



The Free GEO Guide

Every item, in full — all 23 items, exactly as they appear at reyse.co.uk/geocourse

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Technical Foundations

The groundwork AI crawlers need just to reach, read and trust your site at all.

ITEM 01 · TECHNICAL FOUNDATIONS

AI Crawler Access

Whether the specific web crawlers that power AI search — OpenAI's, Perplexity's, and others — are actually allowed to read your website at all. Imagine putting up a "closed" sign on your shop door without realising it, while still technically being open for business inside.

Why it matters

The customer's side — 1 in 4 business websites accidentally block the crawlers that power AI citations

Invisible to them directly — but the consequence is total: if an AI crawler can't read your site, it simply cannot mention you, no matter how good your business genuinely is.

The AI tool's side

CONFIRMED: OPENAI SAYS A BLOCKED SITE NEVER APPEARS AT ALL

Roughly 1 in 4 business websites accidentally block the crawlers that power AI citations, usually through overly aggressive security settings that treat a legitimate AI crawler the same as a malicious bot. OpenAI states plainly that a blocked site will never appear in its search answers — not ranked lower, genuinely absent.

How to check

Method 1 — Check robots.txt directly — the file is always public, so this works for any site.

1. Visit yourwebsite.com/robots.txt.
2. Check for any line blocking user-agents like GPTBot, PerplexityBot, ClaudeBot, or Google-Extended.

Method 2 — Check your CDN or security settings — robots.txt isn't the only place this happens — security and CDN tools often block AI crawlers by default, separately from robots.txt entirely.

1. If you use Cloudflare or a similar security/CDN service, log in and check its bot-management settings specifically.
2. Paste both findings into ChatGPT or Claude and ask directly: "is anything here blocking a major AI crawler?"

[ChatGPT](#) · [Claude](#)

How to fix

Blocked in robots.txt — edit the file directly to remove the line disallowing the crawler.

1. Access robots.txt through your site's file manager, FTP, or — if you're on WordPress — an SEO plugin like Yoast or Rank Math that lets you edit it from the dashboard.
2. Find the line naming the blocked user-agent (e.g. "User-agent: GPTBot" followed by "Disallow: /") and delete that block, or change "Disallow: /" to "Allow: /".
3. Save, then reload yourwebsite.com/robots.txt in a browser to confirm the line is gone.

Blocked by Cloudflare or a similar CDN/security service — these tools block AI crawlers at a level robots.txt can't override, through their own bot-management settings.

1. Log into Cloudflare (or your CDN provider) and find "Bots" or "Security" in the sidebar.
2. Look for a setting called "AI Bots," "Verified Bots," or "Known Bots," and check whether AI crawlers are set to "Block."

3. Switch it to "Allow," then re-test using the robots.txt check and, if possible, your CDN's own "recent blocked requests" log to confirm the crawler is getting through now.

Blocked by your hosting provider's firewall or a security plugin — a security plugin like Wordfence or Sucuri, or a locked-down hosting firewall, can block crawlers independently of both robots.txt and Cloudflare.

1. Check your security plugin's firewall or bot-blocking rules for anything treating unfamiliar user-agents as suspicious by default.
2. Add GPTBot, ClaudeBot, PerplexityBot, and Google-Extended to its allow-list if such a list exists.
3. If you're not confident making this change yourself, ask your host's support team directly: "are AI crawlers like GPTBot allowed through your firewall?"

Not sure which layer is actually blocking it — paste what you've found into AI and let it narrow it down for you.

1. Copy your robots.txt content and a screenshot or description of your CDN/security settings.
2. Paste both into ChatGPT or Claude and ask: "based on this, what specifically is blocking AI crawlers, and what exactly do I need to change?"

[ChatGPT](#) · [Claude](#)

How often

~10 MIN, EVERY COUPLE OF MONTHS

Security settings and CDN providers update their defaults periodically, sometimes re-blocking crawlers without you changing anything yourself — worth a check every couple of months.

If Reyse does this for you

Done With You. we check this for you and tell you exactly what to change, and where.

Done For You. we monitor this continuously and fix it the moment anything changes.

ITEM 02 · TECHNICAL FOUNDATIONS

Server-Side Rendering & Hidden Content

Whether your page's actual content loads as real, readable text, or only appears after JavaScript runs in a visitor's browser — something AI crawlers often can't do properly. Imagine a shop window that looks empty until a customer physically pushes a button to reveal the display — most people, and most AI crawlers, never find that button.

Why it matters

The customer's side

A human visitor's browser usually runs the JavaScript automatically, so they see the page fine — this problem is largely invisible to a real visitor.

The AI tool's side

CONFIRMED: AI CRAWLERS OFTEN CAN'T RUN JAVASCRIPT AT ALL

AI crawlers frequently can't properly execute JavaScript the way a human's browser does, meaning content that only loads dynamically can be effectively invisible to them, even though a person browsing normally sees it perfectly well.

How to check

Method 1 — Check the raw source — shows you exactly what's actually in the page, before any script runs.

1. Right-click your page, click "View Page Source."
2. Check whether your actual page content (text, listing details) appears directly in that raw code, or whether the page is mostly empty containers waiting to be filled in by JavaScript.
3. If you're unsure what you're looking at, paste a section of the source code into AI and ask: "does this show the actual content, or is it loaded dynamically by JavaScript?"

[ChatGPT](#) · [Claude](#)

Method 2 — Load the page with JavaScript switched off — the most direct test — if the content disappears without JavaScript, an AI crawler sees exactly what you're seeing now.

1. In Chrome, open Settings → Privacy and security → Site settings → JavaScript, and set it to "Don't allow."
2. Reload your key pages and see what's actually still there.
3. Remember to turn JavaScript back on afterwards.

How to fix

You have a developer or dev agency — give them the specific, actionable brief rather than a vague "AI can't see our content" report.

1. Tell them exactly which pages failed the JavaScript-off test.
2. Ask them specifically to implement server-side rendering (SSR) or static generation for those pages, so the real content is present in the initial HTML response, not injected afterward by client-side JavaScript.
3. Ask them to re-run the same JavaScript-off test after the fix, and send you a screenshot confirming the content now appears.

You're on WordPress — the most common cause is a JavaScript-heavy page builder or theme rendering key sections client-side.

