

The 90-day community visibility playbook

A practical Bettermode field guide for making trusted customer answers easier to discover, understand, and maintain.



THE POINT

AEO starts with a page worth finding

Google's guidance is direct: there is no special optimization for AI Overviews or AI Mode. The same search fundamentals still apply. Your community needs crawlable pages, useful first-hand knowledge, clear structure, and visible maintenance.

1

Eligible

Public, crawlable, indexable, and allowed to show a snippet.

2

Understandable

A specific title, textual answer, useful metadata, and accurate structured data.

3

Useful

A complete answer based on real product and customer experience.

4

Trusted

A named author, a selected best reply, evidence, and clear limits.

5

Maintained

A review owner, a real update, and one canonical home for the answer.

WHAT TO MEASURE

- Index coverage and sitemap health
- Search impressions, clicks, queries, and landing pages
- Impressions in Search Console's Generative AI performance report
- A fixed prompt panel across answer engines, logged as directional evidence

Do not promise

No platform can guarantee ranking, indexing, or a citation. Structured data creates eligibility. It cannot force selection. A prompt screenshot is evidence from one run, not a market share metric.

THE OPERATING IDEA

Treat your community like a maintained answer product

The strongest unit is a public question with a complete answer, a credible author, the right metadata, and a link to the next useful step.

Sources: Google Search Central [G1, G2]. Full references on page 9.

ARCHITECTURE DECISION

Publish the answer. Protect the account.

Search and answer engines can only use content they can access. A hybrid community is usually the practical choice: public product knowledge and customer-safe discussion, with private spaces for account details, betas, and sensitive peer exchange.

Public

Support answers, tutorials, release guidance, and discussions that are safe to share. Eligible pages can be indexed.

RECOMMENDED

Hybrid

Keep the public answer layer open. Gate customer-only discussions, programs, and account-specific work.

Private

Use when confidentiality is the product. Expect no organic search or answer-engine visibility from gated content.

LAUNCH CHECKLIST

- ☐ Set the community to public or hybrid.
- ☐ Turn off "Hide from search results" on content you want indexed.
- ☐ Link the main site and community in both directions.
- ☐ Submit /sitemap.xml and inspect several priority URLs.
- ☐ Confirm priority Spaces are visible to logged-out visitors.
- ☐ Use a branded custom domain before you build demand.
- ☐ Verify the community property in Google Search Console.
- ☐ Document which topics must stay private or noindexed.

Public answer surface owner

Target custom domain

Search Console verified on

Sources: Bettermode access, domain, SEO, and sitemap docs [B1, B2, B4].

DAYS 1 TO 30

Map reality before you rewrite anything

Start with twenty questions your customers actually ask. Use community activity, support conversations, and search data. The goal is a defensible priority list, not a perfect inventory.

Find the questions

WEEK 1

- ☐ Export top posts by views, replies, and recent activity.
- ☐ Add repeated support and success questions the community misses.
- ☐ Group near-duplicates by underlying intent.
- ☐ Choose twenty based on customer value and answerability.

Check eligibility

WEEK 2

- ☐ Open each URL while logged out.
- ☐ Check indexability, canonical, title, description, and sitemap inclusion.
- ☐ Run several pages through URL Inspection.
- ☐ Flag login walls, noindex, duplicates, and thin pages.

Audit answer quality

WEEK 3

- ☐ Confirm the title names one clear problem.
- ☐ Find the sentence that answers it directly.
- ☐ Check best-reply status, author context, and current version.
- ☐ List the missing next-step links and tags.

Capture the baseline

WEEK 4

- ☐ Save Search Console query and page performance for the twenty URLs.
- ☐ Run a fixed five-question answer-engine panel and save sources shown.
- ☐ Write the day-30 findings in one page for stakeholders.

