

# INTERNATIONAL PERSONALIZATION EXPO

February 24–27, 2026 ✦ Horseshoe Las Vegas



## Ai Generative Search AEO

Eddie Hill

# WHAT IS AEO?

## Answer engine optimization (AEO)

It is the process of creating and formatting your content so that AI answer engines can easily understand and readily surface it to answer user questions.



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# What's the Difference Between AEO and SEO?

## **SEO = Search Engine Optimization**

**Goal:** Rank higher in Google search results.

You optimize for: Keywords, backlinks, technical website performance, content depth, page authority, etc.

### **Outcome:**

Your website shows up as a **blue link** (or map result on Google or Bing).

## **AEO = Answer Engine Optimization**

**Goal:** Get mentioned *inside the answer* generated by AI.

You optimize for: clear, direct answers to questions, FAQs and structured content, reviews and reputation signals, citations and directory consistency, entity trust (Google Business Profile, BBB, etc.), schema/structured data

### **Outcome:**

Your business gets **recommended directly** by ChatGPT / Google AI / Perplexity.



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# What's the History of AEO?

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# RankBrain — a smarter ranking system

When we launched RankBrain in 2015, it was the first deep learning system deployed in Search. At the time, it was groundbreaking — not only because it was our first AI system, but because it helped us understand how *words* relate to *concepts*. Humans understand this instinctively, but it's a complex challenge for a computer. RankBrain helps us find information we weren't able to before by more broadly understanding how words in a search relate to real-world concepts. For example, if you search for "what's the title of the consumer at the highest level of a food chain," our systems learn from seeing those words on various pages that the concept of a food chain may have to do with animals, and not human consumers. By understanding and matching these words to their related concepts, RankBrain understands that you're looking for what's commonly referred to as an "apex predator."



# Neural matching — a sophisticated retrieval engine

Neural networks underpin many modern AI systems today. But it wasn't until 2018, when we introduced neural matching to Search, that we could use them to better understand how *queries* relate to *pages*. Neural matching helps us understand fuzzier representations of concepts in queries and pages, and match them to one another. It looks at an entire query or page rather than just keywords, developing a better understanding of the underlying concepts represented in them. Take the search “insights how to manage a green,” for example. If a friend asked you this, you'd probably be stumped. But with neural matching, we're able to make sense of it. By looking at the broader representations of concepts in the query — management, leadership, personality and more — neural matching can decipher that this searcher is looking for management tips based on a popular, color-based personality guide.



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# BERT — a model for understanding meaning and context

Launched in 2019, **BERT** was a huge step change in natural language understanding, helping us understand how *combinations of words express different meanings and intents*. Rather than simply searching for content that matches individual words, BERT comprehends how a combination of words expresses a complex idea. BERT understands words in a sequence and how they relate to each other, so it ensures we don't drop important words from your query — no matter how small they are. For example, if you search for “can you get medicine for someone pharmacy,” BERT understands that you're trying to figure out if you can pick up medicine for someone else. Before BERT, we took that short preposition for granted, mostly sharing results about how to fill a prescription. Thanks to BERT, we understand that even small words can have big meanings.

The logo features the word "Google" in its multi-colored font above the word "BERT" in large, bold, block letters. The letters are colored: B (red), E (yellow), R (green), and T (blue). The background is a light gray network of lines and nodes, with small "G" icons at the nodes.

Google  
**BERT**



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# MUM — moving from language to information understanding

2022

In May, we introduced our latest AI milestone in Search — [Multitask Unified Model](#), or MUM. A thousand times more powerful than BERT, MUM is capable of both understanding and generating language. It's trained across 75 languages and many different tasks at once, allowing it to develop a more comprehensive understanding of information and world knowledge. MUM is also multimodal, meaning it can understand information across multiple modalities such as text, images and more in the future.

MUM has the potential to transform how Google helps you with complex tasks. MUM uses the [T5 text-to-text framework](#) and is 1,000 times more powerful than [BERT](#). MUM not only understands language, but also generates it. It's trained across 75 different languages and many different tasks at once, allowing it to develop a more comprehensive understanding of information and world knowledge than previous models. And MUM is multimodal, so it understands information across text and images and, in the future, can expand to more modalities like video and audio.



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Jun 05, 2025

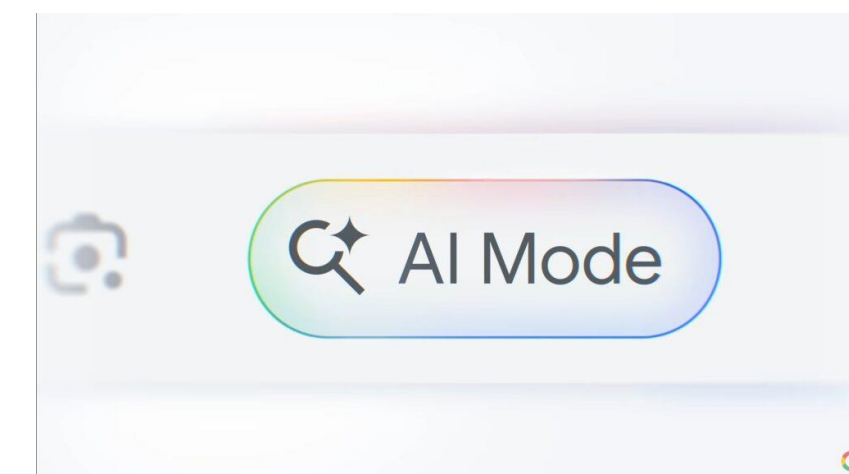
AI Mode is our most powerful AI search, which we're rolling out in the U.S. Here's how we brought it to life (and your fingertips).

# AI to revolutionize **how you ask questions** in Search and explore the web

June 2025

**We shared a closer look inside AI Mode.** AI Mode is our most powerful AI search, and this month we shared how we brought it to life (and your fingertips) in a look at the history of its development.

**We introduced a new way to search with your voice in AI Mode.** Search Live with voice lets you talk, listen and explore in real time with AI Mode in the Google app for Android and iOS. That means you can now have free-flowing, back-and-forth voice conversations with Search and explore links from across the web, so you can multitask and do things like find real-time tips for a trip while you're packing for it. And with helpful transcripts saved in your AI Mode history, you can always revisit your searches and dive deeper on the web.



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# WHY Ai Generative Search Matters

- As of January of 2026, 45% of consumers now use AI tools like ChatGPT for local business recommendations, up from 6% one year ago. (650% increase)
- 75% of ChatGPT users use keyword-style local prompts to ask questions about local businesses.



