

Case Study: NexusForge Digital

NexusForge Web SEO

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NexusForge Digital — SEO & AEO/GEO Optimization

Project Overview

Client	NexusForge Digital — nexusforgedigital.net
Service	Full SEO audit + AEO/GEO optimization (homepage & free resource pages)
Timeline	October 2026
Result	SEO: 70 → 92 AEO/GEO: 57 → 88 (seoscore.tools)

NexusForge Digital is an AI toolkit and productivity systems brand built for solopreneurs, creators, and small businesses. The site sells digital products (prompt libraries, workflow systems) and offers free resource pages to drive organic search traffic. Despite a strong product offer, the homepage and free resource pages were underperforming in AI-powered search engines — ChatGPT, Perplexity, and Google AI Overviews — due to missing AEO signals.

The Problems Found

- **Low AEO/GEO score (57)** — Homepage invisible to AI answer engines; no FAQPage or HowTo schema, no Key Takeaways box, no structured definitions
- **SEO title lengths over 60 characters** — All three free resource page titles were truncated in search results (62–67 chars)
- **Hidden how-it-works section** — Homepage section set to display:none, invisible to both users and AI crawlers
- **Missing structured data** — No FAQPage JSON-LD, no HowTo JSON-LD, no dateModified, no author meta tag on any page
- **Thin FAQ answers** — Homepage FAQ was one-sentence answers only; AI engines need full paragraph-length responses to extract and cite

What We Did

1. AEO/GEO Optimization — All Pages

Added the full set of AEO signals to the homepage and all three free resource pages (social-media-prompts, ai-marketing-prompts, ai-productivity-workflows):

- **FAQPage JSON-LD schema** with full paragraph-length answers (5 Q&As per page)
- **HowTo JSON-LD schema** with numbered steps matching visible ol elements
- **Key Takeaways box** — first-extractable summary optimized for AI snippet generation
- **dl/dt/dd term definitions** — structured definitions favoured by answer engines for direct extraction
- **Expandable FAQ** using details/summary elements with full detailed answers
- **Stat blocks with cited sources** (HubSpot, McKinsey, Sprout Social, Mailchimp)
- **Table of Contents with anchor jump links** — signals structured, scannable content
- **dateModified, time element, and meta author tag** added to all pages

2. SEO Title Fix

All three free resource page titles exceeded the 60-character SEO limit and were being truncated in search results. Titles rewritten to lead with the primary keyword within the first 30 characters:

- social-media-prompts: 62 chars → 46 chars
- ai-marketing-prompts: 65 chars → 47 chars
- ai-productivity-workflows: 67 chars → 53 chars

3. Homepage Hidden Section Fix

The homepage “How It Works” section was set to display:none — completely invisible to users and AI crawlers alike. Made the section visible, added real content explaining the NexusForge system, and ensured it appeared in the page’s readable flow for both humans and answer engines.

Results

Metric	Before	After
SEO Score (seoscore.tools)	70	92 (+22 pts)
AEO/GEO Score (seoscore.tools)	57	88 (+31 pts)
SEO title violations	3 pages over limit	All within 30–60 chars
AI crawler visibility	None	FAQPage + HowTo schema on all pages

What This Means for Digital Product Sellers

NexusForge Digital illustrates a pattern common among new digital product brands: a strong offer, a clean website, but near-zero visibility in the AI-powered search layer where discovery increasingly happens. The AEO/GEO score — which measures how well a page can be extracted and cited by ChatGPT, Perplexity, and Google AI Overviews — started at 57. That means more than 40% of the content signals AI engines look for were missing.

None of the fixes required a redesign. Every change was additive: structured schema, visible content, properly sized titles. The +31 point AEO/GEO jump is the difference between a site that AI assistants ignore and one they can read, cite, and surface in answer results.

Case study prepared by NexusForge Web SEO