

AI VISIBILITY SAMPLE

AHREFS.COM

8/45

ANSWERS NAMING THE BRAND

Brand	Ahrefs
Runs	45 (15 prompts × 3)
Order	EXAMPLE

Overall

8 of 45 runs named Ahrefs (18 %; Wilson 95% CI 9 %-31 %).

Sample: 45 answers from AI web search. Every answer and its sources appear in the appendix. Measurement period: see timestamps in the appendix. Language: English.

Result per prompt

Prompt	Hits	95% CI	Stability
How can I check if ChatGPT can read my website?	0/3 hits	0 %-56 %	1.00
Which tools show whether my brand is mentioned in AI answers?	3/3 hits	44 %-100 %	0.35
What is llms.txt and do I need it for my website?	0/3 hits	0 %-56 %	1.00
Which bots should I allow in robots.txt for ChatGPT search?	0/3 hits	0 %-56 %	1.00
How do I make my website visible in Perplexity?	0/3 hits	0 %-56 %	1.00
How much does an AI visibility audit for a website cost?	0/3 hits	0 %-56 %	0.11
Who offers GEO audits for small business websites?	0/3 hits	0 %-56 %	0.07
How do I find out if Cloudflare is blocking AI crawlers on my site?	0/3 hits	0 %-56 %	1.00
Which structured data helps a site appear in AI search answers?	0/3 hits	0 %-56 %	1.00
Is there a free check for which AI bots may crawl my website?	0/3 hits	0 %-56 %	0.00
How do I measure my company's visibility in Google AI Overviews?	2/3 hits	21 %-94 %	0.47
What is the difference between SEO and generative engine optimization?	0/3 hits	0 %-56 %	1.00
Which agency helps small businesses get visible in AI search engines?	0/3 hits	0 %-56 %	0.08
How should I write content so AI assistants cite my pages as a source?	0/3 hits	0 %-56 %	1.00
What are alternatives to Peec AI for monitoring AI visibility?	3/3 hits	44 %-100 %	0.46

Stability = Jaccard similarity of named brands across the k runs of the same prompt (1 = always the same brands).

Competitors in the same runs

otterly.ai: 8/45 (18 %; interval 9 %-31 %)

peec ai: 5/45 (11 %; interval 5 %-23 %)

Frequently cited source domains

developers.google.com (15), otterly.ai (8), ahrefs.com (7), developers.openai.com (6), searchrift.org (5), tryprofound.com (3), llmstxt.org (3), docs.perplexity.ai (3), localstardigital.com (3), aisearchconsultancy.com (3), developers.cloudflare.com (3), peec.ai (2), gogeometric.com (2), avantevsibility.com (2), motionexalabs.com (2), sourcelift.ai (2), theaicitation.com (2), locallister.app (1), rankprompt.com (1), olano.ai (1), ranknexus.com (1), support.google.com (1), help.ahrefs.com (1), seoalive.com (1), fivesixteen.ai (1)

Method

- Prompts: confirmed by the customer or derived from the site.
- Three web-search answers per question. Named brands and source domains are recorded for every answer.

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- Wilson 95% confidence interval for binomial rates; stability as Jaccard across runs.
 - All answers and their sources are documented in the appendix.

Answers and sources

01 · Run 1 · How can I check if ChatGPT can read my website?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Ask ChatGPT, with web search enabled, to read a public page and report a distinctive fact you can verify. Check your server logs for successful fetches. Official OpenAI documentation identifies OAI-SearchBot as the search crawler and ChatGPT-User as a user-requested fetcher. Ensure robots.txt permits search crawling and your firewall allows the published crawler IP ranges. A successful read demonstrates access for that test; it does not guarantee future search inclusion or citations.

<https://developers.openai.com/api/docs/bots>

02 · Run 1 · Which tools show whether my brand is mentioned in AI answers?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Consider OtterlyAI, Ahrefs Brand Radar, and Profound. OtterlyAI monitors brand mentions and website citations across multiple AI platforms. Ahrefs Brand Radar combines a broad visibility index with tracking for your own buyer questions. Profound reports visibility, competitive share of voice, citations, and sentiment. Choose based on the engines and markets your customers use, and ask to see captured answers and cited pages. Compare trends across repeated measurements rather than relying on a single score.