DAY 30 DELIVERABLE

Your prioritized answer inventory

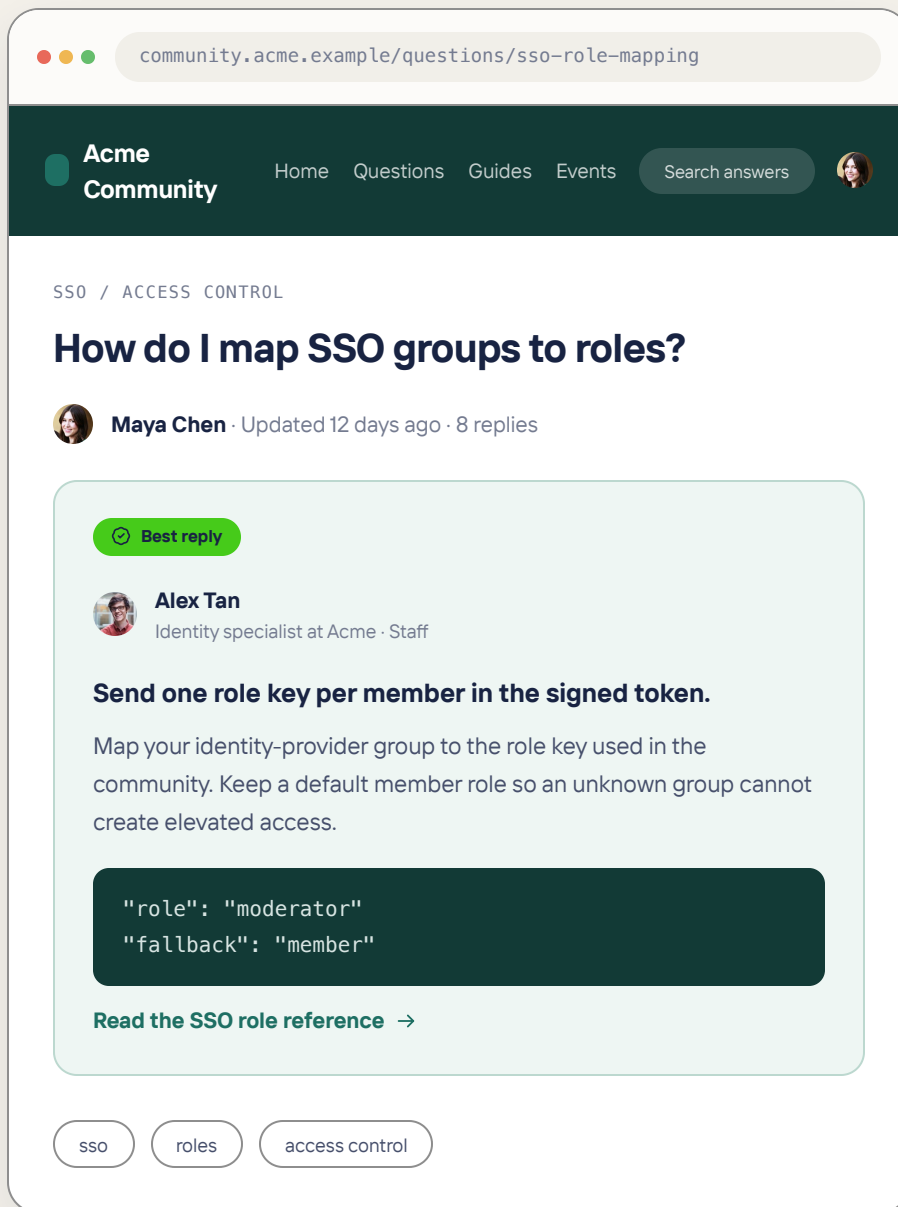
Twenty URLs, one owner per URL, one target question, one index decision, and a short reason for priority.

Owner

Day 30 review date

ILLUSTRATIVE BETTERTMODE MOCKUP

What a source-ready question looks like

**1 One precise question**

The title matches a real task and avoids vague topic labels.

2 Direct answer first

The opening sentence resolves the question before the detail.

3 Visible authority

Best reply, named specialist, staff context, and a maintained date.

4 Connected next step

The answer links to the canonical reference and uses controlled tags.

VALIDATION

Confirm visible content, metadata, and structured data agree. Test the live page. A mockup does not prove the implementation.

Mockup reflects documented Bettermode questions, best replies, tags, authors, and SEO controls [B1, B3].

DAYS 31 TO 60

Fix the top twenty answers

Work in priority order. Finish one answer completely before moving to the next. The page should be more useful to a customer when you are done, even if search traffic never changes.

THE SOURCE-READY EDIT

- 1 Title**
Name the exact job, error, or decision.
- 2 Opening**
Answer in the first one or two sentences.
- 3 Proof**
Add steps, examples, version limits, or firsthand context.
- 4 Trust**
Select the best reply and show who wrote it.
- 5 Discovery**
Set the slug, tags, SEO title, description, and image.
- 6 Path**
Link to the next canonical guide, product page, or related answer.