1. Check whether the affected content sits inside a page-builder block (Elementor, Divi, etc.) known to render dynamically — these plugins vary in how much they rely on JavaScript.
2. Where possible, move essential text (address, services, key selling points) into a standard text block rather than a dynamic widget, since standard blocks render directly in the page HTML.
3. If the issue is theme-wide rather than block-specific, raise it directly with your theme or hosting support, since it may need a settings change rather than a rebuild.

You're on Wix, Squarespace, or a similar all-in-one builder — you have limited control over rendering, but a few things still help.

1. Check the platform's own SEO/AI documentation for a "static rendering" or "prerendering" setting — several major builders have added this specifically in response to AI crawler demand.
2. Where a setting like this doesn't exist, prioritise keeping your most important facts (services, coverage area, contact details) in the platform's standard text elements rather than embedded galleries, apps, or custom code widgets, which are more likely to be JavaScript-rendered.

How often

~10 MIN, AFTER ANY REBUILD

Worth re-checking whenever your site undergoes a significant rebuild or platform change.

If Reyse does this for you

Done With You. we diagnose this and give your developer the exact brief.

Done For You. we manage this fix directly with your development team.

ITEM 03 · TECHNICAL FOUNDATIONS

Content Behind Logins or Paywalls

Any genuinely useful content — a detailed local guide, say — that's only visible after a visitor signs up or logs in.

Why it matters

The customer's side

A mild inconvenience at worst — some people are willing to sign up for something genuinely useful.

The AI tool's side

CONFIRMED: AI CRAWLERS CAN'T GET PAST A LOGIN WALL

AI crawlers generally can't get past a login wall at all, meaning anything locked behind one is effectively invisible to them, no matter how valuable the content is.

How to check

Method 1 — Review your own site — the direct check — is anything genuinely useful locked away.

1. Ask yourself: is any content that could genuinely help answer a common question sitting behind a sign-up form or member area?

Method 2 — Check it logged out — a genuine spot-check catches pages you might forget are gated.

1. Open your key pages in a private/incognito browser window.
2. Note anything that prompts you to sign in or log in before you can read it.

How to fix

Content is gated with no real reason to be — move it out from behind the login or sign-up form entirely.

1. List everything currently gated, and for each item ask: does this need to be gated for a genuine reason (personal account data, a paid product), or is it gated just because that's how it was originally built?
2. For anything without a real reason, republish it as an open page — you lose the email-capture, but you gain AI (and search) visibility for content that was previously invisible to both.

You want to keep some form of gate for lead capture — compromise by giving away the substance for free and gating only the packaged, branded version.

1. Publish a genuinely complete, ungated version of the core information as a normal page.
2. Reserve the gate for a nicer packaged version — a downloadable PDF, a personalised report, or a tool — rather than gating the underlying information itself.

It's a member-only resource that genuinely needs to stay gated — you can't make it AI-visible directly, but you can still get credit for having it.

1. Write a short, ungated summary page describing what the gated resource covers and who it's for, with a clear sign-up link.
2. That summary page — not the gated content itself — is what AI crawlers and search engines can actually read and potentially cite.

How often

~5 MIN, PER NEW GATED PAGE PLANNED

Worth reviewing whenever new gated content is planned, to weigh whether it genuinely needs to be locked.

If Reyse does this for you

Done With You. we review your site and flag anything worth moving.

Done For You. we manage this content strategy directly.

Schema Markup / Structured Data

Hidden code telling AI systems exactly what your business is, what it does, and where — the same schema markup covered in the SEO guide, but this time specifically for AI.

Why it matters

The customer's side

Invisible directly, but the effect shows up as accuracy — a business with clean structured data is less likely to have an AI confidently state something wrong about it.

The AI tool's side

CONFIRMED BY GOOGLE, MICROSOFT, AND CHATGPT DIRECTLY

In March 2025, Google and Microsoft publicly confirmed they use structured data to help power their generative AI features, and ChatGPT has confirmed using the same kind of structured data too. This is one of the few GEO claims that's genuinely confirmed, not just observed or theorised.

How to check

Method 1 — Google's Rich Results Test — checks specifically for the schema types Google currently supports.

1. Go to search.google.com/test/rich-results.
2. Enter your page's URL and check the results.

Rich Results Test

Method 2 — Schema Markup Validator, for full validation — checks all schema.org markup for correctness, not just Google's supported rich-result types.

1. Open validator.schema.org.
2. Enter your page's URL and run the test.

Schema Markup Validator

How to fix

No schema exists at all — generate it with AI and add it to your site's header — you don't need to write JSON-LD by hand.

1. Ask ChatGPT or Claude: "write LocalBusiness and Organization JSON-LD schema for [your business name], [address], [phone], [services], [opening hours]" — give it your real details.
2. Copy the code it gives you into the <head> section of your homepage, either directly or via your CMS's "custom code" or SEO plugin field.
3. Re-run the Rich Results Test to confirm it's now detected with no errors.

ChatGPT · Claude

Schema exists but key details are missing or wrong — correct the specific fields the validator flags.

1. Note exactly which fields the Rich Results Test or Schema Markup Validator flags as missing or invalid.
2. Ask ChatGPT or Claude to add or correct just those fields in your existing code, pasting in what you currently have.
3. Replace the old code with the corrected version and re-validate.

You want to go beyond the basics — add FAQ and Service schema too, once Organization/LocalBusiness is solid — these give AI even more structured detail to draw on.

1. Ask ChatGPT or Claude to generate FAQPage schema from the actual FAQs already on your site, and Service schema listing what you offer.
2. Add both alongside your existing Organization/LocalBusiness markup, and validate all of it together.

How often

~15 MIN/MONTH

Worth re-checking monthly, since site updates can silently break this without anything visibly changing.

If Reyse does this for you

Done With You. we generate the code and tell you exactly where it goes.

Done For You. we implement and monitor this directly, ongoing.

ITEM 05 · TECHNICAL FOUNDATIONS

llms.txt

A newer, separate file — different from robots.txt — designed to give AI systems a clean, curated summary of your site's most important content.

Why it matters

The customer's side — 800K+ sites have already adopted llms.txt, despite no confirmed AI use yet
Entirely invisible to them.

The AI tool's side

EMERGING AND UNPROVEN — NO MAJOR AI COMPANY CONFIRMS USING IT FOR CITATIONS

As of early 2026, no major AI company — not OpenAI, Google, Anthropic, or Meta — has publicly confirmed that its production systems actually read or act on this file for deciding what to cite. It's a real, growing standard, adopted by over 800,000 sites, but its main confirmed use right now is helping AI coding tools like Cursor or Claude Code quickly understand a codebase or documentation site — not helping ChatGPT decide who the best estate agent in your town is. It's a low-cost, forward-looking bet on where things might be heading, not a proven lever today.