<https://otterly.ai/>

<https://ahrefs.com/brand-radar>

<https://www.tryprofound.com/blog/how-to-track-your-visibility-in-ai-search>

03 · Run 1 · What is llms.txt and do I need it for my website?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

llms.txt is a proposed Markdown file that describes a website and links AI agents to useful content, often clean documentation pages. It can help tools that explicitly support it, but it is optional. Google says it ignores these files for Search visibility and rankings. For a typical business website, prioritize accessible pages, useful content, internal links, and correct crawler permissions. Add llms.txt for a concrete agent or documentation use case, rather than expecting a citation boost.

<https://llmstxt.org/>

<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

04 · Run 1 · Which bots should I allow in robots.txt for ChatGPT search?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Allow OAI-SearchBot to crawl the public pages you want eligible for ChatGPT search. Official OpenAI documentation separates this from GPTBot, which concerns potential training use: you can allow search crawling while blocking training crawling. ChatGPT-User handles certain user-initiated visits and does not control search inclusion; robots.txt may not apply to those visits. Also allow the relevant published IP ranges through your firewall. OpenAI says search systems may take about 24 hours to adjust after a robots.txt change.

<https://developers.openai.com/api/docs/bots>

05 · Run 1 · How do I make my website visible in Perplexity?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Allow PerplexityBot in robots.txt and permit its published IP ranges through your firewall. Perplexity identifies it as its search crawler, separate from model training. Also check access for Perplexity-User, which supports user-requested visits. Make important pages public, readable, clearly linked, and useful for specific customer questions. Then test representative questions and record whether your pages are cited. These steps improve access and discoverability, but neither crawler permission nor a successful visit guarantees a recommendation.

<https://docs.perplexity.ai/guides/bots>

<https://developers.google.com/search/docs/appearance/ai-features>

06 · Run 1 · How much does an AI visibility audit for a website cost?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Published prices vary substantially with scope. Geometric lists a \$19.99 one-time full audit, while LocalLister lists a \$99 full AI audit. Avante Visibility publishes a \$500 visibility check, a \$1,500 four-platform audit, and a \$5,000 full GEO audit. These are provider examples, not a market average or equivalent packages. Compare buyer questions, engines, repeat measurements, competitor checks, technical inspection, and actionable fixes. Confirm whether implementation, follow-up measurement, and taxes cost extra.

<https://www.gogeometric.com/>

<https://www.locallister.app/pricing>

<https://avantevisibility.com/blog/ai-visibility-audit-cost-2026>

07 · Run 1 · Who offers GEO audits for small business websites?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Options include Geometric, LocalStar Digital, and Avante Visibility. Geometric explicitly offers small-business visibility audits with competitor context and prioritized recommendations. LocalStar Digital focuses on local businesses and audits how AI platforms see them, including content, technical access, and authority signals. Avante Visibility offers a smaller visibility check alongside broader GEO audits. Request a sample report and confirm that the service tests real customer questions, preserves answers and sources, and gives a practical website fix list.

<https://www.gogeometric.com/>

<https://localstardigital.com/>

<https://avantevisibility.com/blog/ai-visibility-audit-cost-2026>

08 · Run 1 · How do I find out if Cloudflare is blocking AI crawlers on my site?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Open your domain in the Cloudflare dashboard and inspect AI Crawl Control, including its Security and Crawlers views. Review each crawler's allowed and unsuccessful requests, then inspect the applicable action and WAF rules. Cloudflare cautions that unsuccessful requests can reflect other rules or response errors, so they do not automatically prove an AI Crawl Control block. Correlate the time, requested page, response status, and rule involved. Check robots.txt separately, because permission there does not override a firewall block.

<https://developers.cloudflare.com/ai-crawl-control/features/manage-ai-crawlers/>

09 · Run 1 · Which structured data helps a site appear in AI search answers?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Use structured data that accurately describes your pages: Organization for company identity, LocalBusiness for locations and opening hours, Product for product details, and Article for editorial content. Add types only where the visible content supports them, and validate the markup. Google says there is no special structured data required for AI Overviews or AI Mode. Schema can clarify information and support conventional search features, but it does not guarantee AI citations. Crawlability, indexing, and useful visible content remain essential.

<https://developers.google.com/search/docs/appearance/structured-data/search-gallery>

<https://developers.google.com/search/docs/appearance/ai-features>

10 · Run 1 · Is there a free check for which AI bots may crawl my website?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Yes. Rank Prompt offers a free robots.txt AI Bot Checker that fetches your file and checks permissions for more than 15 AI crawlers without signup. It is a useful starting point for identifying accidental blocks. Treat the result as a permissions check: it cannot prove that a bot actually visited, passed your firewall, or read every page. Inspect the rules for important page paths and compare the results with server logs and your hosting security settings.

