AEO Fundamentals

Grzegorz Detmer

The bearer of this certificate is skilled in answer engine optimization, confirming the ability to build search strategies which drive visibility across traditional and AI-powered answer engines. They can evaluate how answer engines discover and surface content, measure brand visibility, and structure content to earn AI citations.

Valid from: Aug 24 2026 - Sep 22 2028

Certification code: adde22c0b15c4a5ca95cfb28d782602f

HubSpot Academy

CEO Yamini Rangan