



Certified Answer Engine Optimization Professional (CAEO)

Ten Sample Questions

These ten questions are written at the difficulty of the live exam. Six carry a figure, a data table, a configuration or a code listing; four are plain scenario questions, as on the live paper. Every one is a scenario a working answer engine optimization professional would meet, and none of them appears in the live question bank.

The live exam is multistage adaptive: how you score on one stage selects the difficulty of the next, so no two candidates sit the same paper. It is a performance-based exam: each form can carry up to 5 to 12 performance-based questions alongside the multiple-choice questions, which means you build, sequence or complete something rather than only choosing from a list. Answers and full explanations follow each question here; the live exam does not disclose item-level answers.

Question 1

Domain 1: AEO Foundations

DATA

Sarah Miller maps each term to its meaning, with one meaning missing.

Term	Meaning
SEO	Rank pages in results
AEO	(to choose)
Snippet	Short direct answer
Schema	Structured data markup

Table 1.1 Terms and meaning.

What does AEO aim to do?

- ☐ A Win the direct answer
- ☐ B Buy paid ad placement
- ☐ C Rank ads higher
- ☐ D Hide all content

Correct answer: A

Answer engine optimization shapes content so it wins the direct answer that an engine returns, such as a snippet or answer box. Buying ads, ranking ads, or hiding content are not the goal of AEO, which focuses on earning the spoken or shown answer.

Question 2

Domain 2: Answer Engines and SERP Features

DATA

James Carter reviews common result features, with one description missing.

Feature	What it shows
Featured snippet	Boxed direct answer
People also ask	Related question list
Knowledge panel	(to choose)
Local pack	Nearby map results

Table 2.1 Result features and content.

What does the knowledge panel show?

- ☐ A A login form
- ☐ B Random local news feed
- ☐ C Entity facts box
- ☐ D Ranked ads only

Correct answer: C

A knowledge panel gathers key facts about an entity, such as a person, place or brand, into one box beside the results. It is not a login form, an ad block, or a news feed, so the missing description is the entity facts box.

Question 3

Domain 3: Content for Answers

DATA

Emma Wilson maps each content element to its purpose, with one purpose missing.

Element	Purpose
Question heading	Mirror the user query
Short answer first	(to choose)
Bullet list	Break out the steps
FAQ section	Cover follow-up questions

Table 3.1 Content elements and purpose.

Why put a short answer first?

- ☐ A To hide the main topic
- ☐ B Give the snippet text

- ☐ C Add more ads
- ☐ D Slow the page down

Correct answer: B

Placing a short, clear answer near the top gives the engine the concise text it can lift into a snippet or answer box. Hiding the topic, adding ads, or slowing the page work against that goal, so the purpose is to give the snippet text.

Question 4

Domain 4: Structured Data and Schema

CONFIG

David Brown adds JSON-LD to mark up a frequently asked questions block.

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "What is AEO?"
  }]
}
```

Listing 4.1 FAQ structured data.

Which schema type marks this block?

- ☐ A Article
- ☐ B Product
- ☐ C LocalBusiness
- ☐ D FAQPage

Correct answer: D

The @type value of FAQPage tells engines that the block is a set of questions and answers, which can earn rich results. Article, Product and LocalBusiness describe other content, so FAQPage is the correct type for this markup.

Question 5

Domain 5: Voice and Conversational Search

CONFIG

Olivia Davis compares a typed query with the same query spoken aloud.

```
Typed:   aeo definition
Voice:   what is answer engine optimization
Trait:   longer natural phrasing
Trait:   often a full question
Trait:   wants one spoken answer
```

Listing 5.1 Voice versus typed queries.

How do voice queries usually differ?

- ☐ A Longer and spoken
- ☐ B Always just one word
- ☐ C Made only of images
- ☐ D Never a question

Correct answer: A

Voice queries tend to be longer and phrased as natural questions because people speak the way they talk. They expect a single spoken answer, so they are not one word, image based, or free of questions, which makes longer and spoken the best fit.

Question 6

Domain 6: Measurement and Optimization

DATA

Ava Thompson maps each metric to what it tracks, with one definition missing.

Metric	What it tracks
Answer coverage	Queries you can answer
Snippet share	(to choose)
Impressions	Times shown in results
Click through rate	Clicks per impression

Table 6.1 Metrics and meaning.

What does snippet share track?

- ☐ A Page load speed
- ☐ B Total monthly ad spend
- ☐ C Snippets you win
- ☐ D Server uptime

Correct answer: C

Snippet share tracks how many of the target queries return your content as the answer snippet. Load speed, ad spend and uptime measure other things, so the missing definition is the snippets you win.

Question 7

Domain 1: AEO Foundations

A site stuffs keywords and buys links but never answers the question users actually ask, so it wins some clicks but no answer boxes. What does AEO focus on instead?

- ☐ A More keyword stuffing
- ☐ B Buy more backlinks
- ☐ C Add pop-up ads
- ☐ D Answer the question

Correct answer: D

AEO earns direct answers by clearly answering the question a user asks, not by stuffing keywords or buying links. Those older tactics may draw clicks but do not win answer boxes, so the focus is answering the question well.

Question 8

Domain 2: Answer Engines and SERP Features

A team wants their content to appear inside the People Also Ask box on the results page. What content shape best fits that feature?

- ☐ A One giant paragraph
- ☐ B Clear Q and A pairs
- ☐ C Only stock images
- ☐ D A long video clip

Correct answer: B

The People Also Ask box surfaces short question and answer pairs, so content built as clear questions with concise answers fits it well. A single long paragraph, images alone, or a video do not map to that question and answer shape.

Question 9

Domain 3: Content for Answers

An article buries its answer in the last paragraph after pages of history and background, so answer engines skip past it. What is the simplest fix?

- ☐ A Answer up front
- ☐ B Delete the article
- ☐ C Add more history
- ☐ D Hide the heading

Correct answer: A

Moving the answer up front gives the engine a concise response it can read and lift without digging through background. Deleting the article, adding more history, or hiding the heading do not solve the buried answer, so answering up front is the fix.

Question 10

Domain 6: Measurement and Optimization

After optimizing, a team wants to know whether they actually earn more direct answers over time. What should they track?

- ☐ A Office attendance
- ☐ B Number of emails
- ☐ C Snippet win rate
- ☐ D Font size choices

Correct answer: C

To judge whether optimization is working, the team should track the snippet win rate, meaning how often their content becomes the answer over time. Office attendance, email counts and font choices do not measure answer performance, so the win rate is the right metric.

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