<https://rankprompt.com/tools/free-robots-txt-ai-checker/>

11 · Run 1 · How do I measure my company's visibility in Google AI Overviews?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Start with the Generative AI performance report in Google Search Console. Current documentation says it reports impressions from AI Overviews and AI Mode, with breakdowns by page, country, device, and date; the report may be absent when impressions are insufficient. This measures links to your site rather than every unlinked company mention. Complement it with a fixed set of buyer questions in a monitoring tool such as OtterlyAI, recording brand mentions, citations, and competitor presence consistently over time.

<https://support.google.com/webmasters/answer/16984139>

<https://otterly.ai/>

12 · Run 1 · What is the difference between SEO and generative engine optimization?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

SEO improves how search engines discover, understand, and present your website, usually measured through rankings, impressions, traffic, and conversions. Generative engine optimization focuses on whether AI answers mention your business, cite your pages, or recommend your products. The work overlaps: accessible pages, useful original content, clear business information, and credibility matter to both. Google explicitly treats optimization for its generative search features as SEO. GEO adds answer-level measurement and analysis; it should build on your search foundations.

<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

<https://www.tryprofound.com/blog/how-to-track-your-visibility-in-ai-search>

13 · Run 1 · Which agency helps small businesses get visible in AI search engines?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

LocalStar Digital is one option, particularly for local businesses in the United States. Its service combines traditional SEO with GEO, including an assessment of AI visibility, crawler access, content, structured data, and authority. SEO Alive also advertises a small-business GEO service with AI visibility audits, content optimization, and monitoring. Treat these as candidates to evaluate. Ask for relevant client examples, a clear implementation scope, and repeat measurements of customer questions before choosing an agency.

<https://localstardigital.com/>

<https://seoalive.com/geo/small-business>

14 · Run 1 · How should I write content so AI assistants cite my pages as a source?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Answer customers' actual questions clearly, then support the answer with first-hand experience, original findings, or concrete examples. Use descriptive headings and readable sections, and make relevant facts easy to verify. Explain who produced the content and keep changing information accurate. Google recommends distinctive, helpful content and says there is no requirement to rewrite pages into tiny chunks or use special wording for generative search. These practices make your pages better sources, but no writing formula guarantees citations.

<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

15 · Run 1 · What are alternatives to Peec AI for monitoring AI visibility?

2026-10-21T09:26:04+02:00 · AI web search (OpenAI)

Consider OtterlyAI, Ahrefs Brand Radar, and Profound as alternatives to Peec AI. OtterlyAI monitors mentions and citations across major AI search services. Ahrefs Brand Radar offers both a large visibility index and tracking for custom buyer questions. Profound provides visibility, competitive share of voice, citation analysis, and sentiment reporting. Compare engine coverage, target countries, repeat frequency, answer exports, and prompt limits before subscribing. Test the same buyer questions in each shortlisted tool to judge usefulness.

<https://otterly.ai/>

<https://ahrefs.com/brand-radar>

<https://www.tryprofound.com/blog/how-to-track-your-visibility-in-ai-search>

16 · Run 2 · How can I check if ChatGPT can read my website?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Test a public page by asking ChatGPT to open its exact address and summarize a distinctive passage, then compare the response with your page. Also check server logs for successful requests and inspect robots.txt, login requirements, and firewall challenges. Official OpenAI documentation identifies OAI-SearchBot as the search crawler and ChatGPT-User as a user-triggered fetcher; GPTBot serves a separate training purpose. Verify crawler IP addresses against the published ranges. A successful fetch demonstrates access at that moment, but does not guarantee future citations.

<https://developers.openai.com/api/docs/bots>

17 · Run 2 · Which tools show whether my brand is mentioned in AI answers?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Peec AI, Otterly.AI, and Ahrefs Brand Radar are options for monitoring brand appearances in AI answers. Peec AI emphasizes visibility, position, and sentiment; Otterly.AI monitors mentions and cited websites across supported answer engines; Ahrefs combines custom prompt tracking with a broader AI visibility index. Compare engine coverage, countries, languages, sampling frequency, and access to the underlying answers before choosing. Use realistic buyer questions and track both brand mentions and linked citations. These tools measure sampled answers, so their scores are not a census of every conversation.