How to check

Method 1 — Check whether it exists — the direct check.

1. Check whether `yourwebsite.com/llms.txt` exists.

Method 2 — Ask directly, since this changes fast — the confirmed/unproven status here can shift quickly — asking directly gets you the most current read.

1. Ask ChatGPT or Claude: "do AI systems currently use llms.txt files when deciding what businesses to cite?"
2. Treat the answer as a snapshot, not a permanent fact — recheck occasionally as the standard matures.

[ChatGPT](#) · [Claude](#)

How to fix

You decide it's worth doing — it's a small, low-cost file — here's exactly how to build it.

1. Create a plain text file named `llms.txt`.
2. Start with a level-1 Markdown heading of your business name, then a short 1-3 sentence summary of what you do and where.
3. Below that, list links to your most important pages (homepage, services, contact, key guides) each with a one-line description of what it covers.
4. Upload the file to your site's root, so it's reachable at `yourwebsite.com/llms.txt`.

You'd rather have AI do the writing — give it a list of your key pages and let it draft the file.

1. Paste your list of key pages and a short description of your business into ChatGPT or Claude.

2. Ask it to format the result as a valid llms.txt file, following the standard's structure.
3. Review the draft for accuracy before uploading it.

[ChatGPT](#) · [Claude](#)

You decide it's not worth it yet — that's a reasonable call too — just don't let it distract from the confirmed items elsewhere in this guide.

How often

QUARTERLY, IF IMPLEMENTED

If you do implement this, update it quarterly, and keep it in sync with your robots.txt so the two files don't contradict each other.

If Reyse does this for you

Done With You. we build this for you as a low-cost addition, with realistic expectations set about its current impact.

Done For You. we include and maintain this as part of ongoing technical work, without treating it as a primary lever.

On-Page & Content

What's actually written on the page, and whether AI can lift a direct answer from it.

ITEM 06 · ON-PAGE & CONTENT

Answer-Ready Content Structure

Writing content so a direct, specific answer sits clearly at the start of a section — the same principle covered in the SEO guide, but this is now central to GEO, not a nice extra.

Why it matters

The customer's side — 37-41% higher odds of being cited, per independent Princeton/Georgia Tech research

An AI tool giving someone a clear, direct, useful answer builds trust in that answer — vague or buried information doesn't get used, even if it's technically accurate.

The AI tool's side

STRONGLY OBSERVED: INDEPENDENT RESEARCH PUTS THE LIFT AT 37-41%

Independent research (Princeton and Georgia Tech) found that adding clear, specific facts and figures to a page increases its odds of being cited by an AI system by roughly 37-41%. AI tools scan for a direct answer to lift into their response — vague, meandering content simply doesn't get pulled.

How to check

Method 1 — Check it yourself — quick, and catches the obvious cases.

1. Pick a key page and check: does it answer its main question in the first 2-3 sentences, or does it take several paragraphs to get there?

Method 2 — Ask an AI tool to check for you — an outside read catches what's easy to miss when you already know the answer yourself.

1. Paste the page's text into ChatGPT or Claude.
2. Ask: "does this answer its main question within the first 2-3 sentences? If not, where does the actual answer appear?"

[ChatGPT](#) · [Claude](#)

How to fix

The answer is buried in a wall of text — restructure so the direct answer leads, with supporting detail after.

1. Rewrite the opening of the relevant section so the actual answer appears in the first sentence — the number, the yes/no, the name — not the third paragraph.
2. Move context, caveats, and elaboration to follow after that direct answer, not before it.

The page doesn't ask the question at all — add a heading phrased as the actual question people ask, so both AI and readers can find the answer immediately.

1. Turn a vague heading like "Our Fees" into the specific question people actually ask, like "How much does it cost to sell a house in [town]?"
2. Answer it directly in the sentence right underneath.

You have a lot of pages to fix and limited time — use AI to do the heavy lifting, then check its work.

1. Paste a page into ChatGPT or Claude and ask: "rewrite this so the direct answer to [the main question] appears in the first two sentences, keeping all the same facts."
2. Read the result carefully and correct anything it got factually wrong before publishing — never publish AI output about your own business unchecked.

[ChatGPT](#) · [Claude](#)

How often

~10 MIN, PER PAGE, EVERY FEW MONTHS

Worth reviewing whenever you publish new content, and re-checking older key pages every few months as writing habits drift.

If Reyse does this for you

Done With You. we review your content and tell you exactly what to restructure.

Done For You. we write and maintain this directly, ongoing.

ITEM 07 · ON-PAGE & CONTENT

Content Freshness

How recently a page has been genuinely updated, not just republished with a new date.

Why it matters

The customer's side — ~50% of AI citations trace back to content updated within the last 3 months

Outdated information — old prices, an area guide that hasn't accounted for a recent development — actively misleads someone relying on it.

The AI tool's side

STRONGLY OBSERVED: ~50% OF AI CITATIONS TRACE TO CONTENT UPDATED IN THE LAST 3 MONTHS

Content that AI tools actually cite is on average roughly a quarter more recently updated than content that simply ranks well on Google, and about half of all AI citations trace back to content updated within the last three months.

How to check

Method 1 — Check your own pages — the direct check.

1. Check the last genuine update date on your key pages — not just the site-wide "last modified" timestamp, the actual content itself.

Method 2 — Check what's currently getting cited instead — shows whether staleness is actually costing you, not just whether it's theoretically possible.

1. Ask ChatGPT or Perplexity a question your page should answer.
2. If a competitor is cited instead, check how recently their page was updated compared to yours.

How to fix

Pages are stale with genuinely outdated information — update the substance, not just the date.

1. Replace outdated figures — prices, average time on market, local statistics — with current ones.
2. Add anything genuinely new since the page was last written — a new development, a policy change, an updated example.
3. Avoid simply changing the "last updated" date without changing the actual content — this doesn't fool AI systems, which assess genuine freshness signals, not just timestamps.

You have too many pages to refresh individually — triage by what actually gets cited, so you're not spreading effort evenly across pages that don't matter equally.

1. Identify which pages are your highest-value targets — the ones most likely to be asked about, or that already get the most traffic.
2. Refresh those first, on a rolling basis, rather than trying to update everything at once.

You want a system so this doesn't slip — build freshness into a simple recurring habit rather than relying on remembering.

