

FREE GUIDE

Boost your brand's **AI** **indexing** and crawl in a week

A simple 7-day plan to help Google and AI assistants find, read and recommend you.

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One week. One job a day. **No tech degree needed.**

Hi, I'm Ela. This guide gets your business found by Google *and* by AI assistants like ChatGPT, Perplexity, Gemini and Copilot. Each day has one focused job, a few clear steps, free tools, and a "done when" checklist so you know when to stop.

Three words you'll see a lot

- **Crawl:** a bot (an automated visitor) opens your pages and reads them.
- **Index:** the search engine files your page away so it can show it later. Not indexed = invisible.
- **Cite:** an AI assistant links to your page as a source in its answer. It's the new "ranking".

Why the basics still win with AI

Good news: there's no secret AI trick. Google says there are no extra requirements to appear in AI Overviews or AI Mode. A page just needs to be indexed and eligible to show with a snippet.

➤ [Google Search Central](#)

Bing says the same about Copilot: it relies on the same core crawling and indexing as Bing search.

➤ [Bing Webmaster Guidelines](#) OpenAI says that to appear in ChatGPT search, you should allow its crawler, OAI-SearchBot. ➤ [OpenAI crawler docs](#)

So the plan is simple: **let the bots in, get indexed in Google and Bing, make your facts clear, and earn trust.**

Your week at a glance

Day 1	Can the bots get in? Check robots.txt, AI crawlers, Search Console and Bing.	45–60 min
Day 2	Get indexed: sitemap, submit to Google and Bing, switch on IndexNow.	45 min
Day 3	Google Business Profile and matching business details everywhere.	60–90 min
Day 4	Structured data: label your business facts for machines.	60 min
Day 5	Make your key pages easy for AI to read and quote.	90 min
Day 6	Reviews and mentions across the web.	60 min
Day 7	Measure what's working, then set a monthly routine.	60 min

What you'll need: a login to your website (WordPress, Shopify, Wix, Squarespace or similar), a Google account, a Microsoft account and a notes doc. If someone else built your site, send them Days 1, 2 and 4. They'll know what to do.

Can Google and AI bots **get in?**

Goal: make sure Google, Bing and the AI search crawlers aren't locked out of your site. The rest of the week depends on it.

- 1 Open your robots.txt.** Type `yoursite.com/robots.txt` into your browser. It's a small text file that tells bots which parts of your site not to crawl. [↗ Google](#) No file at all? That's fine. Unless the file says otherwise, everything is allowed. [↗ Google](#) The scary line is `Disallow: /` under `User-agent: *`. It blocks every bot from everything. If you see it, fix it today.
- 2 Look for AI bots by name** (table below). If a *search* bot is blocked and you want to show up in that assistant, remove the block.
- 3 Check your firewall or CDN.** robots.txt isn't the only door. OpenAI and Perplexity both ask that your host or CDN (the service that speeds up and protects your site) allows their published IP addresses. [↗ OpenAI](#) [↗ Perplexity](#) On Cloudflare, check your bot settings. It can write robots.txt rules for you when a Search or Training policy is set to Block. [↗ Cloudflare](#) Not sure? Ask your host: "Do you block any search or AI crawlers?"
- 4 Set up Google Search Console (free).** [↗ Google](#) Verify your site, then open the robots.txt report to confirm Google can read your file. [↗ Google](#) Paste your homepage into URL Inspection. You want "URL is on Google". If you don't see that, it tells you why. [↗ Google](#)
- 5 Set up Bing Webmaster Tools.** The fastest route is "Import from Google Search Console". [↗ Bing](#) Why bother with Bing? Its guidelines cover Bing search, Copilot and "grounding" (the web results AI answers are built on). [↗ Bing](#) OpenAI also says ChatGPT search sometimes works with other search providers, and Microsoft is on its list. [↗ OpenAI Help](#)