<https://peec.ai/>

<https://otterly.ai/>

<https://ahrefs.com/brand-radar>

18 · Run 2 · What is llms.txt and do I need it for my website?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

llms.txt is a proposed Markdown file that gives AI agents a concise introduction to your website and links to useful content, often clean Markdown documentation. It is separate from robots.txt, which communicates crawling permissions. Consider it if you publish extensive documentation or want to offer agents a curated starting point. For a typical small business website, prioritize accessible pages, clear content, and indexing first. Google says its AI search features require no special AI text file. Publishing llms.txt does not guarantee crawling, recommendations, or citations.

<https://llmstxt.org/>

<https://developers.google.com/search/docs/appearance/ai-features>

19 · Run 2 · Which bots should I allow in robots.txt for ChatGPT search?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Allow OAI-SearchBot to crawl the public pages you want eligible for ChatGPT search. Official OpenAI documentation says this crawler controls search inclusion, while GPTBot concerns potential model training and can be blocked independently. ChatGPT-User handles certain user-initiated visits and is not the search indexing crawler; robots.txt rules may not apply to those visits. Ensure your firewall also permits genuine requests from the published crawler IP ranges. Changes may take roughly 24 hours to propagate, and access alone does not guarantee inclusion.

<https://developers.openai.com/api/docs/bots>

20 · Run 2 · How do I make my website visible in Perplexity?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Start by allowing PerplexityBot in robots.txt and permitting its published IP ranges through your firewall. Perplexity identifies this as its search crawler, separate from Perplexity-User, which supports user-requested page visits. Check that important pages return useful public content without login screens or bot challenges. Then publish clear, specific answers to customer questions, supported by reliable evidence and straightforward navigation. Test representative searches and track citations over time. Crawler access establishes technical eligibility; it cannot guarantee that Perplexity will select or recommend your pages.

<https://docs.perplexity.ai/docs/resources/perplexity-crawlers>

21 · Run 2 · How much does an AI visibility audit for a website cost?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Published examples range from \$150 for SEARCHRIFT's small business snapshot to \$1,200 for Motionexa Labs' one-time visibility audit. These are examples of different scopes, rather than a universal market rate. Motionexa Labs lists more than 40 buyer prompts, five engines, over 200 captured answers, a source map, and a fix worksheet. Before buying, ask how many pages, prompts, competitors, and engines are included, whether actual answers are retained, and whether implementation or a follow-up measurement costs extra. Compare deliverables before comparing headline prices.

<https://searchrift.org/geo-audit-small-business.html>

<https://motionexalabs.com/pricing/>

22 · Run 2 · Who offers GEO audits for small business websites?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

SEARCHDRIFT explicitly offers one-time GEO and AEO audits for small business websites, with an entry snapshot advertised at \$150. Motionexa Labs offers a broader visibility audit with recorded buyer-prompt answers and a prioritized fix worksheet. AI Search Consultancy also lists a GEO baseline audit within its services for small and midsize businesses. These are providers to evaluate, rather than independently verified endorsements. Request a sample report, relevant client references, a clear page and prompt scope, and separate prices for the audit and implementation.

<https://searchdrift.org/geo-audit-small-business.html>

<https://motionexalabs.com/pricing/>

<https://aisearchconsultancy.com/services/geo-services/>

23 · Run 2 · How do I find out if Cloudflare is blocking AI crawlers on my site?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Open your domain in the Cloudflare dashboard and go to AI Crawl Control. Review the Crawlers tab for each crawler's Allow or Block setting, then use Metrics to inspect request counts, paths, and response codes. Successful requests receive 2xx responses; 403 responses can indicate blocking, while other failures may have different causes. Check the corresponding security rule or event before changing settings. Cloudflare documents that WAF rules can affect access alongside AI Crawl Control. A permissive robots.txt file alone does not prove that requests reach your content.

<https://developers.cloudflare.com/ai-crawl-control/features/analyze-ai-traffic/>

<https://developers.cloudflare.com/ai-crawl-control/configuration/ai-crawl-control-with-waf/>

24 · Run 2 · Which structured data helps a site appear in AI search answers?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Start with accurate Organization markup to identify your business, and use the most appropriate LocalBusiness subtype if you serve customers locally. Include relevant identity, contact, address, and opening-hours information that matches the visible page. These types help machines understand your business; they do not purchase or guarantee citations. Google explicitly says there is no special structured data required for AI Overviews or AI Mode. Choose markup that describes real content, keep it consistent, and validate it rather than adding unrelated schema types to chase AI visibility.