1. Keep a simple list of your key pages with the date each was last genuinely updated.
2. Set a recurring monthly reminder to pick the oldest 3-5 pages on that list and refresh them.

How often

ROLLING, A FEW PAGES EVERY MONTH

This needs to be genuinely ongoing — a page that was fresh three months ago is no longer fresh today. Worth a rolling review, refreshing a handful of key pages every month.

If Reyse does this for you

Done With You. we flag which pages are going stale and what needs updating.

Done For You. we refresh this content directly, on a rolling monthly basis.

ITEM 08 · ON-PAGE & CONTENT

Comprehensive, Original Content

Content that genuinely, fully answers a topic, written with real local knowledge — the GEO version of the SEO guide's depth and originality items, since AI systems weigh this too.

Why it matters

The customer's side

Thin, generic content doesn't build the kind of confidence someone needs before trusting an agent with a major financial decision.

The AI tool's side

STRONGLY OBSERVED: THIN, GENERIC CONTENT IS LESS LIKELY TO BE CITED

AI systems, like traditional search, increasingly favour content that demonstrates genuine expertise and covers a topic fully — thin or clearly generic content is less likely to be trusted enough to cite confidently.

How to check

Method 1 — Ask yourself honestly — the most direct test.

1. Could this page belong to any agency, in any town, unchanged?

Method 2 — Ask an AI tool for an outside read — the same self-check is easy to answer too kindly — a second, more objective read helps.

1. Paste your page's text into ChatGPT or Claude.
2. Ask: "does this read as generic, or genuinely written by someone with real local expertise? What's missing?"

[ChatGPT](#) · [Claude](#)

How to fix

The honest answer is yes, it's generic — add the specific, local, first-hand detail only you actually have.

1. Add real local detail: specific street names, actual local landmarks, genuine knowledge of what makes different parts of your patch different from each other.
2. Add real data where you have it: your own average days-on-market, your own sold prices, genuine examples from properties you've actually handled.
3. Add a genuine point of view: what you'd honestly tell a friend, not just neutral, safe, generic advice.

You know the content is thin but don't have time to rewrite everything — prioritise your highest-value pages first, and use AI as a drafting assistant, not a replacement for your knowledge.

1. Pick your 3-5 most important pages first — the ones most likely to be searched or asked about.
2. Talk through what you genuinely know about the topic, or write rough notes, then ask ChatGPT or Claude to turn those specific notes into a well-structured page — this keeps the substance genuinely yours rather than generic AI output.
3. Read the result and correct anything that reads generically or isn't quite right before publishing.

[ChatGPT](#) · [Claude](#)

How often

ONGOING

Ongoing — competitors add content too, and AI's assessment of what counts as "comprehensive" shifts as the overall bar rises.

If Reyse does this for you

Done With You. we tell you exactly where your content falls short.

Done For You. we research and write this directly.

ITEM 09 · ON-PAGE & CONTENT

AI Query Mapping

Researching every realistic question a buyer, seller, or landlord might actually ask an AI tool — not just the obvious "best agent in [town]."

Why it matters

The customer's side

People ask AI tools genuinely varied, specific questions — "is now a good time to sell in [town]," "what's the average time on market" — and if nothing you've written answers that specific question, you can't be cited for it, no matter how good you are generally.

The AI tool's side

A REASONABLE INFERENCE FROM HOW THESE SYSTEMS ACTUALLY WORK

An AI tool can only cite content that actually exists and answers the specific question being asked — the wider your content covers real, varied questions, the more opportunities exist for you to be the one cited.

How to check

Method 1 — Ask an AI tool directly — a fast first pass across realistic questions.

1. Ask ChatGPT or Claude: "what questions would a home buyer, seller, or landlord realistically ask an AI assistant about property in [your town]?"
2. Compare the list against what you've actually written about.

[ChatGPT](#) · [Claude](#)

Method 2 — Check real questions in the wild — AI-generated guesses are a good start, but real questions people actually type are worth checking too.

1. Search Reddit and local property forums for genuine questions people ask about your area.
2. Note any that nothing on your site currently answers.

How to fix

You've found gaps in what you cover — build content specifically around those gaps, prioritising by how likely and how valuable each question is.

1. Rank the gaps by how often you'd realistically expect someone to ask them, and how close they are to an actual decision to buy, sell, or let.
2. Write a dedicated page or section directly answering each of your top gaps, using the same answer-ready structure covered earlier in this guide.

The gaps shift with the market — keep a live list rather than treating this as a one-off exercise.

1. Keep a running document of question ideas as they come up — from client conversations, forum browsing, or re-running the AI research prompt.
2. Review it every few months and write new content for whatever's accumulated, prioritising questions that shift with the market — interest rates, local legislation, seasonal demand.

You want the fastest route from question to published page — let AI draft directly from the question, then edit for accuracy.

1. Take one specific question from your list and ask ChatGPT or Claude to draft a direct, specific answer as if written by a knowledgeable local agent.
2. Rewrite anything generic with your own real numbers and local knowledge before publishing — never publish an AI draft about your own market unchecked.

[ChatGPT](#) · [Claude](#)

How often

EVERY FEW MONTHS

What people ask shifts with the market — worth refreshing this research every few months, not treating it as a one-time list.

If Reyse does this for you

Done With You. we run this research and hand you the question list and content plan.

Done For You. we research and build this content directly, on an ongoing basis.

Off-Site & Authority

What the rest of the internet says about you, beyond your own website.

ITEM 10 · OFF-SITE & AUTHORITY

Reviews & Rating Schema

Marking up your genuine review score and count in a machine-readable format, so AI tools can read it as a hard data point rather than inferring your reputation from scattered text.

Why it matters

The customer's side

An AI naming an agent with a clearly stated, credible rating feels more trustworthy than a vague, unquantified mention.

The AI tool's side

STRONGLY OBSERVED: AI USES A DECLARED SCORE AS A SHORTLIST FILTER

For "best X" and comparison-style questions, AI increasingly uses a declared review score as a direct filter when building its shortlist. Worth knowing: this genuinely needs to be sourced from a real third party (Google, Trustpilot) — AI and search engines both discount ratings that look self-published.

How to check

Method 1 — Check with the Rich Results Test — confirms whether the markup exists at all.

1. Check whether your site currently has AggregateRating schema implemented, using the same Rich Results Test as the Schema Markup item.