BOT NAME (ROBOTS.TXT)	WHO / WHAT IT'S FOR	IF YOU BLOCK IT...
Googlebot	Google Search, including AI Overviews and AI Mode	Google says Googlebot rules are how you control crawling for Search, AI included. ↗ Google
Bingbot	Bing search and Copilot	Bing lists blocking Bingbot as an indexing problem. ↗ Bing
OAI-SearchBot	ChatGPT search	You won't appear in ChatGPT search answers (maybe just as a plain link). ↗ OpenAI
GPTBot	Training OpenAI's AI models	You opt out of training. It's separate from OAI-SearchBot. ↗ OpenAI
PerplexityBot	Perplexity search results (Perplexity says it isn't used for AI model training)	Perplexity recommends allowing it if you want to appear. ↗ Perplexity
Google-Extended	Gemini model training <i>and</i> grounding in Gemini Apps	No effect on Google Search inclusion or ranking. ↗ Google
Claude-SearchBot / ClaudeBot	Claude search / Anthropic model training	Blocking Claude-SearchBot may make you less visible in Claude's search results. ↗ Anthropic

DAY 1 · CONTINUED

A friendly robots.txt for most small businesses

If you want to be found everywhere, this is all you need (swap in your own domain):

```
# Everyone's welcome: Google, Bing, ChatGPT, Perplexity, Claude...
User-agent: *
Allow: /

Sitemap: https://www.yoursite.com/sitemap.xml
```

Want to be found by AI search but *not* used for AI training? That's a business choice, not an SEO must. Add these lines. The search bots (OAI-SearchBot, PerplexityBot) stay allowed, because each OpenAI setting is independent. [↗ OpenAI](#)

```
# Optional: opt out of AI model training only
User-agent: GPTBot
Disallow: /

User-agent: ClaudeBot
Disallow: /
```

A word on **Google-Extended**: Google says it also covers grounding in Gemini Apps, meaning using Search content to answer questions in the moment. [↗ Google](#) If you'd like the Gemini app to use your pages in its answers, I'd leave it allowed.

Heads-up: changes aren't instant. OpenAI says it can take about 24 hours for its search systems to pick up a robots.txt change. [↗ OpenAI](#) Perplexity says up to 24 hours. [↗ Perplexity](#) Make the edit, then go and have lunch.

Tools for today

- [Google Search Console](#): free. robots.txt report and URL Inspection.
- [Bing Webmaster Tools](#): free. Covers Bing and Copilot.
- [Screaming Frog SEO Spider](#) (optional): a desktop crawler that shows what a bot sees. The free version crawls up to 500 URLs. [↗ Screaming Frog](#)
- Your website settings. On WordPress, check Settings → Reading and make sure "Discourage search engines" is *unticked*. [↗ WordPress](#)

Done when...

- ☐ robots.txt has no `Disallow: /` for `*`, Googlebot, Bingbot or the AI search bots you want
- ☐ You've decided, on purpose, what to do about training bots (GPTBot, ClaudeBot, Google-Extended)
- ☐ Your host or CDN isn't blocking search or AI crawlers
- ☐ Google Search Console is verified and URL Inspection says your homepage "is on Google"
- ☐ Bing Webmaster Tools is set up (importing from Search Console is fine)

Get indexed: sitemaps and IndexNow

Goal: hand Google and Bing a clean list of your important pages, plus a fast way to tell them when something changes.

A **sitemap** is a file that lists the pages you want found. Google says a small site (about 500 pages or fewer) with good internal links might not need one. ↗ [Google](#) It's free and takes ten minutes, though, so let's do it anyway.

- 1 Find your sitemap.** Try `yoursite.com/sitemap.xml` or `/sitemap_index.xml`. Shopify makes one for you automatically. ↗ [Shopify](#) So does the Yoast SEO plugin on WordPress, and it keeps it updated. ↗ [Yoast](#) On another builder, search its help centre for "sitemap".
- 2 Give it a quick sniff test.** Are your main pages in there (home, services, about, contact, key blog posts)? Any junk, like test pages, "thank you" pages or old drafts? Tidy those up or set them to noindex (a tag that says "don't show this in search").
- 3 Submit it to Google.** In Search Console, go to Sitemaps, paste the URL and hit Submit. ↗ [Google](#) Also add a `Sitemap:` line to robots.txt (see Day 1) so every bot can find it. ↗ [Google](#)
- 4 Submit it to Bing.** In Bing Webmaster Tools, open Sitemaps. If you imported from Google, it may already be there. ↗ [Bing](#)
- 5 Switch on IndexNow.** It's a simple ping that tells search engines a page was added, updated or deleted. ↗ [IndexNow](#) Participating endpoints include Bing, Amazon, Naver, Seznam and Yandex. ↗ [IndexNow FAQ](#) Bing recommends it to stop Copilot answers pointing at outdated pages. ↗ [Bing](#) For WordPress, Bing lists plugins like IndexNow, Yoast, Rank Math, AIOSEO and SEOPress. It also says some platforms, such as Wix, have it built in. ↗ [Bing](#)
- 6 Nudge your top pages.** In URL Inspection, request indexing for your 3–5 most important pages. There's a daily limit, so pick wisely. ↗ [Google](#) In a few days, check the Page indexing report to see which pages are in and why others aren't. ↗ [Google](#)