DECISION RULES

Duplicate

Choose one home, link to it, and use a canonical when appropriate.

Outdated

Update if the question still matters. Otherwise archive it or hide it from search.

Thin but useful

Add the missing answer. Do not pad the page to reach a word count.

BEFORE

SSO role mapping question

Great question. There are a few things to consider when thinking about roles and SSO...

AFTER

How do I map SSO groups to roles?

Send one role key per member in the signed token. Map each identity-provider group to the role key used in the community.

Keep tags worth governing

Three axes are enough. Add a label only when it changes navigation, ownership, reporting, or the page's meaning.

Product area

SSO, API, analytics, moderation

Customer job

setup, migrate, troubleshoot, compare

Content role

question, guide, product update, discussion

Pages completed

Best replies selected

Duplicates resolved

Day 60 review date

DAYS 61 TO 90

Make it a system, not a sprint

Write the rule, put thirty minutes on the calendar, and let a short exception queue do the sorting. Keep publishing decisions with a human owner.

One governance rule, one sentence per content type

Who creates what, in which format, with which tags, and how fast a best reply gets selected. Short enough to actually follow.

"Official how-to answers live in guides. Questions stay open for discussion. Best replies get selected within one week."

THE THIRTY-MINUTE MONTHLY REVIEW

0 TO 5 MIN

Check search health

Look for sitemap, index, structured data, or traffic anomalies.

5 TO 15 MIN

Triage the exceptions

Missing best reply, missing metadata, stale review date, duplicate candidates.

15 TO 25 MIN

Review three pages

Decide whether to update, merge, noindex, archive, or leave.

25 TO 30 MIN

Assign and record

Set owners and dates. Save the reason behind each decision.

DECISION GRID

Update

The question still matters and the answer changed.

- Do Make a substantive edit and record the review date.

Merge

Two pages answer the same intent.

- Do Choose one home, combine value, link or canonicalize.

Noindex

The page is useful to members but weak for public discovery.

- Do Keep it accessible while removing it from search.

Archive

The page is obsolete, unsafe, or misleading.

- Do Remove it from the active catalog and route people elsewhere.

Leave

The answer is correct, useful, and already governed.

- Do Do nothing. Record the review and move on.

Monthly review owner

One-sentence publishing rule

Sources: Google canonical and noindex guidance [G4].

EVIDENCE

Measure signals, not vibes

There is no universal AEO score. Use a small set of observable signals, compare the same pages and questions over time, and keep search visibility separate from business outcomes.



1. Eligibility

Indexed URLs, sitemap status, canonical selection, crawl and structured data errors.



2. Search demand

Impressions, clicks, query mix, and landing pages in Search Console.



3. Answer visibility

Generative AI report impressions plus a fixed prompt panel, source and date logged. Directional only.



4. On-site use

Visitors, engaged sessions, internal searches, answer views, and next-step clicks.



5. Business context

Related support volume, assisted resolution, and content reuse. Avoid casual causation.

BASELINE AND DAY 90

Signal	Baseline	Day 90
Priority URLs indexed		
Search impressions for priority URLs		
Clicks to priority URLs		
Generative AI report impressions		
Prompt-panel questions with a cited community source		

Interpretation rule

A change in one signal is a reason to investigate. It is not proof that a specific edit caused a support or revenue outcome.

Sources: Google Search Central measurement guidance [G1, G2].

CHECKED 4 AUGUST 2026

Sources and field notes

This guide uses official Bettermode and Google documentation. Product labels and search features change. Confirm the current UI before a rollout.

BETTERMODE

- B1** SEO settings and per-post search visibility
bettermode.com/hub
- B2** Auto-generated sitemaps
bettermode.com/hub
- B3** Post types, best replies, and tags
bettermode.com/hub
- B4** Community access and custom domains
bettermode.com/hub

GOOGLE SEARCH CENTRAL

- G1** AI features and your website
developers.google.com/search
- G2** Search Console Generative AI performance report
developers.google.com/search
- G3** Q&A and discussion forum structured data
developers.google.com/search
- G4** Canonical URLs and noindex guidance
developers.google.com/search

Field note: validate the live output

Inspect several published URLs while logged out.
Check the rendered text, title, canonical, robots directives, structured data, and sitemap entry.
Product settings are only the input.

NEXT STEP

Build an answer surface

Publish the questions customers ask. Keep the best answers current.

[Explore Bettermode](#)