

BUILD AI Brand Visibility in the New Answer Economy

Your Roadmap to Brand Visibility in the Age of AI-Powered Search

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Executive Summary

This guide helps your business become visible when potential customers ask AI assistants for recommendations, information, or solutions. Instead of typing searches into Google and clicking through websites, consumers increasingly ask ChatGPT, Gemini, Perplexity, and other AI tools direct questions. These tools synthesize information from limited sources to provide one answer - not ten blue links.

The Critical Shift: If your business isn't part of that single answer, you're invisible to that customer.

This Guide Provides:

- Assessment tools to measure your current AI visibility
- Three implementation paths based on your available resources
- Specific technical steps with named tools and vendors
- Industry-specific strategies
- A 30-day action plan with measurable outcomes

Understanding the Shift

What's Happening

Traditional Search (2000-2024):

- User searches Google: "best pizza Louisville"
- Google shows 10 website links
- User clicks through multiple sites
- User makes decision

AI-Powered Search (2024-Present):

- The user asks ChatGPT, Claude, or Gemini: "What's the best pizza place in Louisville for families?"
- AI provides ONE synthesized answer with 1-2 recommendations
- User never visits any website
- Decision made based on AI's response

Why This Matters

- 600 million+ monthly users across AI platforms (ChatGPT, Claude, Gemini, Perplexity combined)
- 60% of consumers report using AI chatbots for product research
- 34% decrease in website clicks when AI provides direct answers
- Zero-click searches becoming the norm - information consumed without visiting websites

The Opportunity

Unlike traditional SEO dominated by large companies with massive budgets, AI systems value:

- Clarity over domain authority
- Structure over backlinks
- Recency over age
- Specificity over generalization

This levels the playing field for smaller businesses that can move quickly.

Part 1: Assessment - Where You Stand Today

Overview

This section helps you establish a baseline measurement of how AI systems currently perceive and present your business. You'll test real queries across multiple platforms and score your visibility.

The 5-Minute Visibility Test

Step 1: Define Your Test Queries

Select 5 queries from each category that customers might ask:

Informational Queries:

- "What is [your service/product]?"
- "How does [your process] work?"
- "What are the benefits of [your solution]?"

Commercial Queries:

- "Best [your industry] in [your city]"
- "How much does [your service] cost?"
- "[Your service] pricing comparison"

Brand Queries:

- "[Your company name] reviews"
- "Is [your company] reliable?"
- "[Your company] vs [competitor]"

Local Queries:

- "[Your service] near me"
- "Emergency [your service] [your city]"
- "[Your service] open now"

Step 2: Test Across Platforms

For each query, test on:

- ChatGPT (chat.openai.com)
- Claude (claude.ai)
- Google (look for AI Overview box at top)
- Perplexity (perplexity.ai)
- Gemini (gemini.google.com)
- Microsoft Copilot (copilot.microsoft.com)

Step 3: Score Your Results

For each query/platform combination:

- Named prominently: 3 points
- Named but not featured: 2 points
- Website cited as source: 1 point
- Not mentioned: 0 points
- Wrong information given: -2 points

Your Baseline Score: ____ / 360 (20 queries × 6 platforms × 3 max points)

Assessment Worksheet

Query	ChatGPT	Claude	Google AI	Perplexity	Gemini	Copilot	Notes
Example: "Best dentist in Louisville"	0 (not mentioned)	0	2 (named)	1 (cited)	0	0	Competitor mentioned first

Competitive Analysis

Test the same queries for your top 3 competitors:

Competitor	Total Score	Strengths	Weaknesses

Part 2: Strategy - Three Paths Forward

Overview

Based on your available resources (time, budget, expertise), choose one of three implementation paths. Each builds on the previous, so you can start with Quick Wins and scale up over time.