Rich Results Test

Method 2 — Check the source is genuine — AI and search engines both discount ratings that look self-published — worth confirming yours isn't one of them.

1. Check that the rating in your schema is correctly attributed back to a real third-party platform (Google, Trustpilot), not generated internally.

How to fix

Missing entirely — add AggregateRating schema, correctly attributed to a genuine third-party source.

1. Ask ChatGPT or Claude to generate AggregateRating JSON-LD schema using your real review score and count from Google or Trustpilot.
2. Add it to your homepage (or wherever your reviews are most prominently featured) and re-run the Rich Results Test to confirm it validates.

ChatGPT · Claude

It exists but isn't correctly attributed — fix the source reference so it points to a genuine third party, not something that reads as self-published.

1. Check the schema's source reference actually names Google, Trustpilot, or wherever the reviews genuinely came from.
2. Correct it if it's missing or generic, since both AI and search engines discount ratings that don't trace back to a real platform.

Your score is solid but review count is low — this isn't a schema problem, it's a volume problem — the review-generation approaches from the Reviews lesson in the SEO guide feed directly into this one.

How often

~10 MIN/MONTH

Your real score changes constantly as new reviews come in — this needs syncing monthly, or it quietly goes stale and AI works from an outdated number.

If Reyse does this for you

Done With You. we tell you exactly how to keep this synced.

Done For You. we keep this updated automatically, ongoing.

ITEM 11 · OFF-SITE & AUTHORITY

Backlinks & Branded Mentions

Being genuinely mentioned by name across the web — press, directories, other sites — not just linked to.

Why it matters

The customer's side — ~3x stronger correlation with AI visibility for brand mentions vs. traditional backlinks

Seeing a business mentioned independently, in places they trust, builds credibility a website alone can't create.

The AI tool's side

STRONGLY OBSERVED: MENTIONS CORRELATE ~3X MORE STRONGLY THAN LINKS

Independent analysis has found that being mentioned by name across the web correlates roughly three times more strongly with AI visibility than traditional backlinks do — being talked about, not just linked to, is increasingly the stronger signal.

How to check

Method 1 — Search your own name — the direct read on how you're already being talked about.

1. Search your business name in quotation marks in Google.
2. See how many genuine, independent mentions come up beyond your own website and social profiles.

Method 2 — Check your linked mentions in Search Console — narrower than the full mention count, but gives you a precise, verifiable baseline for the subset that do link.

1. Go to Google Search Console and select your property.
2. Click "Links" in the sidebar and review "Top linking sites."

[Google Search Console](#)

How to fix

Local news and press — the same route as traditional backlinks, but here the mention itself is the win, whether or not it includes a link.

1. Find local journalists covering property or business on your regional news site.
2. Offer a short, genuinely useful comment on a current local story — average sold prices, a market shift you're seeing.
3. Being named as the source is what matters here — a link is a bonus, not the requirement.

Original local data — publish something genuinely citable, so other sites and, increasingly, AI tools reference you by name as the source.

1. Pull free sold-price data from the Land Registry for your area.
2. Turn it into a simple, clearly-titled report — average price, price change, days on market — with your business name on it as the source.
3. Share it directly with local news sites and community groups.

[Land Registry price data](#)

Community sponsorship and partnerships — sponsoring a local team or partnering with complementary local businesses tends to earn a genuine name-check on their own site.

1. Sponsor a local sports team, school event, or charity, and ask specifically to be named (not just logo'd) on their site.
2. Ask genuine local partners — mortgage brokers, solicitors, removal companies — to mention you by name where relevant, and do the same for them.

Directories and associations — a properly completed listing is a guaranteed, easy mention.

1. List your business fully and accurately on your local Chamber of Commerce, Propertymark, or relevant business association directory.
2. Make sure your business name is spelled identically everywhere — inconsistent naming splits your mentions instead of consolidating them.

[Propertymark](#)

How often

ONGOING

Ongoing — a handful of mentions doesn't sustain visibility, this needs to keep building.

If Reyse does this for you

Done With You. we identify opportunities and help you pursue them.

Done For You. we manage this outreach directly.

ITEM 12 · OFF-SITE & AUTHORITY

Reddit and Forum Presence

Genuinely participating in real conversations happening in property-related communities.

Why it matters

The customer's side — 77% of what AI cites about a business comes from sources other than its own website

A genuinely helpful answer in a real community discussion builds trust before someone's even visited your website.

The AI tool's side

CONFIRMED FOR REDDIT SPECIFICALLY; ~77% OF AI CITATIONS COME FROM OFF-SITE SOURCES

Reddit was specifically named as a 2026 Google ranking signal in its own right. More broadly, roughly 77% of what AI cites about a specific business comes from sources other than that business's own website — forums and community discussion make up a large share of that.

How to check

Method 1 — Find where the conversations are — shows you the specific communities worth contributing to.

1. Search Reddit and property forums for your town plus "estate agent" or "letting agent."

Method 2 — Check what's already being said about you — these conversations happen whether you're part of them or not.

1. Search Reddit directly for your business name.
2. Note anything already said, good or bad, and whether it's worth a genuine, honest reply.

How to fix

You haven't started participating yet — start small, genuine, and consistent — this is a long game, not a campaign.

1. Create a genuine Reddit account under your own name or business name, with a real profile, not an anonymous throwaway.
2. Find 2-3 relevant subreddits or forums for your town or region and read for a week before posting anything, to understand the tone.
3. Start answering real questions genuinely and helpfully, without mentioning your business unless it's directly relevant and adds value — never spam links.

Something's already being said about you, good or bad — respond like a real person would, not like a business account issuing a statement.

1. If it's positive, a brief, genuine thank-you is enough — don't oversell it.
2. If it's negative or inaccurate, respond honestly and specifically, correcting the facts without being defensive — a reasonable, human reply often does more good than the original complaint did harm.

You want to build a stronger long-term presence — consistency compounds here in a way a single good post never will.

1. Set aside a fixed, small amount of time each week (even 15-20 minutes) specifically for genuine forum participation.
2. Track which communities you're active in and revisit them regularly, rather than posting once and disappearing.

How often

A FEW TIMES A WEEK, ONGOING

Genuinely ongoing — sustained participation over months is what this actually takes, not a single post.

If Reyse does this for you

Done With You. we identify the right communities and guide your approach.

Done For You. we manage this presence directly on your behalf.

ITEM 13 · OFF-SITE & AUTHORITY

Digital PR

Genuine mentions in real news — a local paper quoting you on the property market.