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Award Masters Inc.  
https://www.awardmastersinc.com

### Award Masters Inc. Pensacola's Awards, Trophies, Plaques ...

CORPORATE AWARDS; SPORTS AWARDS; PROMOTIONAL ITEMS; PERSONALIZED GIFTS; NAME TAGS; ENGRAVING; INFO. Need help? Call Us 850-462-1178. sales@awardmastersinc.com. [Read more](#)

#### AI Overview

+6

For swimming medals in Pensacola, local options include [Award Masters Inc.](#) and [Southern Trophy](#), which offer various medals, trophies, and personalized awards for swim meets. [Crown Awards](#) also serves the area, providing a wide selection of swimming medals with free engraving on qualifying orders.

#### Local and Regional Suppliers:

- **Award Masters Inc.:** Located in Pensacola, offering a wide selection of medallions, sports medals, and trophies.
- **Southern Trophy, LLC:** Provides specialized swimming medals and ribbons.
- **Crown Awards:** Known for serving the Pensacola community with a large variety of swimming awards, including medals and trophies.

#### Key Considerations:

- **Customization:** Most suppliers, such as Crown Awards and Award Masters, offer custom engraving to include event names or team logos.
- **Variety:** Options range from traditional gold, silver, and bronze medals to specific swim-themed designs.
- **Speed:** Some providers offer fast turnaround times for, especially for urgent, large orders.

**Award Masters Inc.**  
Pensacola's Awards,...



Award Masters Inc. \* TROPHIES,  
TROPHY CUPS & RESIN AWARDS...

Award Masters Inc.

**Medals & Ribbons -**  
Medallions - Swimming - ...



Medals & Ribbons - Medallions -  
Swimming - Southern Trophy, LLC.

www.southern-trophy.com

Send feedback to Google

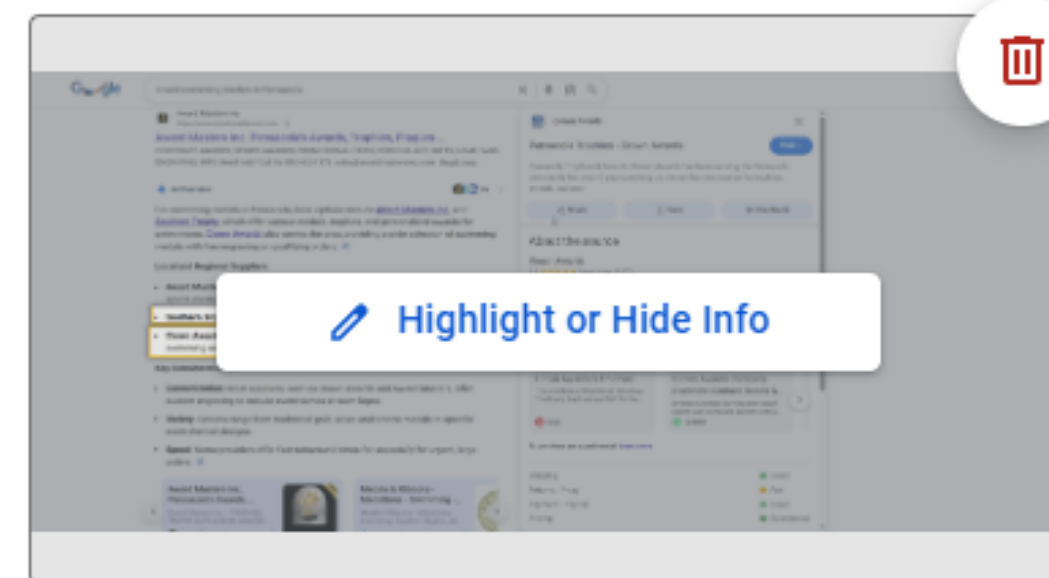


Describe your feedback (required)

This business is NOT in Pensacola and doesn't serve Pensacola.

Please don't include any sensitive information ?

Attached screenshot





Award Masters Inc. Pensacola Trophies, Awards & Engraving

Can they engrave gifts?

Yes, **Award Masters Inc.** specializes in engraving a wide variety of gifts and personal items beyond traditional trophies and plaques. They provide custom engraving on both items purchased from their stock and items brought in by customers.

### Engraving Capabilities

The shop uses a combination of five laser engravers, computerized diamond engravers, and engraving routers to personalize materials including **wood, metal, glass, crystal, and plastic.**

- **Common Gift Items:** They regularly engrave pocket knives, watches, bracelets, pens, jewelry boxes, and ornaments.
- **Specialty Items:** Their services extend to more unique items such as **urns, guns, and swords.**
- **Drinkware:** They stock and personalize hundreds of items like YETI-style tumblers, coffee mugs, and wine or whiskey decanters.
- **Full-Color Options:** For gifts where traditional engraving isn't preferred, they offer UV printing and sublimation to add full-color designs to hard substrates.

### Business Information

- **Address:** 2211 N Pace Blvd, Pensacola, FL 32505

Engraving, Laser Engraving, Gift Engraving. Award Masters has been engraving awards and gift item...

Award Masters Inc.

---

**Gift Items, Personalized Gifts - Award Masters**

We specialize in personalized gifts. We have hundreds in stock, such a...

Award Masters Inc.

---

**Gift Items, Personalized Gifts - Award Masters**

Gift Items, Personalized Gifts. ... We specialize in personalized gifts. We...

Award Masters Inc.

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**Award Masters, Inc. | Awards | Manufacturers**

\* About. Award Masters Inc. is Pensacola's larges...

Pensacola Chamb...

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**Award Masters, Inc. | Pensacola FL - Facebook**

Dec 30, 2025 — \* Need personalized gifts in Pensacola for clients,...

Facebook



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who is the best engraving company in Pensacola

Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★

AI Mode **All** Short videos Images Shopping Forums News More ▾

About 87,900 results (0.59s)

Results for **Pensacola, FL** · [Choose area](#) ⋮

### ◆ AI Overview

For engraving services in Pensacola, Florida, **Award Masters** is a highly recommended option, known for their large selection of awards, trophies, plaques, and personalized gifts. They also specialize in promotional products and offer various engraving options. Another well-regarded choice is Gulf Coast Custom Laser, which offers custom laser engraving and merchandise, and has received positive reviews. @

Here's a more detailed look at these options:

#### **Award Masters:**

- They are a well-established engraving shop in Pensacola, serving the area since 1981. @
- They offer a wide range of products, including awards, trophies, plaques, and corporate gifts, with a focus on personalization. @
- They also sell promotional products and handle various engraving needs. @
- [Yelp reviews](#) highlight their large selection and quality service. @



# The Foundation Steps to AEO

- **S** Structured data:
- **E** EEAT: Expertise, Experience, Authoritativeness, Trustworthiness
  - Edit Your Google Business Profile
- **A** Answers & Questions
- **R** Reviews
- **C** Citations
- **H** Helpful Content



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# S Structured data:

- Structured Data (Schema Markup)
- **Add schema markup** to help AI assistants understand and categorize your business information, products, services, and content.
- **Optimize Existing Content:** Restructure content to directly answer questions AI assistants are being asked. Focus on clear, authoritative answers rather than keyword stuffing.