Path 1: Quick Wins (2-4 hours/week)

Investment Required:

- Time: 2-4 hours weekly
- Budget: \$0-50/month
- Expertise: Basic computer skills

Focus Areas:

1. Google Business Profile Optimization
 - Complete all fields (100% completion)
 - Add 20+ photos with captions
 - Post weekly updates
 - Respond to all reviews within 48 hours
2. Basic Content Creation
 - Add FAQ section with 10-20 questions
 - Create one comprehensive guide monthly
 - Add "Summary" boxes to existing pages

3. Local Directory Consistency

- Fix Name/Address/Phone on top 10 directories
- Claim Bing Places for Business
- Update Apple Maps listing

Expected Results: 20-30% improvement in local AI mentions within 60 days

Path 2: Standard Implementation (1-2 days/month)

Investment Required:

- Time: 1-2 days monthly
- Budget: \$100-500/month
- Expertise: Comfortable with website editing

Everything from Path 1, plus:

1. Schema Markup Implementation

- LocalBusiness schema
- FAQ schema
- Product/Service schema
- Organization schema

2. Content Restructuring

- Rewrite top 10 pages for AI readability
- Add structured Q&A sections
- Create topic clusters

3. llms.txt File Creation

- List 20-30 authoritative pages
- Update monthly
- Include clear descriptions

4. Basic Monitoring

- Weekly AI query testing
- Monthly competitor analysis
- Quarterly content audits

Expected Results: 40-60% visibility improvement within 90 days

Path 3: Competitive Advantage (Dedicated team/consultant)

Investment Required:

- Time: 20+ hours monthly or dedicated resource
- Budget: \$1,000-5,000/month
- Expertise: Marketing team or agency support

Everything from Paths 1 & 2, plus:

1. Advanced Content Strategy

- Original research and data
- Thought leadership program
- Video content with transcripts
- Podcast with show notes

2. Technical Infrastructure

- API data feeds for real-time information
- Dynamic schema generation
- AMP pages for mobile
- Progressive Web App features

3. Digital PR and Presence

- Wikipedia page (if eligible)
- Industry forum participation
- Reddit community engagement
- Guest expert contributions

4. Enterprise Tools

- LLMO monitoring platforms
- Automated schema deployment
- Content syndication networks
- Competitive intelligence systems

Expected Results: 70-90% visibility across priority queries within 6 months

Part 3: Implementation - Technical Requirements

Overview

This section provides the specific technical changes needed to make your website AI-friendly. These are not optional for Path 2 and above - they're foundational requirements.

Schema Markup Implementation

What It Is: Invisible code that labels your content so AI understands what it means (e.g., this number is a price, not a phone number).

Required Schema Types by Business:

All Businesses:

- Organization (company information)
- WebSite (site search, preferred URL)
- BreadcrumbList (site navigation)

Local Businesses Add:

- LocalBusiness (address, hours, service area)
- GeoCoordinates (exact location)
- OpeningHoursSpecification

E-commerce Add:

- Product (items you sell)
- Offer (pricing, availability)
- AggregateRating (reviews)
- ItemList (category pages)

Service Businesses Add:

- Service (what you offer)
- AreaServed (coverage area)
- PriceRange

Content Publishers Add:

- Article or BlogPosting
- Person (authors)
- VideoObject
- FAQPage
- HowTo

Free Schema Generators

1. RankRanger Schema Generator (rankranger.com/schema-markup-generator)
 - Supports: FAQ, Local Business, Product, Event, Article, Job Posting, Person
 - Features: Direct validation link to Google's tool
 - Best for: Beginners
2. Technical SEO Schema Generator (technicalseo.com/tools/schema-markup-generator)
 - Supports: 13+ schema types
 - Features: Clean interface, code preview
 - Best for: Technical users
3. AttRock Generator (attrock.com/schema-markup-generator)
 - Supports: All major types
 - Features: Both JSON-LD and RDFa formats
 - Best for: Flexibility needs
4. WebCode.tools (webcode.tools/structured-data-generator)
 - Supports: 13 types with visual preview
 - Features: Side-by-side code generation
 - Best for: Visual learners

llms.txt File Creation

What It Is: A plain text file at your website root that tells AI systems which pages contain your most important, accurate information.