Note: Google isn't on IndexNow's list of participating engines, so your sitemap is still how you keep Google posted. ↗ [IndexNow FAQ](#)

Tools for today

- [Google Search Console](#) (free)
- [Bing Webmaster Tools](#) (free)
- [IndexNow setup guide](#) (free)
- [IndexNow plugin for WordPress](#) (free)

Done when...

- ☐ Your sitemap loads and lists your key pages
- ☐ It's submitted in Google and Bing with no errors
- ☐ robots.txt has a `Sitemap:` line
- ☐ IndexNow is on (via plugin or platform)
- ☐ Indexing is requested for your top pages

Google Business Profile and **matching details everywhere**

Goal: make your business facts complete, correct and *identical* wherever they appear. Same name, same address, same phone. SEOs call this **NAP**: Name, Address, Phone.

Google says local results are mainly based on **relevance** (how well you match the search), **distance** and **prominence** (how well known you are, including links and reviews). Complete, detailed info helps with relevance. ➔ [Google Business Profile Help](#) Google's AI features guide also tells site owners to keep their Business Profile up to date. ➔ [Google](#)

- 1 **Claim or create your profile.** Add or claim your business on Google Business Profile. It's free. ➔ [Google](#) Then finish verification. An unverified profile is like an unsigned letter.
- 2 **Fill in everything, honestly.** Use your real-world business name, exactly as it appears on your sign and website. No keyword stuffing: "Joe's Plumbing", not "Joe's Plumbing Best Cheap Plumber Leeds". Choose the fewest categories that describe your core business, and keep one profile per business. ➔ [Google guidelines](#) Then add hours, services, service area, photos and a short description.
- 3 **Write your "master NAP".** In your notes doc, write your exact business name, address format, phone number, website URL and opening hours. From now on, copy and paste it. Never retype it. "St." vs "Street" is how inconsistencies are born.
- 4 **Claim the other maps.** List yourself on [Bing Places for Business](#), which Bing says is free. ➔ [Bing](#) Then do [Apple Business](#) for Apple Maps. Use the master NAP for both.
- 5 **Make your website match.** Put the same NAP on your contact page and in your site footer, with the same phone number as your profile.

No shop front? Service-area businesses can show the area they serve instead of an address. ➔ [Google](#) If you don't serve customers locally at all, skip the profile. Just make sure your name, logo, description and social links match across your site and profiles (LinkedIn, Facebook, Instagram, industry sites).

Tools for today

- [Google Business Profile](#) (free)
- [Bing Places for Business](#) (free)
- [Apple Business](#) (Apple Maps)
- A notes doc or spreadsheet for your master NAP

Done when...

- ☐ Your Google Business Profile is verified and fully filled in
- ☐ Your master NAP is written down in one place
- ☐ Bing Places and Apple Business are claimed
- ☐ Your site footer and contact page match the master NAP exactly

Structured data: **label your facts for machines**

Goal: add a small block of code that spells out who you are, where you are and how to reach you. Then machines don't have to guess.

Structured data (or schema) is a standard way to label facts on a page: "this is our name, this is our phone number". It's usually a code snippet called JSON-LD, and Google uses it to understand what a page is about. ↗ [Google](#) To keep expectations real: Google says you don't need special schema to appear in AI Overviews or AI Mode. ↗ [Google](#) This is about clarity, not magic.