<https://developers.google.com/search/docs/appearance/structured-data/organization>

<https://developers.google.com/search/docs/appearance/structured-data/local-business>

<https://developers.google.com/search/docs/appearance/ai-features>

25 · Run 2 · Is there a free check for which AI bots may crawl my website?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Yes. Olano provides a free robots.txt checker that requires no signup. Copy your site's robots.txt into the tool, enter a page path, and inspect the allowed or blocked result and the rule responsible for each crawler. It also accepts a custom user-agent token. This checks your stated crawling permissions, rather than proving that a real crawler can retrieve the page. Firewall challenges, authentication, and server errors can still prevent access, so combine the result with request logs or an actual fetch test.

<https://olano.ai/tools/robots-txt-checker>

26 · Run 2 · How do I measure my company's visibility in Google AI Overviews?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Build a repeatable set of customer searches and monitor whether Google AI Overviews appear, whether your company is named, and whether your pages are cited. Otterly.AI supports AI Overviews monitoring; Ahrefs Brand Radar is another option for AI visibility research. Keep country, language, and query selection consistent, and compare trends with competitors. Google Search Console includes AI-feature traffic within its Web performance reporting, so that aggregate alone cannot establish your mention rate. Pair sampled answer monitoring with landing-page traffic and conversions to assess business impact.

<https://otterly.ai/>

<https://ahrefs.com/brand-radar>

<https://developers.google.com/search/docs/appearance/ai-features>

27 · Run 2 · What is the difference between SEO and generative engine optimization?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

SEO improves how search engines discover, understand, and rank your pages, usually measured through rankings, impressions, clicks, and conversions. Generative engine optimization focuses on whether AI answers mention your business, recommend it, or cite your content. The work overlaps: accessible pages, helpful information, clear business identity, and trustworthy supporting evidence matter to both. GEO adds answer-level monitoring and analysis of cited sources. Google says its AI search features still rely on established SEO practices, so treat GEO as an extension of a sound search strategy.

<https://aisearchconsultancy.com/services/geo-services/>

<https://developers.google.com/search/docs/appearance/ai-features>

28 · Run 2 · Which agency helps small businesses get visible in AI search engines?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

AI Search Consultancy is one agency to consider: it says it works with small and midsize businesses across the United States and offers baseline audits, content, structured data, entity consistency, and recurring visibility reporting. For a smaller initial commitment, SEARCHRIFT advertises one-time small business GEO audits. These are service descriptions from the providers, not proof of results. Ask for examples from businesses like yours, a defined implementation scope, and reporting tied to customer inquiries or sales as well as mentions. Avoid treating guaranteed citations as a credible outcome.

<https://aisearchconsultancy.com/services/geo-services/>

<https://searchrift.org/geo-audit-small-business.html>

29 · Run 2 · How should I write content so AI assistants cite my pages as a source?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Write pages that answer a specific buyer question directly, then support the answer with original evidence, clear explanations, and attributable sources. Use descriptive headings, concise definitions, and comparisons where they help readers. Explain who created the content and why they have relevant experience. Keep factual claims accurate and update material when the facts change. Google's helpful-content guidance emphasizes originality, expertise, and trust; these are sensible foundations for source-worthy pages. Make the information accessible as readable text. No writing template can guarantee that an assistant will cite you.

<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

30 · Run 2 · What are alternatives to Peec AI for monitoring AI visibility?

2026-10-21T09:09:48+02:00 · AI web search (OpenAI)

Otterly.AI and Ahrefs Brand Radar are two alternatives to Peec AI worth comparing. Otterly.AI centers on monitoring brand mentions and website citations across supported AI search platforms. Ahrefs Brand Radar offers custom prompt tracking alongside a larger index for exploring brands, competing answers, and cited pages. Choose based on the engines, languages, and countries your buyers use, plus monitoring frequency, prompt limits, exports, and retained answer evidence. Test the same buyer questions in each product before committing, because different sampling methods can produce different visibility scores.

<https://otterly.ai/>

<https://ahrefs.com/brand-radar>

31 · Run 3 · How can I check if ChatGPT can read my website?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

Give ChatGPT a public page address and ask it to report a specific fact from that page, then compare the answer with the page. Treat this as a spot check, not proof of ongoing search visibility. OpenAI identifies OAI-SearchBot as its search crawler and ChatGPT-User as a user-triggered fetcher. Check robots.txt and server or firewall logs for access failures, and verify crawler IP addresses against the published lists. Accessible pages are not guaranteed to be cited.

