

GETTING CITED BY AI SEARCH: CHECKLIST

AI search tools build answers from pages they can find and trust. Google says there are no special optimisations needed for its AI features beyond SEO best practice, so the foundations come first.

■ BE FINDABLE

- ☐ Pages indexed in Google and Bing: some AI assistants draw on traditional search indexes
- ☐ Site included in Search generative AI features in Search Console, which Google lists as a requirement
- ☐ robots.txt doesn't block AI search crawlers you want to appear in, such as OAI-SearchBot (ChatGPT search) and PerplexityBot
- ☐ Key content is text in the page HTML, not locked in images, PDFs or scripts

■ BE CLEAR ABOUT WHO YOU ARE

- ☐ Business name, description, location and contact details match across your site, Google Business Profile and directories
- ☐ An About page saying what you do, who for, where, since when and who runs it
- ☐ Organization or LocalBusiness structured data on the site
- ☐ Author pages with real names, roles and experience
- ☐ Products in Merchant Center and your Business Profile kept up to date

■ MYTHS TO SKIP

- **llms.txt:** Google says Google Search doesn't use it; it neither helps nor harms visibility there
- **Blocking Google-Extended** controls Gemini training and grounding; it doesn't remove you from Google Search
- **Rewriting or "chunking" content just for AI** and chasing inauthentic mentions are on Google's list of things to ignore
- No tool guarantees inclusion, and answers vary between sessions

■ BE WORTH CITING

- ☐ Pages answer specific questions directly, near the top
- ☐ Specific facts: price ranges, timescales, areas covered, specifications
- ☐ First-hand material others can't copy: your own data, photos, case studies, worked examples
- ☐ Content kept current, with a visible updated date where it matters

■ BE MENTIONED ELSEWHERE

- ☐ Listed on relevant directories, review sites and industry bodies
- ☐ Reviews on Google and other platforms
- ☐ Coverage in trade press, local news, podcasts and partner websites