- 1 **See what you already have.** Run your homepage through the [Rich Results Test](#) and the [Schema Markup Validator](#). Your theme or SEO plugin may already add some.
- 2 **Add Organization markup** to your homepage: name, website, logo, contact details and `sameAs` links to your official social profiles. Google has no required properties here and suggests adding the ones that apply to you. ↗ [Google](#)
- 3 **Local business? Use LocalBusiness**, or a more specific type like `Dentist` or `Plumber` from [schema.org/LocalBusiness](#). Put it on your homepage or contact page, with your address, phone, opening hours and website. ↗ [Google](#)
- 4 **Only mark up what people can see, then test again.** The markup must match the visible page, so no hidden extras, even true ones. ↗ [Google blog](#) Re-run both tools after you publish and watch your Search Console reports. ↗ [Google](#)

Example LocalBusiness snippet (swap in your own details from the Day 3 master NAP):

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "Plumber",
  "name": "Joe's Plumbing",
  "url": "https://www.joesplumbing.co.uk",
  "telephone": "+44 113 000 0000",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "1 Example Street",
    "addressLocality": "Leeds",
    "postalCode": "LS1 1AA",
    "addressCountry": "GB"
  },
  "openingHours": "Mo-Fr 08:00-18:00",
  "sameAs": ["https://www.facebook.com/joesplumbing"]
}
</script>
```

What about FAQ schema? Google stopped showing the FAQ rich result in Search in May 2026.

↗ [Google updates](#) FAQPage is still a valid schema.org type, ↗ [schema.org](#) but don't expect a Google boost from it. Write a great FAQ for humans instead (Day 5).

Tools for today

- [Rich Results Test](#) (free)
- [Schema Markup Validator](#) (free)
- [Schema Markup Generator](#) (free)

Done when...

- ☐ Organization (and LocalBusiness, if local) markup is live
- ☐ Both tools show it with no errors
- ☐ Every detail matches the page and your master NAP

Make your pages easy for AI to read and quote

Goal: turn your 5 most important pages into clear, honest answers that a person (or an AI assistant) can understand in seconds.

Google's advice for AI search sounds a lot like its advice for regular search: unique, helpful content for people, a good page experience, and pages Google can access. [↗ Google blog](#)

- 1 Pick your 5 pages.** Usually home, main services or products, about, contact, and your most-visited post.
- 2 Answer first.** The first two or three sentences should say what you do, who for, and where. For example: "We're a family-run plumber in Leeds. We fix leaks, boilers and blocked drains, usually the same day." Skip "Welcome to our website!" Nobody has ever searched for that.
- 3 Use headings that match real questions.** Use subheadings like "How much does a boiler service cost?" and answer right underneath. Keep key info in real text, not only in images, sliders or PDFs. Google lists this as a best practice for its AI features. [↗ Google](#)
- 4 Add a short FAQ.** Take 5–8 questions customers actually ask, from emails, calls and reviews, and give short, direct answers. Prices, areas, timings and guarantees are gold.
- 5 Show who's behind it.** Google suggests asking "Who, How, and Why" about your content. Make it clear who created it, with bylines and author info where readers would expect them. [↗ Google](#) Add a real About page with your team, qualifications and how to reach you. Only true things, obviously.
- 6 Fix your page titles.** Every page needs a descriptive, concise title. "Emergency Plumber in Leeds | Joe's Plumbing" beats "Home". [↗ Google](#)

E-E-A-T in one line: Experience, Expertise, Authoritativeness and Trustworthiness. It's Google's shorthand for "should people trust this?" Google says trust matters most, and that E-E-A-T itself isn't a specific ranking factor. [↗ Google](#)

Do I need an llms.txt file? Not for Google. Google says you don't need new machine-readable or "AI text" files to appear in its AI features, [↗ Google](#) and that llms.txt won't help or hurt your Google visibility. [↗ Google updates](#) Spend the time on your pages instead.

Tools for today

- Your website editor
- Your inbox and reviews (for real questions)
- [Google's content self-check](#)

Done when...

- ☐ Each of your 5 pages opens with a clear answer