<https://developers.openai.com/api/docs/bots>

32 · Run 3 · Which tools show whether my brand is mentioned in AI answers?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

Peec AI, Otterly.AI, and Ahrefs Brand Radar are options worth comparing. Peec AI reports visibility, position, and sentiment; Otterly.AI monitors brand mentions and cited pages; Ahrefs Brand Radar combines a searchable AI answer index with custom prompt tracking. Choose a tool that covers your buyers' engines, countries, and languages. Track both brand mentions and citations to your own domain, compare competitors, and inspect saved answers. These tools sample answers, so treat their scores as directional measurements.

<https://peec.ai/>

<https://otterly.ai/>

<https://ahrefs.com/brand-radar>

33 · Run 3 · What is llms.txt and do I need it for my website?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

llms.txt is a proposed Markdown file that gives AI agents concise background, guidance, and links to useful website resources. It can help supported agents navigate documentation, but it is optional and does not replace robots.txt, ordinary pages, or a sitemap. Google explicitly says it ignores llms.txt for Search, so adding one will not improve Google search visibility by itself. For a small business, prioritize accessible pages and useful, current information; add the file if your audience's tools actually use it.

<https://llmstxt.org/>

<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

34 · Run 3 · Which bots should I allow in robots.txt for ChatGPT search?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

Allow OAI-SearchBot to crawl the public pages you want eligible for ChatGPT search. OpenAI treats that separately from GPTBot, which collects content potentially used for model training; you can block GPTBot while allowing search crawling. ChatGPT-User handles certain user-initiated visits and is not the control for search eligibility. Also check your firewall permits legitimate crawler requests. OpenAI says robots.txt changes can take about 24 hours to reach its search systems. Allowing access does not guarantee inclusion.

<https://developers.openai.com/api/docs/bots>

35 · Run 3 · How do I make my website visible in Perplexity?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

Start by allowing PerplexityBot in robots.txt and permitting its published IP ranges through your firewall. Perplexity says this crawler surfaces and links websites in search results and is separate from foundation-model training. Keep important pages public, readable, and specific about your products, services, and expertise. As a practical check, try relevant buyer questions and inspect which sources appear, then look for gaps your pages can address. Access is a prerequisite, not a promise of a citation or recommendation.

<https://docs.perplexity.ai/docs/resources/perplexity-crawlers>

36 · Run 3 · How much does an AI visibility audit for a website cost?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

Published examples range from a free initial diagnosis to paid audits costing hundreds of dollars. SEARCHRIFT lists a \$150 Visibility Snapshot, a \$600 Full Audit, and a \$1,250 Full Audit plus Code Package. Sourcelift lists a \$390 GEO/AEO audit at a founder rate through December 31, 2026, plus a free diagnosis. These are provider examples, not a market average. Compare page coverage, prompts, engines, competitor analysis, raw evidence, and implementation deliverables before comparing price.

<https://searchrift.org/geo-audit-small-business.html>

<https://sourcelift.ai/pricing>

37 · Run 3 · Who offers GEO audits for small business websites?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

SEARCHRIFT explicitly offers one-time GEO and AEO audits for small business websites, with competitor benchmarking and an optional implementation code package. Sourcelift offers a fixed-price audit covering technical access, content, entity signals, and a buyer-prompt baseline. The AI Citation advertises a free AI visibility audit and services for small and medium businesses. These are candidates to evaluate, not independently verified endorsements. Ask for a sample report, the exact pages and prompts tested, and a prioritized fix list before buying.

<https://searchrift.org/geo-audit-small-business.html>

<https://sourcelift.ai/pricing>

<https://theaicitation.com/>

38 · Run 3 · How do I find out if Cloudflare is blocking AI crawlers on my site?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

In your Cloudflare dashboard, select the domain and open AI Crawl Control. Review each crawler's activity and configured action, then investigate unsuccessful requests against your security rules and logs. Cloudflare notes that unsuccessful requests can reflect other rules or response errors, rather than an AI Crawl Control block. If a crawler is set to Allow but still fails, inspect upstream WAF custom rules: those can block requests before the crawler-specific controls apply. Verify access again after changing the responsible rule.