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# Structured Data

## What Is Structured Data?

**Structured data is code added to your website that explains your content to machines in a standardized format.**

Humans read this:

“We offer custom awards, trophies, plaques, and laser engraving in Pensacola.”

Search engines read structured data like this:

Business Type: LocalBusiness

Category: Trophy Shop

Services: Engraving, Custom Awards

Location: Pensacola, FL

Phone: (850) 438-2124

Hours: Mon–Fri 9am–5pm

Rating: 4.9 stars

It removes ambiguity.

Instead of guessing what your page is about,

AI engines **know exactly what it represents.**



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# Structured Data

## Think of It This Way

SEO = helping Google rank you.

AEO = helping AI confidently say:

“Award Masters Inc. is an award and engraving shop in Pensacola that offers custom awards, plaques and personalized gifts.”

Structured data helps AI say that with confidence.

“If your website is a book, structured data is the table of contents and index. Without it, AI has to flip through pages. With it, AI instantly knows what’s important.”



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# Structured Data

- **S Structured data:**

## How to Actually Add Structured Data

There are 4 main ways:

### Option 1: Use a WordPress Plugin (Easiest)

If the site is WordPress:

Rank Math

Yoast SEO

Schema Pro



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# Structured Data

## How to Actually Add Structured Data

### Option 2: Use Google's Structured Data Markup Helper

<https://www.google.com/webmasters/markup-helper>

You:

Pick “Local Business”

Paste your page URL

Tag elements (name, address, etc.)

It generates JSON-LD code

You add it to your site



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# Structured Data

## How to Actually Add Structured Data

### Option 3: Add JSON-LD Manually

Example of LocalBusiness structured data:

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Award Masters Inc.",
  "image": "https://awardmastersinc.com/logo.jpg",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "2211 N Pace Blvd",
    "addressLocality": "Pensacola",
    "addressRegion": "FL",
    "postalCode": "32505",
    "addressCountry": "US"
  },
  "telephone": "(850) 438-2124",
  "url": "https://awardmastersinc.com/",
  "sameAs": [
    "https://www.facebook.com/awardmasters",
    "https://www.yelp.com/biz/award-masters-inc-pensacola"
  ]
}
</script>
```

This goes in the page header or footer.



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# E EAT: Expertise, Experience, Authoritativeness, Trustworthiness

- Expertise
- Experience
- Authoritativeness
- Trustworthiness



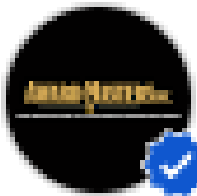
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
# E Edit Your Google Business Profile















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# Edit Your Google Business Profile

 **Your business on Google**  
2,104 customer interactions

Profile Strength  Complete Info 

-  **Edit profile** 
-  **Read reviews**
-  **Photos**
-  **Posts**
-  **Performance**
-  **Advertise**
-  **Edit products**
-  **Edit services**
-  **Pickup & deli...**
-  **Ask for revie...**
-  **Profiles**



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# Edit Your Google Business Profile

---

## Business category

Trophy shop **PRIMARY**

Engraver

Gift shop

Sign shop

Glass engraving service

Promotional products supplier



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# Edit Your Google Business Profile

## Description

Award Masters Inc. has been proudly serving Pensacola and the Emerald Coast since 1981. We are locally owned by Eddie and Tami Hill and we truly love our customers.

We specialize in creating custom recognition products and gifts for corporations, academics, athletics, and more. We have a huge selection of corporate awards, personalized gifts, and promotional products. Our state-of-the-art production facility includes laser engraving (CO2 & Fiber), Computerized gift engraving, sand blasting, sublimation, and UV Printing. We also have full design and graphic capabilities.

Award Masters. Inc prides ourselves on our commitment to quality workmanship and guarantees your satisfaction. Come see our showroom at 2211 Pace Blvd. (Pace & Bobe).

---

## Opening date

June 1, 1981



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# Edit Your Google Business Profile

## Phone number

(850) 462-1178

---

## Chat

sms:+18504621178

---

## Website

<https://awardmastersinc.com/>

---

## Social profiles

<https://www.instagram.com/awardmastersinc/>

<https://www.pinterest.com/AwardMastersPensacola/>

<https://www.youtube.com/@AwardMastersInc>

<https://www.facebook.com/AwardMastersInc>

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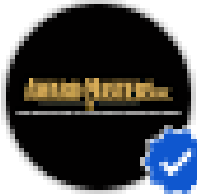
## Location and areas

### Business location

2211 N. Pace Blvd., Pensacola, FL 32505



# Edit Your Google Business Profile



Your business on Google

2,104 customer interactions

Profile Strength

Complete Info



Edit profile



Read reviews



Photos



Posts



Performance



Advertise



Edit products



Edit services



Pickup & deli...



Ask for revie...



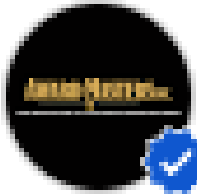
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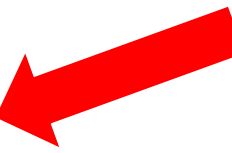
Edit profile



Read reviews



Photos



Posts



Performance



Advertise



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Pickup & deli...



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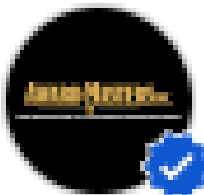
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## Your business on Google

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Edit profile



Read reviews



Photos



Posts



Performance



Advertise



Edit products



Edit services



Pickup & deli...



Ask for revie...



Profiles



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# Edit Your Google Business Profile

✓ Update Offer Event

Description

0/1,500

Schedule this post



Drag images and videos here

or

Select images and videos



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# Edit Your Google Business Profile



Your business on Google

2,104 customer interactions

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Advertise



Edit products



Edit services



Pickup & deli...



Ask for revie...



Profiles



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# Edit Your Google Business Profile

### Your performance on Google

Last 28 days vs previous period

Total clicks <sup>?</sup>  
**53**  
+10.4%

[View more](#)  
[Click trend](#)

3  
0  
Jan 20, 2026 Feb 16, 2026

● Total clicks, 7-day click average ● Previous period

### Your business on Google

Today vs 7 days ago

Total products <sup>?</sup>  
**3.8K**  
-1 [3 products need to be updated](#)

[View more](#)  
[Free local listings](#)

Approved	3.79K	+41	
Limited	0	-40	
Not approved	12	-2	
Under review	0	+0	

▨ 7 days ago ■ Today

### Ad campaigns

Performance of your ad campaigns will appear here.  
[Start advertising](#)

### Store quality <sup>?</sup>

[View more](#)

Overall quality	Return cost	Delivery time
Great	Incomplete <a href="#">Fix</a>	Fair



# Edit Your Google Business Profile



Your business on Google

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# Edit Your Google Business Profile

## Trophy shop

Primary category

### Gift Engraving

Personalize your gifts with our engraving services. We can engrave items you bring or select...



### Wood Engraving

Enhance wooden items with precision wood engraving. Ideal for plaques, awards, and gifts, ...



### Plastic Engraving

Our plastic engraving service offers durable personalization for trophies, signage, and prom...



### Glass Engraving

Add elegance to glassware with our glass engraving services. Perfect for awards and gifts, ...



### Laser Engraving

Utilize advanced laser technology for high-quality engraving on various materials. Ideal for i...



### Embroidery

Our embroidery services provide custom designs for apparel and accessories, adding a pers...



### Gift Personalization

Make your gifts memorable with our personalization options, including custom messages a...



### Graphic Design

Our graphic design services help bring your vision to life. Whether for personal projects or b...



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# The Foundation Steps to AEO

## A Answers & Questions –FAQs

If reviews make you *recommendable*,  
FAQs make you *quotable*.

And answer engines love quoting.



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# The Foundation Steps to AEO

