llms.txt starter template: the format, a file to fill in, and how to serve it

llms.txt is a short Markdown file at your site root that gives AI assistants a curated list of your most useful pages. Does it work? Not as a citation lever on its own; it works as a cheap, curated reading list for AI assistants and coding agents. Keep 20 to 50 high-signal links and review the file at least quarterly.

The format, from the specification

- The file is named llms.txt and sits at the root of your domain, for example https://example.com/llms.txt.
- It is plain Markdown in UTF-8, served with an HTTP 200 response as text/plain or text/markdown.
- It starts with one H1 (your site or product name), then a one-line blockquote summary.
- H2 sections follow, each a list of links written as - [Page name](https://absolute-url): short description.
- An H2 called Optional holds links an agent can skip when its context is tight.

The template (replace every <...>)

```
# <Company or product name>

> <One sentence: what you make or do, and for whom.>

## Product
- [<Features>](https://<yourdomain>/<path>): <What the product does, by use case.>
- [<Plans>](https://<yourdomain>/<path>): <Plans and how billing works.>

## Docs
- [<Getting started>](https://<yourdomain>/<path>): <Setup in a few steps.>

## Policies
- [<Privacy>](https://<yourdomain>/<path>): <What data you keep and why.>

## Company
- [<About>](https://<yourdomain>/<path>): <Who you are, where you work, how to reach you.>

## Optional
- [<Blog>](https://<yourdomain>/<path>): <Articles and product updates.>
```

Serve it correctly

- Place it at the root: https://yourdomain.com/llms.txt.
- Return HTTP 200 over HTTPS, with Content-Type: text/plain; charset=utf-8.
- Use absolute HTTPS URLs inside the file, and keep it consistent with robots.txt.

Anti-patterns to avoid

- Dumping your full sitemap into the file.
- Using marketing copy in descriptions instead of factual one-liners.
- Letting links go stale or pointing to dead pages.
- Steering agents to pages that robots.txt or auth blocks.
- Skipping the H1 or blockquote summary the spec calls for.

The full guide: elementera.com/blog/what-is-llms-txt-how-implement-for-ai-bots-2026-guide · Free llms.txt generator: elementera.com/tools/llms-txt-generator

See where you stand first
Lenz, our free analysis, shows how ChatGPT and Gemini answer your buyers' questions. elementera.com/product/lenz

Want it done for you?
Book a call about Originum or the Supervised plan, our managed AEO service. elementera.com/aeo-booking