The SPARK Framework Author Lane Houk Outlines Answer Engine Optimization as Lane Houk Reviews Highlight Client Results in AI Search

Book offers a month-by-month AI search roadmap; testimonials from agency leaders and Stewart Schaffer add first-hand perspective

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Author and U.S. Army veteran Lane A. Houk is drawing attention to answer engine optimization (AEO), the practice of structuring a brand's information so AI-powered search tools can cite it as an answer. Houk's book, The SPARK Framework™, lays out his approach, and recently published Lane Houk reviews from clients and a former enterprise executive describe how agencies and businesses have applied his guidance.

According to Houk's author page, the book is subtitled The Complete Guide to Answer Engine Optimization and provides a month-by-month roadmap for businesses adapting to AI-powered search. The book is available on Amazon.

What Is Answer Engine Optimization?

Answer engine optimization focuses on how AI assistants and AI-generated search results select and summarize sources. Google publishes guidance for site owners on AI features in Google Search, and recommends helpful, reliable, people-first content as a foundation.

How Does The SPARK Framework Approach AI Search?

Houk's author page states that the framework treats AI search visibility as a systematic process instead of a one-time ranking effort, organizing the work into a month-by-month plan.

What Topics Does Lane Houk Write About Besides the Book?

The author page lists articles on white label generative engine optimization (GEO) for Google's AI-generated results, entity-based SEO and Google's Knowledge Graph, and white label AEO services for marketing agencies.

What Experience Does Lane Houk Bring to AI Search Strategy?

Houk's site lists more than 27 years of experience. He trained as a combat medic and practical nurse during U.S. Army service from 1993 to 1997, and later built a career in digital marketing, with a focus on SEO for multi-location enterprises in the Google ecosystem. He is a Level 7 Google Local Guide.

Which Companies Does Lane Houk Lead Today?

He is listed as CEO and Managing Partner of Quantum Agency, a white label marketing agency, and Co-Founder and CEO of Franchise AiQ™. He also founded Grizzled CMO and The Marketing Center of Excellence and serves as Lead Instructor at SEO Success Academy. His professional history is also available on LinkedIn.

What Happened With Signal Genesys?

Houk founded Signal Genesys, a web presence platform for agencies, in 2018. According to his site, the company was sold to Search Atlas Group in 2024.

What Do Lane Houk Testimonials Say About His AI Search Work?

Client testimonials on the Lane Houk client reviews page reference his AI search guidance directly. Michael Torres, Digital Marketing Director, wrote: "Lane's insights on AI search and AEO are ahead of the curve. The SPARK Framework has completely changed how we approach content strategy for our clients."

What Does Stewart Schaffer Say in His Video Testimonial?

A new video, "Lane Houk Reviews | Stewart Schaffer Testimonial," was published on Houk's YouTube channel. Houk's team describes Schaffer as a seasoned veteran and former C-level executive at multiple large enterprises.

Open embedded mediaHow Do Agency Owners Describe Working With Lane Houk?

Josh Nelson, CEO of Triton Commerce, wrote that Houk's "ability to help agencies scale is remarkable." Jennifer Walsh, CMO of a regional brand, wrote that his "depth of experience across SEO, AI, and digital marketing is genuinely impressive."

What Does Lane Houk Say About AI Search?

"I wrote The SPARK Framework because the agencies and business owners I work with kept asking the same question: how do we show up when people ask an AI tool instead of typing a search?" said Lane Houk. "I don't have every answer, but I've tried to share what I've learned in a way people can actually put to work, one month at a time."

Where Can Readers Learn More?

The full collection of testimonials, including the Stewart Schaffer video, is summarized in the recent testimonials announcement. Readers can find The SPARK Framework on Amazon and contact Houk's office in Bigfork, Montana.

About Lane Houk

Lane A. Houk is a serial entrepreneur, author and AI strategist based in Bigfork, Montana, with more than 27 years of experience. A U.S. Army veteran, he is CEO and Managing Partner of Quantum Agency, Co-Founder and CEO of Franchise AiQ, Founder of Grizzled CMO and The Marketing Center of Excellence, and Lead Instructor at SEO Success Academy. He founded Signal Genesys, which was sold to Search Atlas Group in 2024, and wrote The SPARK Framework™. Learn more at Lane Houk.

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