## FAQs

Frequently Asked Questions (FAQ):

Q. Can you engrave a product I bring to you (customer-supplied items)?

A. YES! we can engrave almost anything. We have 5 different laser engravers, each are a different size and power. We also have computerized routers and diamond drag engravers. Call us or come by the store and let us handle all your engraving needs.

Q. What's your turnaround time?

A. Most standard items are completed in 3-5 business days. Larger quantity orders may take a little longer. If you need it the same day, we can usually accommodate you. We will hit your deadline.

Q. Do you have gifts you can personalize?

YES! We have hundreds of beautiful gifts we can personalize for you for any special occasion. Some are [listed here](#) on our website.

Q. How much does engraving cost?

A. Our minimum engraving order is \$15. If you have multiple items, the minimum is \$10 per item. (There are large volume discounts for 50+ items). The price will go up depending on the size of the engraving area. Eg. If you want us to laser engrave a large cutting board with your logo, the price would be based off the square inches of the engraving area. Call or come by the store and we can give you an exact price.



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# The Foundation Steps to AEO

## FAQs

Frequently Asked Questions (FAQ):

Q. Is there a set up fee?

A. No set up fee for text, (like if you wanted your name on a bible, knife, pen or keychain.) If you want a logo engraved, we have to convert it to the engraving format. There will be a small setup fee.

Q. What things can you engrave?

A. We can pretty much engrave any item that will fit in the engravers. (And one of our laser engravers is very large). We can also engrave VERY small things, down to 4-point font.

We can engrave, all types of metal, plastic, wood, glass, leather, etc. We can engrave most round items, (like tumblers and flashlights) with our rotary attachment.

We have engraved some strange things over the years, like ostrich eggs, elephant tusks, grains of rice, a pumpkin, a football, and a live bullet, though I don't recommend the last one). Bring us what you want engraved and we will make it happen.

Q. What can't you engrave?

A. About the only thing we can't engrave is the inside of rings. We also have trouble with items with REALLY thick lacquer. Some fancy urns have a thick lacquer coating that chips if we try to engrave it.



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# The Foundation Steps to AEO

## FAQs

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Q. What will the engraving look like? (Eg. dark, light, depth)

A. For obvious reasons, each material engraves differently. We can usually tell how an item will engrave once we look at it. But we have been surprised a few times.

As far as depth, we usually engrave it deep enough to look amazing. If you want a specific depth, we can usually accommodate you. (Like firearms need to be .003 inch and in a print size no smaller than 1/16 inch. )

Q. Will I get a proof before you engrave it?

A. Yes, if you would like to see the layout designed on your item, we are happy to send you a proof.

Q. Can I wait while you engrave it?

A. Yes. We have many customers who bring us very valuable items, and they want to stay with the item as it's being engraved. **YOU MUST SCHEDULE AN APPOINTMENT** with our production manager.

Q. Can you engrave a signature or someone's hand-written note?

A. Absolutely! When our kids were little, we would have them write a note to their teacher and we would engrave it on a gift. (VERY cool personalized gift)

We also sell signature stamps.



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# The Foundation Steps to AEO

## FAQs

Q. What type of file do you need for my artwork?

A. The best you have. We mostly work in vector. But we can convert any image to the correct format if you need us to. Engraving artwork should be in grayscale with all blends and shadows removed.

Q. Can you engrave a photograph?

A. YES! There is a special process we can convert any photograph to be engraved. The finished product depends on the contrast of the image you want engraved and the background. We can cut out the background if you would like.

Over the years we have engraved hundreds of memorials with photographs.

Q. Can you use my favorite font?

A. Yes! We love cool fonts, we have over 10k of them installed on our software. If we don't have it, we can usually get it.

Q. What if I want a different name on each item and I have A LOT of names?

A. We love those orders! Send the names over either in Excel or Word and we do what's called a "print merge", which will place all the different names on each item. **MAKE SURE ALL THE NAMES ARE SPELLED CORRECTLY.** We do not retype anything, they just import.

Q. Can you put color in the engraving?

A. Sometimes we can paint fill an item that was engraved. Most of the time we simply use our UV printer to put full color on any item.

Q. Can you personalize my gift in color?

A. Absolutely! We have a very high end UV printer than can print full color on any hard substrate. (This is NOT a vinyl sticker). UV printing is the most durable full color print process available.

We also use sublimation printing on some items to print full color.

It's a beautiful full color print that is transferred on to the item.

The downfall of sublimation is must be coated in polymer and it's doesn't have a UV protectant so it fades quickly in the sun.



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# The Foundation Steps to AEO

- **S** Structured data:
- **E** EEAT: Expertise, Experience, Authoritativeness, Trustworthiness
  - Edit Your Google Business Profile
- **A** Answers & Questions
- **R** Reviews
- **C** Citations
- **H** Helpful Content



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# The Foundation Steps to AEO

- R Reviews

Answer engines are obsessed with **trust + consensus.**



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# The Foundation Steps to AEO

- **R Reviews**

- 1. They validate reputation**

AI heavily weighs businesses with:

lots of reviews

high star ratings

consistent positive sentiment

A business with 4.8 stars and 300 reviews is simply safer to recommend than a business with 4 reviews.



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# The Foundation Steps to AEO

- **R Reviews**

## 2. They provide keyword + service context

This is HUGE.

**AI doesn't only look at star ratings — it reads the *words inside reviews*.**

Example review:

“They engraved our plaques same-day for a corporate event.”

That tells AI:

service: engraving

product: plaques

speed: same-day

use-case: corporate event