Why it matters

The customer's side

Being quoted as a genuine local expert builds a kind of trust an advert can't replicate.

The AI tool's side

TIES DIRECTLY TO THE BRANDED-MENTION SIGNAL COVERED EARLIER

Press mentions are exactly the kind of branded mention that correlates strongly with AI visibility — genuine third-party validation, not something you say about yourself.

How to check

Method 1 — Find who to approach — identifies real, active local journalists worth pitching.

1. Search "[your town] property news" to find active local journalists.

Method 2 — Check for coverage you've already had — worth confirming you haven't already been mentioned somewhere you're not aware of.

1. Search your business name plus your town in Google News.
2. Note any existing coverage, and who wrote it — a returning journalist is an easier pitch than a cold one.

How to fix

Approaching a journalist for the first time — make it easy for them to say yes.

1. Email directly with a specific, useful offer — a genuine local statistic, a market opinion tied to a story they're already covering, not a generic "we'd love to be featured" pitch.
2. Keep it short: who you are, the specific insight you're offering, and that you're happy to be quoted or interviewed.
3. Offer to be an ongoing source for future stories, not just a one-off.

You don't have an existing relationship with any local press — build one from a real news hook, not a cold introduction.

1. Watch for local stories about house prices, development, or the property market, and reach out with a specific, relevant comment while the story is still live.
2. A useful, well-timed comment on someone else's story is a much easier way in than pitching your own story cold.

You want to generate your own story, not just comment on others — original local data (the same report covered in the Backlinks & Branded Mentions item) gives a journalist something genuinely new to write about.

1. Package a piece of original local data or a clear, quotable market opinion as a short press release.
2. Send it directly to the same local journalists, framed as new information rather than a request for coverage.

How often

ONGOING

Ongoing — one mention fades, this compounds through a sustained relationship.

If Reyse does this for you

Done With You. we identify journalists and draft your outreach.

Done For You. we manage press relationships directly.

Entity & Local Presence

Whether AI recognises you as a real, distinct, established business.

ITEM 14 · ENTITY & LOCAL PRESENCE

Knowledge Panel & Entity Optimisation

Making sure AI systems recognise your business as a distinct, real, established entity — not just a website among thousands.

Why it matters

The customer's side

An AI describing you with clear confidence, rather than hedging or vague language, reads as more trustworthy.

The AI tool's side

STRONGLY OBSERVED: AI CROSS-CHECKS KNOWLEDGE PANEL, COMPANIES HOUSE, LINKEDIN

AI increasingly treats businesses as distinct entities, cross-checking sources like Google's Knowledge Panel, Companies House, and LinkedIn to confirm you're a real, consistent business, not a collection of disconnected mentions.

How to check

Method 1 — Check your Knowledge Panel — the most visible sign of recognised entity status.

1. Search your business name on Google.
2. Check whether a Knowledge Panel appears on the right of the results.

Method 2 — Check Companies House and LinkedIn — two of the sources AI cross-checks to confirm you're a real, consistent entity.

1. Check your Companies House listing matches your real details.
2. Check your LinkedIn company page matches too — name, address, phone, exactly.

[Companies House](#)

How to fix

No Knowledge Panel appears at all — these are algorithmically generated, so there's no direct "apply" button — but strengthening the underlying signals makes one more likely to appear.

1. Make sure you have a complete, verified Google Business Profile, since this is one of the strongest inputs into a Knowledge Panel appearing.
2. Ensure your business is consistently named, addressed, and described the same way across Google Business Profile, your website, Companies House, and LinkedIn.
3. Add or confirm your Organization schema markup, since this directly feeds Google's entity understanding.

A Knowledge Panel exists but the details are wrong — claim it and submit a correction directly.

1. Search your business name and look for a "Claim this knowledge panel" or "Suggest an edit" option.
2. Submit the correct details and allow some time for the change to be reviewed and applied.

Companies House or LinkedIn don't match your other details — update whichever is out of sync so every source tells the same story.

1. Update your Companies House registered details if they're outdated (registered office address changes are free to file).
2. Update your LinkedIn company page so name, address, and phone number match exactly, character for character, with your website and Google Business Profile.

[Companies House](#)

How often

~10 MIN/QUARTER

Worth checking quarterly, since these sources can drift out of sync as your business changes.

If Reyse does this for you

Done With You. we audit these sources and tell you what to correct.

Done For You. we manage this directly, ongoing.

ITEM 15 · ENTITY & LOCAL PRESENCE

NAP Consistency

Your name, address, and phone number, identical everywhere online — the same item covered in the SEO guide, mattering here for a slightly different reason.

Why it matters

The customer's side

An AI confidently stating the wrong phone number is worse than not mentioning you at all — it actively damages trust in a way silence doesn't.

The AI tool's side

STRONGLY OBSERVED: INCONSISTENCY CREATES DOUBT IN THE AI'S MODEL OF WHO YOU ARE

AI systems cross-check these details across sources before citing a business confidently — inconsistency creates genuine doubt in the AI's own "mental model" of who you are.

How to check

1. The process is identical to the SEO guide's NAP Consistency check — see that lesson for the full method.

[NAP Consistency \(SEO guide\)](#)

How to fix

Mismatches found — fix them the same way covered in the SEO guide's NAP Consistency lesson — the process is identical, it just now also protects your AI visibility, not only your Google ranking.

[NAP Consistency \(SEO guide\)](#)

How often

~30 MIN/QUARTER

Quarterly, alongside the same check from the SEO guide.

If Reyse does this for you

Done With You. covered under the same service as the SEO guide's NAP item.

Done For You. covered under the same service as the SEO guide's NAP item.

ITEM 16 · ENTITY & LOCAL PRESENCE

Multi-Platform Business Profiles

Your Google Business Profile, Bing Places, and Apple Business Connect listings — the same items from the SEO guide, feeding AI systems too.

Why it matters

The customer's side

The same trust signals that matter for a human visitor matter to an AI system checking your legitimacy.

The AI tool's side

STRONGLY OBSERVED: AI DRAWS ON THE SAME PROFILE SOURCES AS SEO

AI tools draw on these same business profile sources when building an understanding of who you are — an incomplete or unclaimed profile is a missed signal on both fronts at once.

How to check

1. The setup and check process is identical to the SEO guide's Google Business Profile and Multi-Platform Presence lessons.

[Google Business Profile \(SEO guide\)](#)

How to fix

Incomplete or unclaimed listings — the same setup work covered in the SEO guide protects both your Google ranking and your AI visibility simultaneously.