Location: <https://yourdomain.com/llms.txt>

Format Markdown Example:

```
# YourCompany - AI Information Guide

> Authoritative pages for AI assistants, updated monthly

## About Us

- [Company Overview](https://yoursite.com/about): History, mission, leadership team
- [Press Kit](https://yoursite.com/press): Official facts, logos, media resources

## Products & Services

- [Service Catalog](https://yoursite.com/services): Complete list with descriptions
- [Pricing Guide](https://yoursite.com/pricing): Current rates and packages
- [Service Areas](https://yoursite.com/locations): Coverage maps and locations

## Knowledge Base

- [FAQ](https://yoursite.com/faq): Common questions with official answers
- [How It Works](https://yoursite.com/process): Step-by-step explanation
- [Terms of Service](https://yoursite.com/terms): Policies and guarantees

## Resources

- [Industry Guide](https://yoursite.com/guide): Expert advice and best practices
- [Case Studies](https://yoursite.com/results): Client success stories with data
- [Research Report](https://yoursite.com/research-2025): Original data and insights

Last updated: [Date]
```

Implementation Steps:

1. Create plain text file named "llms.txt"
2. List 20-30 most authoritative pages
3. Group by logical categories
4. Include one-line descriptions
5. Upload to website root
6. Update monthly or with major changes

NAP Consistency Audit

What It Is: Ensuring your business Name, Address, and Phone are identical everywhere online.

Critical Directories to Check:

1. Google Business Profile
2. Bing Places for Business
3. Apple Maps
4. Yelp
5. Facebook Business
6. LinkedIn Company Page
7. Yellow Pages (yp.com)
8. Better Business Bureau
9. Industry-specific directories
10. Local Chamber of Commerce

Common Inconsistencies to Fix:

- Street vs St.
- Suite vs Ste vs #
- Company Inc. vs Company, Inc. vs Company Incorporated
- Phone format: (502) 555-1234 vs 502-555-1234 vs 502.555.1234

Part 4: Content Optimization Framework

Overview

AI systems need content structured differently than humans. This framework shows you how to transform existing content and create new content that AI can easily understand, trust, and quote.

The CLEAR Method

C - Chunked: Break information into digestible pieces
L - Labeled: Use clear headings and markers
E - Explicit: State facts directly without ambiguity
A - Authoritative: Include credentials and dates
R - Referenceable: Make it easy to quote

Content Structure Template

Page Title (Clear, Descriptive)

Last Updated: [Date]

Author: [Name, Credentials]

Quick Summary (TL;DR)

[2-3 sentences with the key message]

Key Points

- Point 1 (complete thought)

- Point 2 (complete thought)

- Point 3 (complete thought)

Main Content

Subheading 1 (Question or Topic)

[Short paragraph - 2-3 sentences]

Key Takeaway: [One sentence summary]

Subheading 2 (Question or Topic)

[Short paragraph - 2-3 sentences]

The Bottom Line: [One sentence summary]

Frequently Asked Questions

Q: [Specific question]?**

A: [Direct, complete answer in 1-2 sentences]

Summary

In summary: [Main point in one sentence]

Before vs. After Example

Before (Traditional SEO):

"Many homeowners in the Louisville metropolitan area find themselves wondering about the various factors that influence the cost of residential plumbing services, which can vary significantly based on numerous considerations including but not limited to the complexity of the issue at hand."

After (AI-Optimized):

"Plumbing costs in Louisville: Emergency repairs cost \$150-500. Standard service calls run \$75-150. Major replacements range from \$500-5,000. These are 2025 average prices for residential customers."

Content Audit Checklist

For each important page, verify:

- ☐ Clear H1 that describes the page purpose
- ☐ Summary box at the top with key information
- ☐ Short paragraphs (2-4 sentences maximum)
- ☐ Bulleted lists for multiple items
- ☐ Numbered steps for processes
- ☐ "Key Takeaway" or "Bottom Line" callouts
- ☐ FAQ section with 5-10 questions
- ☐ Author byline with credentials
- ☐ Updated date visible
- ☐ Internal links to related content
- ☐ External links to authoritative sources
- ☐ Simple language (8th grade reading level)
- ☐ Specific facts not vague claims
- ☐ Complete information on single page

Part 5: Tools and Vendors Directory

Overview

Specific tools and services for implementing AI visibility strategies, organized by function and budget. Prices current as of 2025.