That business is now more likely to appear for prompts like:

“Need same-day corporate plaque engraving near me.”



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# The Foundation Steps to AEO

- **R Reviews**

## 3. Reviews help AI differentiate specialists

AI uses reviews to figure out what a business is *known for*.

So if 20 reviews mention:

“sports trophies”

“school awards”

“employee recognition plaques”

AI starts associating the business with those categories.

That is *exactly* how you become “the one that gets recommended.”



# The Foundation Steps to AEO

- **R Reviews**

## What Answer Engines Look for in Reviews

- ✓ **Review Quantity**

More reviews = more confidence.

- ✓ **Review Velocity (freshness)**

AI prefers businesses with recent reviews.

A business with 200 reviews but none in the last 18 months looks inactive.



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# The Foundation Steps to AEO

- **R Reviews**

## What Answer Engines Look for in Reviews

### **Review Detail**

Short review: “Great job!”

Detailed review: “They made custom acrylic awards for our Pensacola sales team in 2 days.”

Detailed reviews = **more usable AI text.**

### **Review Diversity**

AI likes reviews across:

Google

Yelp

Facebook

BBB

industry sites

That creates “cross-platform consensus.”



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# The Foundation Steps to AEO

- **R Reviews**

## Best Review Strategy for Local Small Businesses (AEO Style)

If you want to win answer engines, focus on:

**1. Get reviews weekly (not randomly)** Even 2–4 reviews per month consistently beats 30 reviews in one month and then nothing.

**2. Ask customers to mention:**

service performed, product type, city/location, turnaround time

Example prompt:

“If you can, mention what we made for you (trophy, plaque, engraving) — it really helps people find us.”

**3. Respond to every review**

Review responses are extra text for AI to analyze, and they reinforce keywords.



Choosing between these two local shops depends on the complexity of your project and your timeline. **Award Masters is a high-volume facility with extensive technical capabilities, while American Awards is often praised for its personal touch and ability to handle specialized or urgent requests.**

### Comparison Table: Custom Engraving Services

Feature	Award Masters Inc.	American Awards
Technical Capabilities	Extensive: Laser engraving, sandblasting, computer-driven diamond engraving, and UV printing.	Skilled custom work; noted for manual attention to detail and impeccable workmanship.
Specializations	Urns, guns, swords, watches, and a massive catalog of corporate/athletic awards.	High-quality plaques, shadow boxes, and specialized military awards.
Turnaround Time	Reliable for standard orders; 7-day lead times common for some items.	Highly responsive to "last-minute" needs; often capable of 24-hour turnaround for urgent jobs.
Customer Feedback	Mixed: Praised for quality and selection, but some reports of price discrepancies or technical limitations on difficult shapes.	Consistently high: Noted for "going above and beyond" and correcting mistakes made elsewhere.

# REVIEWS

Ai uses reviews to answer questions.



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# The Foundation Steps to AEO

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- **C Citations**
- **H** Helpful Content



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## The Foundation Steps to AEO

- C Citations

If reviews make your business **recommendable**,  
Citations make your business **findable**.



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# The Foundation Steps to AEO

## • C Citations

### Top 10 Citations for Local Businesses in 2026

- **Google Business Profile (GBP):** The most critical citation, directly influencing Google Gemini and the Local Pack.
- **Apple Business Connect (Apple Maps):** Powers Siri, Spotlight, and CarPlay; essential for reaching iPhone users.
- **Bing Places for Business:** Directly feeds Microsoft Copilot and Windows search ecosystems.
- **Yelp:** A high-authority source that feeds both Apple Maps and various voice assistants like Siri.
- **Facebook Business Page:** Acts as a dual social and business directory citation widely indexed by AI.
- **Better Business Bureau (BBB):** A major trust signal used by AI to verify business credibility.
- **Foursquare:** A primary data aggregator that pushes local information to thousands of other apps & AI systems.
- **Nextdoor:** Critical for hyper-local AI visibility and community-based verification.
- **Yellow Pages (YP.com):** A legacy directory that maintains high domain authority for AI reference.
- **LinkedIn Company Page:** Preferred by AI for B2B local services and establishing professional authority.



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# The Foundation Steps to AEO

## • C Citations

### 11-20 Citations for Local Businesses in 2026

- **Instagram Professional Profile:** Frequently cited in conversational AI queries related to lifestyle and retail.
- **[Data Axle](#):** A core data aggregator used by LLMs to cross-reference and confirm business facts.
- **Neustar Localeze:** Essential for distributing consistent NAP (Name, Address, Phone) data to the broader search ecosystem.
- **MapQuest:** Still widely cited for location and navigation-based AI queries.
- **Angi (formerly Angie's List):** The top citation for home service providers like plumbers and contractors.
- **TripAdvisor:** Essential for hospitality, dining, and attraction-based businesses.
- **Manta:** A high-authority small business directory often used in AEO data sets.
- **MerchantCircle:** Designed for local small business connectivity and frequently indexed by search bots.
- **Superpages:** A reliable general directory that supports broad citation coverage.
- **Local Chamber of Commerce:** Highly trusted by AI models for regional authority and physical verification.

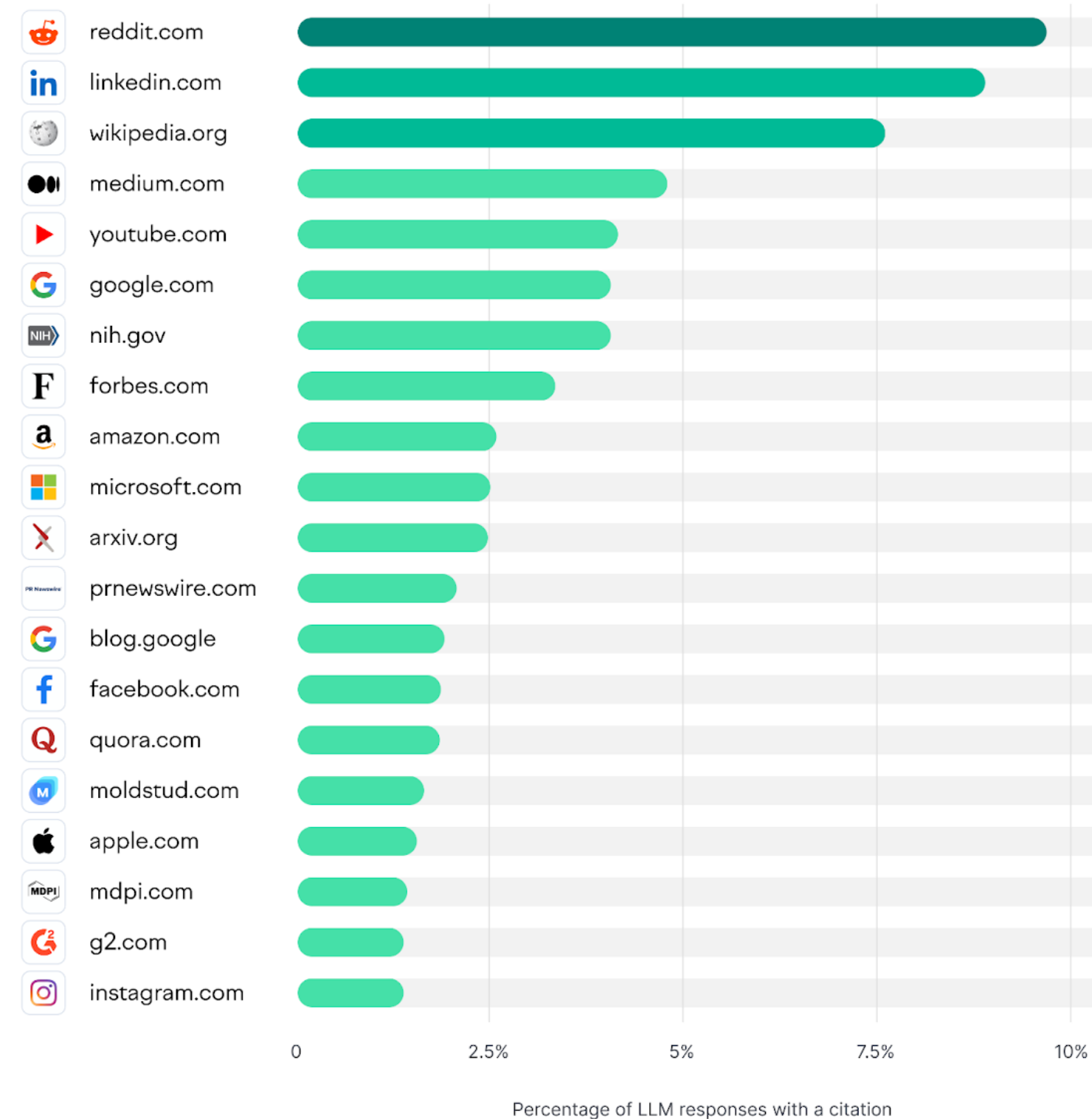


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# The Foundation Steps to AEO

- C Citations

## Top Cited Domains on LLMs (ChatGPT, Google AI Mode, Perplexity): October 2025



Based on a Semrush study of 230K prompts conducted in October 2025

## Who is the best award shop in Pensacola

Thought for 14s >

If you want the **best all-around, walk-in/local** award shop in Pensacola, **Award Masters Inc.** is the safest pick.

Why:

- They explicitly focus on **employee recognition/corporate awards** (exactly what “years of service” usually is). [Award Masters L... +1](#)
- They've been operating since the **early 1980s** and are **BBB accredited** (signals stability and a long track record). [Award Masters L... +1](#)

