

**MKK FOUNDRY****ANSWER ENGINE OPTIMISATION + LINKEDIN  
ENGAGEMENT****OVERVIEW**

LinkedIn is one of the most-cited sources by AI (including ChatGPT, Google AI Overview, Gemini, and Perplexity). In this workshop, we'll learn how to create retrieval-friendly content that AI can recognise as valuable information.

**Lesson Outcomes:**

1. Understand why the traditional funnel is breaking and how AEO works.
2. Learn to transition from content creation to data architecture.
3. Improve LinkedIn engagement through structured storytelling and an engineered network.

**Facilitators:**

1. **Kenny Lee** - An engineer-turned-SEO content specialist, Kenny is known for his ability to translate complex AI concepts into an easily digestible format. He helps brands like Amazon Web Services (AWS), HubSpot, and MacPaw in their AI search strategies with retrieval-ready content.
2. **Dr Eric Siew** - An entrepreneur who built his network and community leveraging LinkedIn as his preferred platform through active storytelling.

**Duration:** Half day - 9:30 AM to 12:30 PM (3 hours)

**Learning style:** Practical

**Includes:** Real-time audit and guided practice

**WHO THIS IS FOR**

Ideal for entities and brands that witnessed a significant loss in search traffic since the emergence of generative AI.

- **Marketers:** From using SEO as a performance channel to optimising for influence.
- **PR Professionals:** Moving from placements to entity authority.
- **Brand Consultants:** Ensuring brand identity is legible to generative AI/ large language models
- **Content Writers:** Transitioning from SEO copy to AI-retrievable data.
- **Social Media Creators:** Building on platforms that feed the AI signals.
- **SEO Specialists:** Learning why ranking doesn't necessarily result in AI inclusion.

**MKK Foundry** is a collective of in-depth sessions to build your business on a solid foundation. We skip the hype to focus on the work of entrepreneurship.

## HOW DOES AEO HELP

Traditional search engine optimisation (SEO) alone will no longer be effective as it now operates beneath an AI layer. It creates the impression that AEO is replacing SEO. With misinformation and rapidly changing AI search trends, stakeholders need clarity as they seek inclusion in AI-generated answers.

## SESSION BREAKDOWN

Time	Session Description
9:30 – 10:00	<b>Understanding AI Engines</b>  Key Insight: When people ask an AI a question, they aren't looking for a list of websites; they want a single, perfect answer. Your goal is to be the trusted source that AI quotes.
10:00 – 10:45	<b>Influencing AI Answers with LinkedIn</b>  Key Insight: AI cites LinkedIn more than almost any other platform because LinkedIn's domain authority is exceptionally high. Your posts and articles essentially ride that domain trust.
10:45 – 11:00	Break
11:00 – 11:45	<b>Building Authority Through Storytelling &amp; Engagement</b>  Key Insight: AI rewards consistency over mere popularity. It means showing up repeatedly on a specific topic matters far more than going viral once.
11:45 – 12:30	<b>Mastering Answer-First Content &amp; Information Gain</b>  Key Insight: To get mentioned by AI, you have to avoid fluff. You must answer immediately and share unique information that the AI can't easily find.