- ☐ Headings read like real questions
- ☐ At least one page has a real FAQ
- ☐ Your About page and author info are clear
- ☐ Every page has a unique, descriptive title

Reviews and mentions **across the web**

Goal: give Google and AI assistants more honest, independent evidence that you're real and good at what you do.

Remember "prominence" from Day 3? Google says it's partly based on how many websites link to your business and how many reviews you have. More reviews and positive ratings can help your local ranking.

➤ [Google Business Profile Help](#)

- 1 Make reviewing effortless.** Create your Google review link or QR code and put it on receipts, follow-up emails and your counter. ➤ [Google](#) Ask *all* your customers, not just the ones you think loved you. FTC staff say cherry-picking only the happy ones could violate the FTC Act. ➤ [FTC](#)
- 2 Reply to reviews, good and bad.** Keep replies conversational, not promotional. Say thanks, and on negative reviews, share useful context or a fix. ➤ [Google](#)
- 3 Stay on the right side of the rules.** Google prohibits offering incentives (discounts, freebies, payment) for reviews or for removing negative ones. ➤ [Google Maps policy](#) In the US, the FTC rule bans fake reviews and rewards that depend on a review being positive or negative. ➤ [FTC](#) In the UK, the CMA publishes fake-review guidance for businesses. ➤ [CMA](#) Short version: never buy, write or swap reviews.
- 4 Get listed where your customers look.** Pick 5–10 trusted directories for your country and industry. Think Yelp, Trustpilot, Nextdoor, the BBB (US), Checkatrade (UK trades), your trade association and your local chamber of commerce. Use the master NAP from Day 3 every time.
- 5 Show up in real conversations.** Answer questions where your customers already hang out: Reddit, local Facebook groups, Nextdoor, industry forums. Be genuinely helpful, follow each community's rules, and say that you own the business. Spamming links is the fastest way to get banned, and to be remembered for the wrong reasons.
- 6 Collect friendly mentions.** Ask suppliers, partners, local news, podcasts and event organisers to mention or link to you. A "where to buy" or "our partners" page on their site counts too.

Tools for today

- [Google Business Profile](#) (review link and replies)
- [Bing Places](#) and [Apple Business](#)
- A simple spreadsheet: directory, URL, login, date checked

Done when...

- ☐ Your review link or QR code is in your follow-up emails
- ☐ Every review from the last 3 months has a reply
- ☐ 5+ directory listings are live with the master NAP
- ☐ You've picked 1–2 communities to help in each week

Measure, then **make it a habit**

Goal: see where you show up today so you can spot progress next month. This is a starting line, not a final exam.

- 1 **Run a prompt test.** Write 5–10 questions a customer might ask, like "best emergency plumber in Leeds", "who does boiler servicing near Harrogate?" or "what is Joe's Plumbing?". Ask each one in [ChatGPT](#) (with search on), [Perplexity](#), [Gemini](#), [Copilot](#) and Google (look for an AI Overview). Log the results. Were you mentioned? Linked? Were your details right? Who got mentioned instead? Answers can vary by place and time. ChatGPT, for example, uses your approximate location for local results. [↗ OpenAI Help](#) So look for trends, not one-offs.
- 2 **Check Google Search Console.** The Performance report shows clicks, impressions and the searches you appear for. [↗ Google](#) Traffic from AI Overviews and AI Mode is counted there too, under the "Web" search type. [↗ Google](#) Glance at Page indexing while you're there. [↗ Google](#)
- 3 **Check Bing's AI Performance report.** It's in Bing Webmaster Tools. It shows how often your pages are cited in Microsoft Copilot, Bing's AI summaries and some partner AI experiences, along with the "grounding queries" behind those citations. [↗ Bing](#) It counts citations, not clicks. [↗ Bing blog](#)
- 4 **Look for AI visitors in Google Analytics 4.** Open Reports → Acquisition → Traffic acquisition and switch the dimension to Session source. [↗ Analytics Help](#) Look for sources like `chatgpt.com`, `perplexity.ai`, `copilot.microsoft.com` and `gemini.google.com`. Note which pages they land on. Those are the pages AI is sending people to.