[chamberofcommerce.com](#)

**Best Trophy Shop in Pensacola, FL - Chamber of Commerce**

May 29, 2021 — Find the best Trophy Shop in Pensacola, FL. Search Pensacola, FL Trophy Shop to...

[YP](#) [yellowpages.com](#)

**Best 12 Trophies Plaques Medals in Pensacola, FL with Reviews | The ...**

Trophies Plaques Medals in Pensacola on YP.com. See reviews, photos, directions, phone numbers and...

[YP](#) [yellowpages.com](#)

**US Awards - Pensacola, FL 32534 - The Real Yellow Pages**

Get reviews, hours, directions, coupons and more for US Awards. Search for other Trophies, Plaques &...

[YP](#) [yellowpages.com](#)

**Best 9 Engraving in Pensacola, FL with Reviews | The Real Yellow Pages®**

Engraving in Pensacola on YP.com. See reviews, photos, directions, phone numbers and more for th...

[YP](#) [yellowpages.com](#)

**Award Masters Inc. - Pensacola, FL 32505 - The Real Yellow Pages**

Get reviews, hours, directions, coupons and more for Award Masters Inc.. Search for other Trophies,...

[bbb.org](#)

**Award Masters, Inc. | BBB Business Profile | Better Business Bureau**

BBB Accredited since 10/9/1992. Trophies in Pensacola, FL. See BBB rating, reviews, complaints,...

[chamberofcommerce.com](#)

**Award Masters Inc. in Pensacola, FL 32505 - (850) 4...**

Award Masters Inc. located at 5353 N Palafox St, Pensacola, FL 32505 - reviews, ratings, hours, phon...



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chamberofcommerce.com  
**Best Trophy Shop in Pensacola, FL - Chamber of Commerce**  
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yellowpages.com  
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Award Masters Inc. located at 5353 N Palafox St, Pensacola, FL 32505 - reviews, ratings, hours, phon...

trustburn.com  
**Truth About Us Awards INC. Is Us Awards INC the Right Choice?**  
Read reviews of Us Awards INC. Write and share your personal story. Your experience will help others ma...

crownawards.com  
**Pensacola Trophies | Pensacola Awards | Pensacola Plaques**  
Pensacola Trophies & Awards Crown Awards has been serving the Pensacola community for over 40...

youtube.com  
**Award Masters Inc. Celebrates Wonderful 5 Star Review by John N**  
Pensacola's Largest Award shop. Selling top-quality Trophies, Plaques, Crystal Awards, Acrylic Awards,...

loc8nearme.com  
**AWARD MASTERS INC. PENSACOLA TROPHIES & AWARDS - Pensacola FL - Hours ...**  
Award Masters Inc. Pensacola Trophies & Awards at 2211 N Pace Blvd, Pensacola FL 32505 - hours,...

trophydepot.com  
**Pensacola, Florida Trophy Shop - Awards, Medals, Plaques & Trophies**  
Shop local trophy shops near Pensacola, Florida for trophies, awards, plaques, and medals - perfect for...

superpages.com  
**Award Masters Inc in Pensacola , FL - superpages.com**  
Get reviews, hours, directions, coupons and more for Award Masters Inc. Search for other Awards on...

superpages.com  
**Best 12 Trophies, Plaques & Medals in Pensacola, FL - superpages.com**  
Trophies Plaques Medals in Pensacola on superpages.com. See reviews, photos, directions,...

themugsusa.com  
**Award Masters Inc. Pensacola Trophies & Awards - shop.themugsusa.com**  
Award Masters Inc. has been proudly serving Pensacola and the Emerald Coast since 1981. We are...

dandb.com  
**U.S. Awards, Inc. - Pensacola , FL - Business Profile**  
Find the U.S. Awards, Inc. business profile in Pensacola , FL at DandB.com. Explore the Credibility...

manta.com  
**US Awards Pensacola FL, 32534 - Manta.com**  
Get information, directions, products, services, phone numbers, and reviews on US Awards in Pensacola,...

ligna.io  
**Award Masters Inc. Pensacola Trophies, Awards & Engraving**  
About Award Masters Inc. Pensacola Trophies, Awards & Engraving Award Masters Inc. has been...

yahoo.com  
**Award Masters in Pensacola, FL - Reviews, Hours, and Contact Details**  
Read customer reviews and get hours of operation and contact information for Award Masters, a (n)...

tripod.com  
**U. S. Awards, Inc.**  
In 1993 we sold the trophy business in Virginia Beach and relocated to Pensacola, FL with the intention of...

dnb.com  
**U.S. AWARDS, INC. Company Profile | Pensacola, FL | Competitors ...**  
Find company research, competitor information, contact details & financial data for U.S. AWARDS,...

botw.org  
**Award Masters, Inc. - Pensacola, FL 32505 - Best of the Web**



# The Foundation Steps to AEO

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# The Foundation Steps to AEO

## H Helpful Content

### Help (Be Actually Helpful)

“The businesses that help the most get mentioned the most.”

This is the secret sauce, most businesses skip this.

AI prefers businesses that:

Educate

Explain

Compare

Guide

Clarify



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# The Foundation Steps to AEO

## H Helpful Content

- ✓ Publish guides and how-to content
- ✓ Create pricing explanation pages
- ✓ Write comparison articles
- ✓ Share wording examples (plaques, awards, etc.)
- ✓ Post educational videos
- ✓ Answer real customer questions online (Reddit, Wikipedia, Facebook, LinkedIn)



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# The S.E.A.R.C.H. Framework

## How Local Small Businesses Win in AI Generative Search

Generative search engines (ChatGPT, Google AI, Gemini, Perplexity, Bing Copilot) don't just rank websites — they **recommend businesses**. If you want your business to be mentioned, optimize for recommendation using:

### S — Structured Data

#### Make AI understand what you are.

- ✓ Add LocalBusiness schema
- ✓ Add Service + Product schema
- ✓ Add FAQ schema
- ✓ Keep Name, Address, Phone consistent (NAP)
- ✓ Use clear, specific service pages

#### Why it matters:

Structured data makes your business machine-readable and easier to classify and recommend.

### E — Establish Authority (E-E-A-T)

#### Be credible everywhere.

- ✓ Fully complete Google Business Profile
- ✓ Add products & services to GBP
- ✓ Upload real photos regularly
- ✓ Show certifications, licenses, and years in business
- ✓ Add team bios and proof of experience
- ✓ Earn local backlinks (Chamber, schools, community sites)

#### Why it matters:

AI recommends businesses it trusts.



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## A — Answers & Questions

### Be quotable.

- ✓ Add FAQs to every service page
- ✓ Write answers in short, clear paragraphs
- ✓ Include pricing ranges and timelines
- ✓ Use question-style headings
- ✓ Implement FAQ schema markup

#### Why it matters:

Answer engines pull structured Q&A blocks directly into responses.

## R — Reviews

### Be recommendable.

- ✓ Get reviews consistently (every month)
- ✓ Encourage customers to mention services + location
- ✓ Respond to every review