Free Tools (Essential Starting Points)

Schema Generators:

- Google Structured Data Markup Helper (free)
 -
 - URL: developers.google.com/search/docs/appearance/structured-data/markup-helper
 - Use for: Beginners, visual interface
 -
- Schema.org Generator (free)
 -
 - URL: technicalseo.com/tools/schema-markup-generator
 - Use for: Technical implementation

Testing Tools:

- Google Rich Results Test (free)
 - URL: search.google.com/test/rich-results
 - Use for: Validation before publishing
- Schema Markup Validator (free)
 - URL: validator.schema.org
 - Use for: Generic schema validation

Local Listing Management:

- Google Business Profile (free)
 - URL: business.google.com
 - Critical for local visibility

- Bing Places for Business (free)
 - URL: bingplaces.com
 - Often overlooked but important

Paid Tools (\$50-500/month)

WordPress Solutions:

- Yoast SEO Premium (\$99/year)
 - Features: Auto-generates llms.txt, schema automation
 - Best for: WordPress sites
- RankMath Pro (\$59/year)
 - Features: AI content analysis, schema templates
 - Best for: Technical WordPress users

Monitoring Platforms:

- Peec AI (\$50-200/month)
 - Features: AI visibility tracking, Slack alerts
 - Best for: Small to medium businesses
- LLMO Metrics (Free tier, \$99-499/month paid)
 - Features: Mention tracking, accuracy monitoring
 - Best for: Testing before committing

Enterprise Solutions (\$500-5000+/month)

Comprehensive Platforms:

- Goodie AI (Custom pricing, typically \$1000+)
 - Features: Full LLMO suite, 15-factor optimization
 - Best for: Enterprise brands

- Schema App (Custom pricing, \$500+)
 - Features: Automated deployment, template management
 - Best for: Large websites

SEO Platform Add-ons:

- Semrush (\$120-450/month)
 - Features: AI Visibility Reports added to SEO suite
 - Best for: Existing Semrush users
- Ahrefs (\$99-999/month)
 - Features: AI answer tracking filters
 - Best for: Competitive analysis

Specialized Services:

- Bluefish AI (Custom pricing)
 - Features: Direct data pipeline to AI providers
 - Best for: Brands needing data accuracy

Agency Partners

AI-First Agencies:

- daydream (Founded 2023)
 - Specialty: Full GEO/LLMO implementation
 - Services: Audit, implementation, monitoring
- Soar.sh
 - Specialty: Forum and community presence
 - Services: Reddit/Quora optimization for AI training data

Traditional Agencies with AI Capabilities:

- Most major digital agencies now offer AI optimization
- Ask: "Do you provide LLMO or GEO services?"
- Verify: Request case studies showing AI visibility improvements

Part 6: Industry-Specific Playbooks

Overview

Tailored strategies for different business types, including specific queries to target and content priorities.

Local Service Businesses

(Plumbers, HVAC, Electricians, Dentists, Lawyers, Accountants)

Priority Queries to Win:

1. "Best [service] near me"
2. "Emergency [service] [city]"
3. "[Service] cost in [city]"
4. "[Service] available now"
5. "How to choose a [service provider]"

Content Priorities:

1. Service area pages for each city/neighborhood
2. Detailed FAQ about common problems
3. Pricing transparency pages
4. Emergency service information
5. Licensing and certification pages

Quick Wins:

- Claim and optimize all local directories
- Add OpeningHoursSpecification schema
- Create "Emergency Services" page with clear availability
- Build neighborhood-specific landing pages

E-commerce and Retail

Priority Queries to Win:

1. "Best [product] for [use case]"
2. "Where to buy [product] locally"
3. "[Product] vs [competitor product]"
4. "[Product category] buying guide"
5. "[Brand] reviews"

Content Priorities:

1. Detailed product descriptions with specifications
2. Comparison charts and versus pages
3. Buying guides by use case
4. Customer review summaries
5. Inventory/availability data

Quick Wins:

- Implement Product schema with pricing
- Create category buying guides
- Add "In Stock" indicators with real-time data
- Build comparison tools

B2B and Professional Services

Priority Queries to Win:

1. "Best [service] for small business"
2. "[Service] pricing models"
3. "How to evaluate [service providers]"
4. "[Industry] solutions for [problem]"
5. "[Service] implementation timeline"

Content Priorities:

1. Industry-specific solution pages
2. ROI calculators and tools
3. Implementation guides
4. Case studies with metrics
5. Thought leadership content

Quick Wins:

- Create industry comparison guides
- Publish pricing transparency page
- Add Service schema with process details
- Build ROI/value calculators

Healthcare Providers

Priority Queries to Win:

1. "[Specialty] doctor near me"
2. "[Condition] treatment options"
3. "[Procedure] cost with insurance"
4. "Best [specialty] for [condition]"
5. "[Provider] accepts [insurance]"

Content Priorities:

1. Condition and treatment pages
2. Insurance and billing information
3. Provider credentials and specialties
4. Patient resources and education
5. Appointment availability

Quick Wins:

- Implement MedicalOrganization schema
- Create condition-specific landing pages
- Add insurance acceptance clearly
- Build provider profile pages

Restaurants and Food Service

Priority Queries to Win:

1. "Best [cuisine] in [city]"
2. "[Restaurant] menu prices"
3. "[Dietary restriction] friendly restaurants"
4. "[Restaurant] hours today"
5. "Restaurant with [feature] near me"

Content Priorities:

1. Complete menu with prices and descriptions
2. Dietary accommodation information
3. Hours and holiday schedules
4. Reservation/ordering options
5. Special events and features

Quick Wins:

- Add Menu schema with prices
- Create dietary guide pages (vegan, gluten-free)
- Update hours in real-time
- Add reservation links prominently

Part 7: Monitoring and Measurement

Overview

Track your progress with specific metrics and tools. What gets measured gets improved.

Key Performance Indicators (KPIs)

Primary Metrics:

1. AI Mention Share (AMS)
 - Formula: $(\text{Times mentioned} / \text{Total queries tested}) \times 100$
 - Target: 60% for priority queries
 - Measure: Weekly
2. AI Citation Share (ACS)
 - Formula: $(\text{Times cited as source} / \text{Total queries}) \times 100$
 - Target: 30% for priority queries
 - Measure: Weekly

3. Information Accuracy Score

- Formula: $(\text{Correct facts} / \text{Total facts mentioned}) \times 100$
- Target: 100% (critical)
- Measure: Weekly

Secondary Metrics:

4. Platform Coverage

- Count of AI platforms where you appear
- Target: 5+ out of 6 major platforms
- Measure: Monthly

5. Competitive Position

- Your mention rate vs. top 3 competitors
- Target: Lead in 50% of queries
- Measure: Monthly

6. Query Category Performance

- Breakdown by informational/commercial/local
- Target: Varies by business type
- Measure: Monthly

Tracking Template

Weekly AI Visibility Report

Date	Platform	Queries Tested	Times Mentioned	Times Cited	Accuracy Issues	Notes
	ChatGPT	20				
	Claude	20				
	Google AI	20				
	Perplexity	20				
	Gemini	20				
	Copilot	20				
Totals	120					

Calculations:

- AMS this week: ____%
- ACS this week: ____%
- Accuracy: ____%
- Change from last week: ____%

Monthly Competitive Analysis

Metric	Your Business	Competitor 1	Competitor 2	Competitor 3
AI Mention Share				
AI Citation Share				
Platform Coverage				
Top Ranking Queries				
Unique Advantages				