Your 30-minute monthly routine

CHECK	WHAT TO LOOK FOR
Prompt test	Re-run the same prompts and compare with last month's log.
Search Console	New indexing errors? Which searches and pages grew or dropped?
Bing Webmaster Tools	AI Performance citations, plus any crawl or sitemap warnings.
GA4	Visits from AI sources and the pages they land on.
Reviews	Reply to anything new. Ask your recent customers.
robots.txt	Still friendly? Site updates and plugins sometimes change it quietly.
One page	Improve one key page using the Day 5 steps.

Done when...

- ☐ You have a prompt log with this month's results
- ☐ You've looked at Search Console Performance and Bing AI Performance
- ☐ A GA4 view shows AI sources (zero is fine: that's your baseline)
- ☐ A monthly reminder is in your calendar

QUICK CHECKLIST

The whole week on one page

Print this page, stick it on the fridge, and tick as you go.

Day 1 · Let the bots in

- ☐ robots.txt doesn't block *, Googlebot or Bingbot
- ☐ OAI-SearchBot, PerplexityBot and Claude-SearchBot are allowed
- ☐ Decision made on GPTBot, ClaudeBot and Google-Extended
- ☐ Host or CDN isn't blocking crawlers
- ☐ Google Search Console verified
- ☐ Bing Webmaster Tools set up

Day 2 · Get indexed

- ☐ Sitemap found and cleaned up
- ☐ Submitted to Google and Bing
- ☐ Sitemap: line in robots.txt
- ☐ IndexNow switched on
- ☐ Indexing requested for top pages

Day 3 · Local details

- ☐ Google Business Profile verified and complete
- ☐ Master NAP written down
- ☐ Bing Places and Apple Business claimed
- ☐ Website NAP matches exactly

Day 4 · Structured data

- ☐ Organization markup live
- ☐ LocalBusiness markup live (if local)
- ☐ Both tests pass and the markup matches the page

Day 5 · AI-friendly pages

- ☐ 5 key pages start with a clear answer
- ☐ Question-style headings
- ☐ A real FAQ section
- ☐ Key info in text, not just images
- ☐ About page and author info
- ☐ Unique, descriptive page titles

Day 6 · Reviews and mentions

- ☐ Review link or QR code in follow-ups
- ☐ All recent reviews replied to
- ☐ No incentives and no fake reviews, ever
- ☐ 5+ directory listings with the master NAP
- ☐ 1–2 communities to help in
- ☐ Partners and suppliers asked to mention you

Day 7 · Measure

- ☐ Prompt log started
- ☐ Search Console Performance checked
- ☐ Bing AI Performance checked
- ☐ GA4 AI sources checked
- ☐ Monthly reminder booked

Stuck on a box? That's normal. Skip it, finish the rest and come back to it next month.

Your toolkit

Everything here is free or has a free option. "Paid plans" means there's an upgrade you don't need for this guide.

TOOL	WHAT IT'S FOR	FREE / PAID	LINK
Google Search Console	Indexing, robots.txt report, URL Inspection, sitemaps, performance	Free ↗ source	search.google.com/search-console
Bing Webmaster Tools	Bing and Copilot indexing, sitemaps, AI Performance report	Free tools ↗ source	bing.com/webmasters
IndexNow	Pinging search engines when pages change	Free	indexnow.org
Google Business Profile	Your listing on Google Search and Maps	Free ↗ source	business.google.com
Bing Places for Business	Your listing on Bing and Bing Maps	Free ↗ source	bing.com/forbusiness
Apple Business	Your listing on Apple Maps	Check Apple's site	business.apple.com
Rich Results Test	Testing structured data in Google	Free	search.google.com/test/rich-results
Schema Markup Validator	Checking any schema.org markup	Free	validator.schema.org
Schema Markup Generator	Building JSON-LD from a simple form	Free	technicalseo.com/tools
Screaming Frog SEO Spider	Crawling your site like a bot to find blocked or broken pages	Free up to 500 URLs; licence £199/year ↗ source	screamingfrog.co.uk
Yoast SEO (WordPress)	Sitemaps, page titles, basic schema	Free plugin; paid Premium ↗ source	wordpress.org/plugins
IndexNow plugin (WordPress)	Automatic IndexNow pings	Free	wordpress.org/plugins
Google Analytics 4	Seeing visits from AI tools and search	Free ↗ source	analytics.google.com
ChatGPT, Perplexity, Gemini, Copilot	Your monthly prompt test	Free to use; paid plans	chatgpt.com · perplexity.ai · gemini.google.com · copilot.microsoft.com

Prices and plans change. Check each site before you buy anything (you won't need to for this guide).

THAT'S A WRAP

You did the week. **Nice work.**