- ✓ Maintain strong ratings across platforms
- ✓ Build reviews on Google, Yelp, Facebook, etc.

#### Why it matters:

Reviews provide trust signals and real-world proof that AI can analyze.

## C — Citations

### Be consistent across the web.

- ✓ Google Business Profile
- ✓ Apple Maps
- ✓ Bing Places
- ✓ Yelp
- ✓ BBB
- ✓ Chamber of Commerce
- ✓ Industry directories
- ✓ Fix duplicate or outdated listings

#### Why it matters:

AI cross-checks multiple sources before making recommendations.

## H — Helpful Content

### Be genuinely useful.

- ✓ Publish guides and how-to content
- ✓ Create pricing explanation pages
- ✓ Write comparison articles
- ✓ Share wording examples (plaques, awards, etc.)
- ✓ Post educational videos
- ✓ Answer real customer questions online

#### Why it matters:

The businesses that help the most get mentioned the most.



# where can i buy soccer trophies in Pensacola fl

## Where to buy soccer trophies in Pensacola, FL

Here are a few options for purchasing soccer trophies in Pensacola, FL:

- [Award Masters Inc. Pensacola Trophies, Awards & Engraving](#): Located at 2211 N Pace Blvd, this locally owned store specializes in custom recognition products, corporate gifts, and engraving. They are known for making great trophies and getting the job done quickly, with a rating of 4.6 stars based on 56 user reviews. They are open Monday to Friday from 9 AM to 5 PM and closed on weekends.
- [Gulf Coast Trophies](#): Situated at 6700 US-98, this store offers trophies, sportswear, and name tags. They are known for prompt service, earning a 4.8-star rating from 38 user reviews. They are open Monday to Friday from 9 AM to 4 PM and closed on weekends.
- [American Awards](#): Located at 201 N Navy Blvd, they provide engraving, screen printing, embroidery, trophies, framing, and plaques. American Awards is a comprehensive provider of awards and recognition products and offers a diverse selection including trophy cups and scholastic awards. They are open Tuesday to Friday from 10 AM to 5 PM and closed Saturday, Sunday, and Monday.
- [West Florida Trophies](#): While located in Milton, FL (about 16.7 miles from Pensacola), they specialize in awards and trophies. They have a 4.9-star rating based on 16 user reviews and are open Monday to Friday from 9 AM to 5 PM, closed on weekends.
- [Write Away Engraving & Vinyl](#): Located at 5712 Ventura Ln, they offer engraving and vinyl services. They have a 5-star rating based on 9 user reviews and are open Monday to Friday from 9 AM to 4 PM, closed on weekends. @



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## I need employee awards in Pensacola

Here are some great local options in the Pensacola area where you can get *employee awards* — trophies, plaques, recognition pieces and more: [Yellow Pages](#)

### 🏆 Top Local Award & Trophy Shops

- **Award Masters Inc. Pensacola Trophies, Awards & Engraving** – Classic and highly-rated local awards shop that does corporate awards, employee recognition awards, plaques, acrylic & crystal awards, trophies, medals, engraving and promotional gifts. They've been serving Pensacola for decades and can work with custom requests. [Award Masters I...](#)
- **Gulf Coast Trophies** – Well-reviewed local trophy shop with great customer feedback — ideal for employee awards, custom trophies, plaques, medallions, and more. [Yellow Pages](#)
- **Write Away Engraving & Vinyl** – Smaller local engraving and awards shop that can personalize plaques, awards and other recognition pieces — good option if you want custom engraving or unique award designs. [Superpages](#)
- **Benton's Trophies And Engraving** – Local trophy and engraving shop — another place worth calling for standard employee plaques and recognition awards. [Yellow Pages](#)
- **American Awards** – Offers awards, trophies and plaques — a solid local choice for employee recognition items if you prefer several options. [Yellow Pages](#)
- **Plastic Engraving** – In nearby Gulf Breeze with engraving and awards services — good if you want engraved plaques or acrylic awards. [Yellow Pages](#)



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I need employee awards in Pensacola

Volume: 0/mo | CPC: \$0.00 | Competition: 0 ★

### ◆ AI Overview

For employee awards in Pensacola, FL, local options include **Award Masters Inc.**, which specializes in custom photo plaques and, in conjunction with other suppliers like **Crown Awards**, provides trophies, crystal, and engraving services for employee recognition, retirements, and milestones. @

### Local Pensacola Award Providers:

- **Award Masters, Inc.:** Known for custom photo plaques, and a wide selection of trophies and glass/crystal awards suitable for corporate recognition.



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**A** Award Masters Inc.  
https://www.awardmastersinc.com

**Award Masters Inc. Pensacola's Awards, Trophies, Plaques ...**  
CORPORATE AWARDS; SPORTS AWARDS; PROMOTIONAL ITEMS; PERSONALIZED GIFTS; NAME TAGS; ENGRAVING; INFO. Need help? Call Us 850-462-1178. sales@awardmastersinc.com. [Read more](#)

AI Overview

+6

For swimming medals in Pensacola, local options include [Award Masters Inc.](#) and [Southern Trophy](#), which offer various medals, trophies, and personalized awards for swim meets. [Crown Awards](#) also serves the area, providing a wide selection of swimming medals with free engraving on qualifying orders.

**Local and Regional Suppliers:**

- **Award Masters Inc.:** Located in Pensacola, offering a wide selection of medallions, sports medals, and trophies.
- **Southern Trophy, LLC:** Provides specialized swimming medals and ribbons.
- **Crown Awards:** Known for serving the Pensacola community with a large variety of swimming awards, including medals and trophies.

**Key Considerations:**

- **Customization:** Most suppliers, such as Crown Awards and Award Masters, offer custom engraving to include event names or team logos.
- **Variety:** Options range from traditional gold, silver, and bronze medals to specific swim-themed designs.
- **Speed:** Some providers offer fast turnaround times for, especially for urgent, large orders.

**Award Masters Inc. Pensacola's Awards,...**



Award Masters Inc. \* TROPHIES, TROPHY CUPS & RESIN AWARDS...

Award Masters Inc.

**Medals & Ribbons - Medallions - Swimming - ...**



Medals & Ribbons - Medallions - Swimming - Southern Trophy, LLC.

www.southern-trophy.com

Send feedback to Google

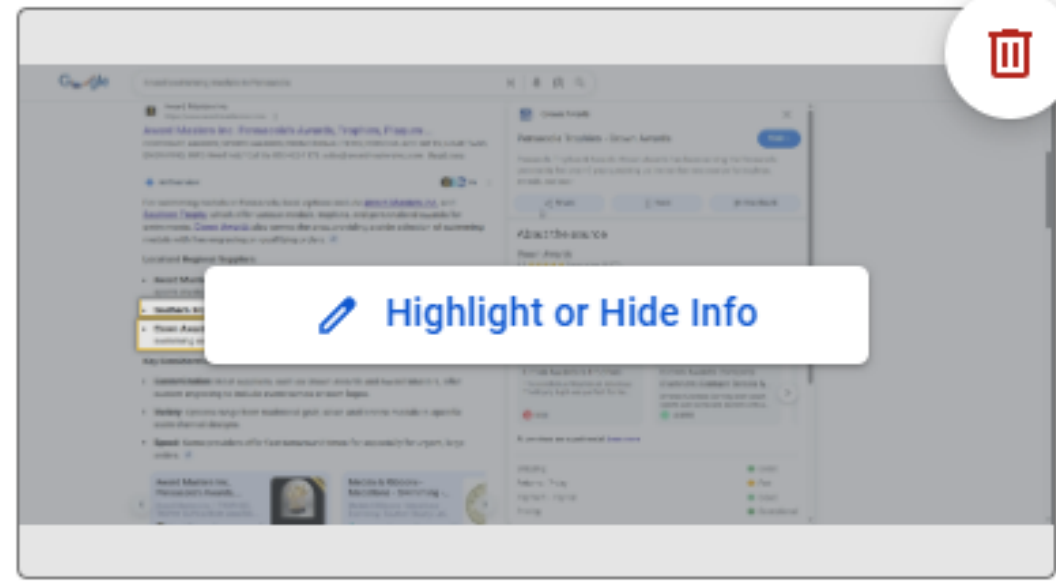
X

Describe your feedback (required)

This business is NOT in Pensacola and doesn't serve Pensacola.

Please don't include any sensitive information

Attached screenshot



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