Red Flags Requiring Immediate Action

Monitor for these critical issues:

1. Incorrect Information
 - Wrong address, phone, hours
 - Outdated prices or services
 - False claims about your business
 - Action: Fix source, request corrections
2. Negative Positioning
 - Mentioned negatively or with warnings
 - Compared unfavorably to competitors
 - Associated with problems/complaints
 - Action: Address underlying issues, improve content
3. Complete Absence
 - Not mentioned for brand name searches
 - Missing from "near me" queries in your area
 - Competitors always mentioned instead
 - Action: Emergency optimization sprint

30-Day Action Plan

Overview

A day-by-day implementation schedule to establish your AI visibility foundation.

Week 1: Foundation (Days 1-7)

Day 1-2: Assessment

- ☐ Complete the 5-Minute Visibility Test
- ☐ Document baseline scores
- ☐ Identify top 3 competitors
- ☐ List 20 priority queries

Day 3-4: Local Presence

- ☐ Claim/verify Google Business Profile
- ☐ Complete 100% of profile fields
- ☐ Add 20+ photos with descriptions
- ☐ Claim Bing Places, Apple Maps

Day 5-7: Quick Fixes

- ☐ Audit NAP consistency (top 10 directories)
- ☐ Fix any incorrect information found
- ☐ Respond to all pending reviews
- ☐ Schedule weekly Google Posts

Week 2: Technical Implementation (Days 8-14)

Day 8-9: Schema Markup

- ☐ Generate Organization schema
- ☐ Generate LocalBusiness schema (if applicable)
- ☐ Generate FAQ schema for main pages
- ☐ Test all schema with Google's tool

Day 10-11: Schema Deployment

- ☐ Add schema to homepage
- ☐ Add schema to service/product pages
- ☐ Add schema to contact page
- ☐ Verify in Google Search Console

Day 12-14: llms.txt Creation

- ☐ List 20-30 best pages
- ☐ Write descriptions for each
- ☐ Create llms.txt file
- ☐ Upload to website root

Week 3: Content Optimization (Days 15-21)

Day 15-16: Homepage Optimization

- ☐ Add summary box at top
- ☐ Restructure with clear headings
- ☐ Add FAQ section (5 questions minimum)
- ☐ Include "About Us" key facts

Day 17-18: Service/Product Pages

- ☐ Add TL;DR to each page
- ☐ Create bullet-point features
- ☐ Add pricing information clearly
- ☐ Include availability/service area

Day 19-21: New Content Creation

- ☐ Write comprehensive service guide
- ☐ Create comparison page (you vs. alternatives)
- ☐ Develop local area page
- ☐ Publish and add schema

Week 4: Monitoring and Refinement (Days 22-30)

Day 22-23: Testing

- ☐ Re-run 5-Minute Visibility Test
- ☐ Compare to baseline scores
- ☐ Document improvements
- ☐ Note remaining gaps

Day 24-25: Competitive Analysis

- ☐ Test competitors' visibility
- ☐ Identify their advantages
- ☐ Plan counter-strategies
- ☐ Update content priorities

Day 26-27: Review Platform

- ☐ Set up review request system
- ☐ Send review requests to recent customers
- ☐ Respond to any new reviews
- ☐ Update review schema

Day 28-30: Plan Next Month

- ☐ Calculate Month 1 metrics (AMS, ACS)
- ☐ Identify top 3 improvements for Month 2
- ☐ Schedule ongoing monitoring
- ☐ Report results to stakeholders

Success Milestones

After 30 Days, You Should Have:

- ✓ Complete local listings across platforms
- ✓ Schema markup on key pages
- ✓ Live llms.txt file
- ✓ Optimized homepage and service pages
- ✓ At least one comprehensive guide
- ✓ 20-30% improvement in AI mention rate
- ✓ 100% accuracy for basic business facts
- ✓ Monitoring system in place

Glossary of Terms

A

AI Overview: Google's AI-generated answer box that appears above traditional search results, synthesizing information from multiple sources.