Seriously. You've let the bots in, tidied your details, labelled your facts and made your best pages easier to quote. You're now easier to find, read and trust, for people and for the AI tools they ask.

A few honest notes before you go:

- **Give it time.** Crawling and indexing aren't instant, and AI answers move around. Judge progress month by month, not day by day.
- **Keep it real.** Accurate details, genuine reviews and pages that actually help. That's the whole strategy, and it holds up when the algorithms change.
- **Repeat the monthly routine.** Thirty minutes a month stops all this from quietly going stale.

Stuck somewhere? Just reply.

If a step didn't make sense, or your site did something weird, reply to the email this guide came with and tell me where you got stuck. I read the replies, and your questions shape what I write next.

If you'd rather hand the technical bits to someone else, that's what my team at **Rankup SEO Lab** does every day. Have a look at rankup.co. And for more guides like this one, I write at elavenile.com.

Talk soon,

Elavenil

Elavenil Elangovan

Growth marketer & technical SEO lead · [Rankup SEO Lab](https://rankup.co)



elavenile.com

Where every claim comes from

Official documentation and help pages, all opened and checked in October 2026. Docs change, so if something looks different when you click, the latest version wins.

Crawling & AI crawlers

- developers.google.com/search/docs/crawling-indexing/robots/intro
- developers.google.com/crawling/docs/robots-txt/create-robots-txt
- developers.google.com/crawling/docs/crawlers-fetchers/google-common-crawlers
- developers.openai.com/api/docs/bots
- help.openai.com/en/articles/9237897-chatgpt-search
- docs.perplexity.ai/docs/resources/perplexity-crawlers
- support.claude.com/en/articles/8896518
- developers.cloudflare.com/bots/additional-configurations/managed-robots-txt

Google Search Console

- support.google.com/webmasters/answer/9128668 (About)
- support.google.com/webmasters/answer/6062598 (robots.txt report)
- support.google.com/webmasters/answer/9012289 (URL Inspection)
- support.google.com/webmasters/answer/7451001 (Sitemaps report)
- support.google.com/webmasters/answer/7440203 (Page indexing)
- support.google.com/webmasters/answer/7576553 (Performance)

Sitemaps & IndexNow

- developers.google.com/search/docs/crawling-indexing/sitemaps/overview
- help.shopify.com/en/manual/promoting-marketing/seo/find-site-map
- yoast.com/help/xml-sitemaps-in-the-wordpress-seo-plugin
- indexnow.org · indexnow.org/faq
- bing.com/indexnow/getstarted

Bing & Copilot

- bing.com/webmasters/help/webmaster-guidelines-30fba23a
- bing.com/webmasters/help/add-and-verify-site-12184f8b
- bing.com/webmasters/help/sitemaps-3b5cf6ed
- bing.com/webmasters/help/ai-performance-9f8e7d6c
- blogs.bing.com/webmaster/2026/2/Introducing-AI-Performance...
- bing.com/webmasters/about

AI features & content

- developers.google.com/search/docs/appearance/ai-features
- developers.google.com/search/blog/2025/05/succeeding-in-ai-search
- developers.google.com/search/docs/fundamentals/creating-helpful-content
- developers.google.com/search/docs/appearance/title-link
- developers.google.com/search/updates (FAQ rich result, lms.txt)

Structured data

- developers.google.com/structured-data/intro-structured-data
- developers.google.com/structured-data/organization
- developers.google.com/structured-data/local-business
- schema.org/LocalBusiness · schema.org/FAQPage
- search.google.com/test/rich-results
- validator.schema.org

Local & reviews

- support.google.com/business/answer/7091 (Local ranking)
- support.google.com/business/answer/3038177 (Guidelines)
- support.google.com/business/answer/2911778 (Add or claim)
- support.google.com/business/answer/3474122 (Reviews)
- support.google.com/contributionpolicy/answer/7400114
- ftc.gov/business-guidance/resources/consumer-reviews-testimonials-rule-questions-answers
- gov.uk/government/publications/fake-reviews
- bing.com/forbusiness · business.apple.com

Measurement & tools

- support.google.com/analytics/answer/12923437 (GA4 Traffic acquisition)
- marketingplatform.google.com/about/analytics
- screamingfrog.co.uk/seo-spider
- technicalseo.com/tools/schema-markup-generator
- wordpress.org/plugins/wordpress-seo · wordpress.org/plugins/indexnow
- wordpress.org/documentation/article/settings-reading-screen