

Grant Marketing President Bob Grant Earns HubSpot Certificate in AEO Fundamentals

New answer engine optimization (AEO) expertise strengthens Grant Marketing's ability to help B2B companies increase visibility across AI-powered answer engines

BOSTON, MA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- Grant Marketing, a [Boston-based B2B marketing agency](#), today announced that its president, Bob Grant, has earned a Certificate in AEO Fundamentals from HubSpot, demonstrating skills in [answer engine optimization](#) and the development of search strategies designed to drive visibility across both traditional search engines and AI-powered answer engines.



Bob Grant, Grant Marketing President

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Answer engine optimization represents an increasingly important evolution in digital marketing. As buyers expand their research beyond conventional search engines to AI-powered platforms and answer engines, businesses need to consider how their content ranks in search results with how effectively their expertise, products, services, and brand information can be discovered, understood, and surfaced in AI-generated answers.

The [HubSpot AEO Fundamentals](#) certificate confirms Grant's ability to apply AEO principles to search strategy and content development, helping organizations adapt their digital presence to this changing discovery

environment.

“Search behavior is evolving rapidly as AI becomes a more important part of how people research companies, products, technologies, and potential suppliers,” said Grant. “AEO adds

another dimension to a strong search strategy. Our goal is to help clients create authoritative, useful content that performs well in traditional search while increasing their opportunity to be discovered through AI-powered answer experiences.”

For B2B and manufacturing companies in particular, the shift has significant implications. Engineers, purchasing professionals, operations leaders, and other decision-makers increasingly rely on digital research before engaging with a supplier. Ensuring that technically accurate and authoritative company information can be found across multiple search and answer environments is becoming an important component of digital visibility and demand generation.

Grant Marketing incorporates AEO principles into its broader digital marketing and search strategies, including website content, SEO, thought leadership, technical content, frequently asked questions, and other digital resources designed to address the questions prospective customers ask during the buying process.

The certification builds upon Grant Marketing’s experience helping B2B organizations develop integrated marketing strategies that connect brand visibility, digital marketing, content, lead generation, and sales growth.

About Grant Marketing

Grant Marketing is a Boston, Massachusetts-based B2B marketing agency focused on helping manufacturing and industrial companies build stronger brands, generate qualified opportunities, and support long-term revenue growth. The agency provides strategic marketing, branding, digital marketing, content, search, and lead-generation services designed around the complex buying cycles of B2B organizations.

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