AMS (AI Mention Share): The percentage of relevant queries where your brand is named in AI-generated answers.

Answer Economy: The shift from search engines providing links to AI assistants providing direct answers.

Anthropic: The AI safety company that created Claude, focused on building helpful, harmless, and honest AI systems.

API (Application Programming Interface): A way for your website to automatically share data with other systems, including AI platforms.

C

ChatGPT: OpenAI's conversational AI assistant, one of the most popular platforms for AI-powered search.

Citation: When an AI system references your website as a source for information, usually with a link.

Claude: Anthropic's AI assistant, known for thoughtful, detailed responses and used for research and information gathering.

CLEAR Method: Content optimization framework - Chunked, Labeled, Explicit, Authoritative, Referenceable.

Copilot: Microsoft's AI assistant integrated into Bing and Microsoft products.

E

Entity: A distinct thing or concept (person, place, business, product) that AI systems recognize and track.

F

FAQ Schema: Structured data markup that identifies question-and-answer pairs on your website.

G

Gemini: Google's conversational AI assistant (formerly Bard).

GEO (Generative Engine Optimization): Optimizing content specifically for AI-generated responses.

J

JSON-LD: A format for adding structured data to web pages that's invisible to users but readable by machines.

L

llms.txt: A proposed standard file that lists your most important pages for AI systems to reference.

LLMO (Large Language Model Optimization): The practice of optimizing content for AI language models.

LocalBusiness Schema: Structured data that provides business information like address, hours, and services.

M

Mention: When your brand name appears in an AI-generated answer (with or without a link).

N

NAP (Name, Address, Phone): Basic business information that must be consistent across all online platforms.

Natural Language Processing (NLP): How AI systems understand and generate human language.

O

Organization Schema: Structured data that identifies your company's official information.

P

Perplexity: An AI-powered search engine that shows sources for its answers.

Prompt: The question or request a user types into an AI assistant.

R

RAG (Retrieval-Augmented Generation): How AI systems fetch current information to supplement their training data.

Rich Results: Enhanced search results that include extra information like ratings, prices, or images.

S

Schema Markup: Code added to websites that helps search engines and AI understand the content's meaning.

SGE (Search Generative Experience): Google's experimental AI-powered search features.

Structured Data: Information organized in a predictable format that machines can easily understand.

T

TL;DR (Too Long; Didn't Read): A brief summary at the beginning of content.

Z

Zero-Click Search: When users get answers directly from AI without clicking through to any website.

Quick Reference Checklist

Immediate Actions (Today)

- ☐ Run the 5-Minute Visibility Test
- ☐ Check if your business info is correct in ChatGPT
- ☐ Claim Google Business Profile if unclaimed
- ☐ Fix any wrong information found

This Week

- ☐ Complete Google Business Profile (100%)
- ☐ Create FAQ page with 10 questions
- ☐ Generate basic schema markup
- ☐ Start NAP consistency audit

This Month

- ☐ Deploy schema on all key pages
- ☐ Create llms.txt file
- ☐ Optimize top 5 pages for AI readability
- ☐ Establish monitoring routine

Ongoing (Monthly)

- ☐ Test AI visibility across platforms
- ☐ Update llms.txt with new content
- ☐ Monitor competitor improvements
- ☐ Refine content based on results

Notes Section

Use this space to track your progress, ideas, and observations:

Baseline Metrics (Date: _____):

- AI Mention Share: _____%
- AI Citation Share: _____%
- Platform Coverage: ____ of 5
- Priority Queries Ranking: ____ of 20

Top Competitors:

1. _____
2. _____
3. _____

Priority Improvements:

1. _____
2. _____
3. _____

Resources Needed:

- Budget approved: \$_____
 - Time allocated: ____ hours/month
 - Team members involved: _____
-

Version 1.0 - 2025

For questions or updates, visit my website.

Remember: The goal isn't to game the system but to make it easier for AI to find, understand, and accurately share your information with potential customers.

S. Clay Turner

<https://linkedin.com/in/sclayturner>

sclayturner.com