<https://developers.cloudflare.com/ai-crawl-control/features/manage-ai-crawlers/>

<https://developers.cloudflare.com/ai-crawl-control/configuration/ai-crawl-control-with-waf/>

39 · Run 3 · Which structured data helps a site appear in AI search answers?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

Use structured data that accurately describes each page: Organization or LocalBusiness for business details, Product for products, Article for editorial content, and BreadcrumbList for navigation. Google supports these kinds of markup for understanding content and eligible search features, but says there is no special schema required for AI Overviews or AI Mode. Keep markup consistent with visible information and validate it. Avoid buying an AI schema package on the promise of guaranteed citations; crawlability, relevance, and useful content still matter.

<https://developers.google.com/search/docs/appearance/structured-data/search-gallery>

<https://developers.google.com/search/docs/appearance/ai-features>

40 · Run 3 · Is there a free check for which AI bots may crawl my website?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

Yes. RankNexus offers a free robots.txt tester without signup that checks search, AI, and training crawlers and shows the rule behind each verdict. It can help distinguish permission for search crawlers from permission for training crawlers. Use the results as a policy check: robots.txt permission does not establish that a real crawler can pass your firewall or successfully read the page. For that, inspect server responses and logs as well. A permitted crawler also does not guarantee inclusion in AI answers.

<https://www.ranknexus.com/tools/robots-txt-tester>

41 · Run 3 · How do I measure my company's visibility in Google AI Overviews?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

Build a repeatable set of buyer queries for your target country and language, then record whether an AI Overview appears, whether your company is mentioned, and whether your domain is cited. Ahrefs Brand Radar supports AI Overview monitoring and competitor comparisons. Track results over time because answers and triggers vary. Google Search Console includes AI-feature traffic in its overall Web performance data, so that report alone does not isolate AI Overview visibility. Pair sampled answer tracking with landing-page traffic and conversions.

<https://help.ahrefs.com/en/articles/11064852-what-is-brand-radar-and-how-to-use-it>

<https://developers.google.com/search/docs/appearance/ai-features>

42 · Run 3 · What is the difference between SEO and generative engine optimization?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

SEO improves how your website is discovered and performs in search results. Generative engine optimization, or GEO, focuses on whether AI answers mention your business, cite your pages, and describe your offering accurately. The work overlaps: accessible pages, reliable information, clear business details, and useful original content matter to both. Google says its existing SEO practices remain relevant to generative Search features and cautions against special AI-only tactics. Measure GEO with mentions and citations alongside the traffic and conversions used to evaluate SEO.

<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

43 · Run 3 · Which agency helps small businesses get visible in AI search engines?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

LocalStar Digital is one option for US local businesses: it advertises GEO services alongside SEO and offers an initial AI search presence review. FIVESIXTEN explicitly positions its AEO/GEO services for small businesses. The AI Citation also targets small and medium businesses, with an audit and implementation offering. Compare their industry experience, geographic fit, sample deliverables, and reporting methods. Ask how they will establish a baseline and connect changes to inquiries or sales; their own marketing claims do not establish independent performance.

<https://localstardigital.com/>

<https://www.fivesixten.ai/>

<https://theaicitation.com/>

44 · Run 3 · How should I write content so AI assistants cite my pages as a source?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

Write pages that answer real customer questions with specific, verifiable information. Explain your own experience, publish original evidence where possible, identify authors, and keep facts current. Use descriptive headings and clear explanations so readers can find the relevant answer quickly. Google recommends unique, useful content and sound technical access for its AI search experiences. Keep key information available as text and ensure structured data matches what visitors see. No writing format guarantees citations; monitor which pages are cited and improve missing or weak information.

<https://developers.google.com/search/blog/2025/05/succeeding-in-ai-search>

45 · Run 3 · What are alternatives to Peec AI for monitoring AI visibility?

2026-10-21T09:11:04+02:00 · AI web search (OpenAI)

Otterly.AI and Ahrefs Brand Radar are two alternatives to Peec AI worth shortlisting. Otterly.AI emphasizes monitoring brand mentions and website citations across AI search platforms. Ahrefs Brand Radar offers both custom prompt monitoring and a broader searchable index for researching brands, competitors, and cited sources. Compare coverage for your target engines, language and country settings, prompt limits, refresh frequency, exports, and total subscription cost. Test the same buyer questions in each product before committing, and inspect the underlying answers behind the dashboard scores.

<https://otterly.ai/>

<https://ahrefs.com/brand-radar>