[Google Business Profile \(SEO guide\)](#) · [Multi-Platform Presence \(SEO guide\)](#)

How often

SAME AS SEO GUIDE

Same schedule as the SEO guide's equivalent items.

If Reyse does this for you

Done With You. covered under the same service as the SEO guide's Google Business Profile items.

Done For You. covered under the same service as the SEO guide's Google Business Profile items.

Measurement

Knowing whether any of this is actually working.

ITEM 17 · MEASUREMENT

AI Visibility Tracking

Actually checking what ChatGPT, Gemini, Copilot, and Perplexity currently say about your business, rather than assuming.

Why it matters

The customer's side

Invisible to them — this is entirely about you understanding your own position.

The AI tool's side

NOT A RANKING FACTOR — THE INSTRUMENT FOR MEASURING EVERYTHING ELSE

Not a ranking factor itself — this is the instrument for knowing whether everything else in this guide is actually working, and against whom.

How to check

Method 1 — Ask each tool manually — the thorough version — no tool, no cost.

1. Manually ask each major AI tool the exact questions a real customer would — "best estate agent in [town]," "who should I use to sell my house in [town]" — and record what comes back, including whether a competitor is named instead of you.

Method 2 — Use a dedicated AI-search tracking tool — runs this check across multiple platforms at once, rather than manually asking each one individually.

1. Try a free tool like HubSpot's AI Search Grader or Mangools' AI Search Grader.

[HubSpot AI Search Grader](#) · [Mangools AI Search Grader](#)

How to fix

You're never mentioned for any of your key questions — this points to a fundamental visibility gap — go back through the Technical Foundations items first (crawler access, schema, server-side rendering), since these are the prerequisites for being cited at all.

You're mentioned sometimes, but inconsistently — this usually means your underlying signals (content, mentions, entity clarity) are present but not yet strong enough to be a reliable pick — focus on

strengthening the On-Page & Content and Off-Site & Authority items.

A specific competitor is consistently named instead of you — use the Finding a Competitor's AI Visibility Gaps item later in this guide to work out exactly why, and prioritise accordingly.

[Finding a Competitor's AI Visibility Gaps](#)

How often

~15 MIN/MONTH

Worth checking monthly, tracking whether your position is improving, holding steady, or slipping.

If Reyse does this for you

Done With You. we run this check and show you exactly where you stand.

Done For You. we track this monthly and report on real movement over time.

ITEM 18 · MEASUREMENT

Full-Funnel Attribution

Connecting AI mentions to real enquiries, not just visibility for its own sake.

Why it matters

The customer's side

Invisible to them.

The AI tool's side

NOT AN AI RANKING FACTOR — BUT THE ONLY WAY TO KNOW IT'S WORKING

Also not something AI itself weighs — but without this, there's no way to know whether AI visibility is actually turning into real business, which is ultimately the entire point.

How to check

Method 1 — Ask yourself honestly — the quick version.

1. Could you currently tell whether any recent enquiry came from someone who found you through an AI tool?

Method 2 — Try to actually trace one — the honest self-check is easy to answer optimistically — actually attempting it settles it for real.

1. Pick your last 5 genuine enquiries.
2. Try to trace whether any came via an AI tool, and note exactly where you get stuck.

How to fix

No way to ask directly yet — add a simple, specific question to your enquiry process.

1. Add "how did you hear about us?" to every enquiry form, phone script, and in-person conversation.
2. Include "ChatGPT / AI tool" as an explicit option alongside Google, referral, and social media, not just an "other" box people skip.

You want more precise tracking than a self-reported answer — track what's technically detectable alongside what people tell you.

1. Check your website analytics for referral traffic from sources like chat.openai.com or perplexity.ai — some AI tools do pass a referral link when someone clicks through.
2. Treat this as a partial picture, not a complete one — a lot of AI-driven enquiries happen by someone remembering your name and searching or calling directly, with no trackable click at all.

You're getting enquiries but can't tell if AI visibility is actually driving any of them — combine the two approaches above over a few months rather than expecting one enquiry to give you a clear answer.

1. Review your "how did you hear about us" answers monthly alongside any AI-referral traffic you can detect.
2. Look for a trend over months, not a verdict from any single enquiry.

How often

ONGOING

Ongoing — this data only becomes useful tracked consistently over months.

If Reyse does this for you

Done With You. we set up the tracking and show you how to read it.

Done For You. we track and report this directly, every month.

Reputation

Catching and correcting what AI gets wrong about you.

ITEM 19 · REPUTATION

AI Reputation Response

Catching and correcting anything inaccurate or damaging an AI tool says about your business.

Why it matters

The customer's side

An AI confidently stating wrong hours, an outdated service, or worse, can lose you a customer before they've ever contacted you directly — and there's no notification system telling you this happened, the way there is for a bad review.

The AI tool's side

A KNOWN LIMITATION: AI GETS FACTS WRONG MORE OFTEN FOR SMALLER BUSINESSES

AI systems can and do get facts wrong, particularly about smaller local businesses with less data behind them — this isn't malicious, just a genuine limitation of how these systems work.

How to check

Method 1 — Ask periodically — the direct check.

1. Periodically ask each major AI tool what it knows about your business, and check the answer against reality.

Method 2 — Re-read your AI Visibility Tracking results — that check already surfaces this — worth reading the answers specifically for factual errors, not just whether you were named.

1. Re-read your AI Visibility Tracking results specifically for anything factually wrong — hours, services, address, anything.

How to fix

The error is a fact your own schema or profiles control (hours, address, phone, services) — fix it at the source, since AI tools re-derive these facts from your actual data over time — there's no separate "tell the AI" step.

1. Correct the wrong detail everywhere it appears — your website, schema markup, Google Business Profile, and any other listed profile.
2. Recheck the same question with the same AI tools again in a few weeks, since AI systems don't update instantly when a source changes.

The error is a more general misconception (a service you no longer offer, an outdated specialism)

— actively publish the correct, current information so there's a strong, unambiguous signal for AI to pick up instead.

1. Write or update a page that clearly and explicitly states the current, correct information, rather than assuming it's implied elsewhere on your site.
2. Make sure this page is easy for both search engines and AI crawlers to find — linked from your homepage or main navigation, not buried.

Something clearly damaging or seriously inaccurate keeps appearing — for a serious or persistent issue, report it directly to the AI company as well as fixing the underlying source.

