visual framework of the introductory course “Website Traffic in the AI Era”; the numbers are compiled from the same first-party measurement records through Oct 8, 2026, and journey steps are always written as S1—S10. The statistical scope of this edition is defined by the items listed in each figure.
- Read each extended figure by its period: AI requests Mar 3—Oct 8; whole site Feb 12—Oct 8; automated browsing Aug 26—Oct 8; per-site breakdown Aug 20—Oct 8; Copilot citations Jul 22—Oct 8. Before Aug 24, first-party measurement records from multiple sources were merged and may include duplicate requests; when citing, note this scope as well.
- Copilot citations of 31,700 follow IDAEO's approved basis and cover the formal content scope; the raw aggregate is 52,600.

- “Reads for AI Answers,” 46.05 million, follows IDAEO's approved basis and includes search indexing and AI Overview generation, AI indexing, real-time retrieval, and named AI Agents. Of this, 41.26 million search-indexing reads are shared by search and AI answers; the rest are summed by function, presenting the scope of content use as a whole.
- Figure 6-6, “Cold Start Timeline,” shows the record of AI Platforms arriving in sequence. For five of the six AI Platforms, the first crawler and the next were 30—35 days apart. This is the gap between different crawlers from the same AI platform appearing in sequence. Crawlers whose first day is Mar 3, 2026 were already present when measurement began. The listed intervals are calculated from the observation start and represent the lower bound of the actual interval. A Cold Start is a new website's AI traffic accumulating from 0. The industry rule of thumb is about 90 days. A Warm Start has content that meets S1 and goes live on an AI Traffic Hub. This means a platform accumulating ten million or more AI requests per month. The IDAEO platform had 25.97 million in July, 35.99 million in August, and 15.79 million in September. Records before Aug 24 may include duplicate requests, so the counting basis differs before and after that date. The figure for September was lower than for August; keep the counting basis in mind when comparing months. The rule of thumb for a Warm Start is about 30 days. TK Lin's personal IDA case reached S7 in 14 days: live on Sep 20, tested on Oct 3 with 100 questions and five AI models. 84% means this IDA appeared in the source list the AI retrieved (four of the five models used the same search interface; the questions named the author himself; a single case). See the data notes for “TK Lin's Personal IDA Field Test” for limitations. The findings cannot be generalized to businesses.

- AI Agent Visits of 18.09 million = automated browsing 17.95 million + named AI Agents 144,000. A further 5,102 AI Agent visits came through ordinary browsers; these are counted separately and are not included in any total.
- Early test merchants, the second batch of test industries, and our own Washinmura official site: merchant-page search clicks, AI-referred customers, AI reads of merchant pages, and merchant official-site opens are taken from IDAEO first-party measurement records (queried 2026-10-10); AI exposure of the second-batch test industries' IDA pages is taken from IDAEO first-party measurement records (queried 2026-10-11, period Jul 18—Oct 8; summed across the 10 platforms or across the three purposes, each totals 373,776); search clicks and Copilot citations for industry official sites are taken from authorized search platform data (queried 2026-10-11), totals only. The Washinmura official site's 109,140 Google search clicks (Mar 3—Oct 8) are taken from search platform data; its 95,333 AI and search engine reads and 11,333 AI real-time retrievals (Aug 20—Oct 8) are taken from IDAEO first-party measurement records. The Google comparison with the same month last year includes only official sites with last year's records; in the Bing total, data for some official sites starts from Aug 13.

Data Sources

- IDAEO product feature registry (2026-10-09 edition)
- IDAEO methodology document (2026-10 edition)
- IDAEO first-party measurement records (data through 2026-10-08)
- “Website Traffic in the AI Era” introductory course (2026-09-28)
- Theory and terminology verification log (2026-10-11)

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