1. Most major AI tools (ChatGPT, Gemini, Copilot) have a feedback or "report an issue" option on individual responses — use it to flag the specific inaccuracy.
2. Don't rely on this alone — it's a slow, uncertain channel, not a guaranteed fix, so still correct the underlying source signals in parallel.

How often

MONTHLY, ALONGSIDE AI VISIBILITY TRACKING

Worth checking on a regular cycle, since there's no automatic alert for this the way there is for other issues.

If Reyse does this for you

Done With You. we tell you how to check and what to fix if something's wrong.

Done For You. we monitor this regularly and act quickly on anything found.

Playing It Smart

Genuine competitive advantages, once the fundamentals are covered.

ITEM 20 · PLAYING IT SMART

Finding a Competitor's AI Visibility Gaps

Checking specifically what AI tools currently say about your closest named competitor, not just about yourself in isolation.

Why it matters

The customer's side

They're choosing between you and a specific rival AI has also mentioned, not comparing you to an abstract standard.

The AI tool's side

NOT A RANKING FACTOR ITSELF — A TARGETING TOOL FOR EVERYTHING ELSE IN THIS GUIDE

Seeing exactly which questions currently favour a named competitor tells you precisely where to focus your own content and entity-building work for maximum effect.

How to check

1. Run the same AI visibility checks from the AI Visibility Tracking item, but specifically for your closest local competitor, and compare.

AI Visibility Tracking

How to fix

A competitor is named for a question you aren't — work out specifically what they have that you don't, then close that gap.

1. Check whether they simply have more complete, specific content answering that exact question — if so, write your own, more specific and locally detailed version.
2. Check whether they have stronger entity signals (more consistent mentions, reviews, a Knowledge Panel) — if so, prioritise the Off-Site & Authority and Entity & Local Presence items in this guide.

Neither of you is named for a question that matters — this is a genuine open opportunity — whoever publishes a strong, direct answer first has a real early-mover advantage.

1. Write clear, answer-ready content targeting that specific question before your competitor does.

You want to run this comparison on an ongoing basis — keep a simple running record rather than treating it as a one-time check.

1. Keep a short list of your 5-10 most important questions and note quarterly who gets named for each.
2. Track whether your own position is improving or a competitor is pulling ahead over time.

How often

QUARTERLY

Quarterly — competitor visibility shifts as they (or you) improve.

If Reyse does this for you

Done With You. we run this comparison and hand you the priority list.

Done For You. we monitor this directly, ongoing.

ITEM 21 · PLAYING IT SMART

Being Early on New AI Platforms

Claiming and optimising for a new AI search feature or platform before it becomes standard practice.

Why it matters

The customer's side

Someone using a newer AI tool where you're already properly set up sees you clearly, while competitors who haven't caught up yet are simply absent.

The AI tool's side

NO CONFIRMED ADVANTAGE — JUST FAR LESS COMPETITION WHILE THE SPACE IS NEW

This entire field is genuinely new and evolving fast — being early on schema, llms.txt, or whatever emerges next means less competition for attention while the space is still being figured out.

How to check

Method 1 — Stay generally aware — this is more about ongoing awareness than a specific checklist.

1. Stay generally aware of new AI search features as they roll out.

Method 2 — Follow a dedicated source — makes staying aware less reliant on stumbling across the news yourself.

1. Follow Search Engine Journal or Search Engine Land, both of which cover GEO/AI-search developments alongside traditional SEO.

[Search Engine Journal](#) · [Search Engine Land](#)

How to fix

A new AI search feature or platform emerges — claim and set up your presence on it immediately, rather than waiting to see if it takes off.

1. As soon as a new AI search tool or feature launches, check whether it has a claimable business profile or listing, and set it up properly with complete, accurate details.
2. Apply the same fundamentals covered in this guide — accurate NAP, schema, genuine content — since these transfer to any new platform.

You're not sure whether a new platform is worth the time yet — a quick, low-cost setup is rarely wasted, even if the platform doesn't take off.

1. If setup takes under 30 minutes and costs nothing, do it anyway — the downside of being wrong is minimal, and the upside of being right and early is significant.
2. Reserve deeper investment (dedicated content, ongoing management) for platforms that show genuine, sustained traction.

How often

ONGOING AWARENESS

Ongoing awareness, not a fixed schedule.

If Reyse does this for you

Done With You. we flag genuinely relevant new developments as they happen.

Done For You. we test and implement new opportunities on your behalf, proactively.

The Honest Picture

ITEM 22 · THE HONEST PICTURE

Time, and What's Outside Your Control

Two categories of AI-visibility factor that don't respond to effort at all — one because it simply takes time, the other because it was never yours to control in the first place.

In plain terms

Takes time, can't be rushed. How long your business has had a consistent, accurate presence across the web — the AI equivalent of domain age.

Completely outside your control. Which AI models get trained when, how each company weighs different signals, and what your competitors choose to do.

Why it matters

The customer's side

An AI confidently naming a business it clearly has substantial, consistent information about feels more credible than a vague, thin mention — and none of the factors on the right are things a customer ever thinks about directly either.

The AI tool's side

GENUINE FACTORS — JUST NOT ONES EFFORT CAN SHORTCUT

The amount and consistency of information available about you builds up over time — there's no shortcut, only starting properly now. None of the rest — which AI models get trained when, how each company weighs different signals, what your competitors choose to do — is something you can act on directly. The same principle as the SEO guide's equivalent section: focus entirely on what's within your control instead.

Course Complete

ITEM 23 · COURSE COMPLETE

You've Reached the End of This Guide

Everything in here is genuinely newer, less settled territory than the SEO guide — and I've tried to be honest throughout about where the evidence is solid and where it's still an educated bet, because pretending otherwise wouldn't actually help you.

What's consistent with the SEO guide, though, is the underlying truth: doing this properly, and doing it consistently, is what separates the businesses AI tools confidently recommend from the ones they've simply never heard of. This field moves faster than traditional SEO — which means falling behind happens faster too, but so does the opportunity to get ahead while most of your competitors haven't started at all.

A Word About Our Services

If you've read this and thought "this is exactly what I need, but I don't have the time to keep on top of it properly" — that's exactly what our Done-With-You and Done-For-You services are for. Every item in this guide shows you what each one covers. If something stood out, feel free to book a call — click "Get Started" in the top right.

And if this was genuinely useful, a Google review helps more than you'd think — it's how this reaches the next person who needs it.

Thank you, as always, for your attention.
