

Make Your Website Visible to AI Search

A complete setup guide for digital marketers
Copy & paste Claude prompts included

[llms.txt](#)[robots.txt](#)[Bing Webmaster](#)[JSON-LD](#)[Review Schema](#)

LLM

Make Your Website Visible to AI Search

AI-powered search is changing how people discover products and services. Tools like ChatGPT, Perplexity, Bing AI, and Google's AI Overviews now answer questions directly — pulling from websites they can read, understand, and trust.

This guide walks you through five foundational steps to make your website visible to AI search engines. Each step includes the exact prompt you can paste into Claude to get a personalized walkthrough for your specific site.

■ *Why this matters: Brands that set up AI discoverability now are building a compounding advantage. AI citations grow over time as crawlers re-index your content.*

What you'll accomplish

- ✓ Create an llms.txt file — a structured guide for AI crawlers explaining what your site is about
- ✓ Update your robots.txt — so AI crawlers know where to find your llms.txt
- ✓ Verify in Bing Webmaster Tools — so Bing AI and ChatGPT search can index your site
- ✓ Install structured data (JSON-LD) — so AI and Google understand your products precisely
- ✓ Connect your review app — so star ratings appear in AI and Google search results

Step	What it does	Estimated time
1. llms.txt creation	Tells AI crawlers exactly what your brand and pages are about	15–30 min
2. robots.txt update	Points AI crawlers directly to your llms.txt	5 min
3. Bing Webmaster Tools	Unlocks AI citation tracking via Bing & ChatGPT Search	10–15 min
4. JSON-LD structured data	Gives AI precise product, price & availability data	15–20 min
5. Review schema	Connects star ratings to AI and Google search results	5 min

1

Create Your llms.txt File

Estimated time: 15–30 minutes

What is an llms.txt file?

An llms.txt file is like a robots.txt — but for AI. It lives at **yoursite.com/llms.txt** and tells AI crawlers what your business does, what your key pages are, and how to understand your products. It's an emerging standard that major AI tools are beginning to read.

Think of it as a one-page briefing document you write for AI systems: *"Here's who we are, here's what we sell, here are our most important pages, and here's how to talk about us accurately."* Without it, AI has to guess — and it often gets things wrong or cites a competitor instead.

What to do

- Open Claude at **claude.ai**
- Navigate to your website and find your best product or category page
- Paste the prompt below into Claude — replace the bracketed placeholders with your actual details
- Claude will visit your site and build a custom llms.txt file for you
- Send the file to your developer to upload at **yoursite.com/llms.txt**

■ ■ ■; *Shopify users: You can create a page at /pages/llms and set the URL handle to 'llms' — no developer needed. Claude will walk you through this.*

■ PROMPT — Copy and paste this into Claude

```
I run an e-commerce store at [yoursite.com]. I want to make sure AI search engines like ChatGPT, Bing AI, Claude, and Perplexity can read and understand my website.
```

Please:

1. Visit my website and review my main pages
2. Audit how readable my site is for AI crawlers
3. Build me a complete llms.txt file that explains my brand, products, and key pages

4. Walk me through how to publish it on my site

My website is: [yoursite.com]

My platform is: [Shopify / WordPress / Squarespace / other]

My main products/services are: [brief description]

What to expect

- Claude will visit your site and read your pages automatically
- You'll receive a formatted llms.txt file ready to upload
- Claude will give you specific instructions for your platform
- The whole process takes 15–30 minutes

2

Update Your robots.txt

Estimated time: 5 minutes

What is robots.txt and why update it?

Your robots.txt file tells all web crawlers — including AI — what they can and can't access on your site. Adding one line to it tells AI crawlers exactly where to find your llms.txt file, making it faster and easier for them to discover and use it.

Without this update, an AI crawler might never find your llms.txt even if it's perfectly written. This step takes 5 minutes and has an outsized impact on how quickly your llms.txt gets picked up.

■ PROMPT — Copy and paste this into Claude

```
My website is [yoursite.com]. I just created an llms.txt file at [yoursite.com/llms.txt].
```

Please:

1. Fetch my current robots.txt at [yoursite.com/robots.txt]
2. Show me exactly what line to add to reference my llms.txt
3. Give me the complete updated robots.txt I can send to my developer
4. Explain how to update it on [Shopify / WordPress / my platform]

■ *Note: On Shopify, robots.txt can only be edited by adding a custom Liquid template. Claude will walk you through this if you mention Shopify in your prompt.*

3

Verify in Bing Webmaster Tools

Estimated time: 10–15 minutes

Why Bing specifically?

Bing Webmaster Tools is the control panel for how your site appears in Bing search — and critically, in Bing AI, which also powers ChatGPT's search results. Verifying your site here lets you see exactly how many times AI cites your pages and which queries are driving citations.

Reason	Why it matters
Bing AI + ChatGPT Search run on Bing's index	One verification covers both platforms
'AI Performance' report	Shows your AI citations by query — data you can't get anywhere else
Free to set up	Takes about 10 minutes with no ongoing cost
Baseline measurement	Gives you a before/after benchmark to prove your work is working

■ PROMPT — Copy and paste this into Claude

I want to verify my website [yoursite.com] in Bing Webmaster Tools so I can track how often AI search engines cite my pages.

Please walk me through:

1. How to create or log into a Bing Webmaster Tools account
2. How to verify ownership of my site
(I manage DNS through [GoDaddy / Cloudflare / my registrar])
3. How to submit my sitemap
4. Where to find the AI Performance report once I'm verified
5. What metrics to track as my baseline

Metrics to record as your baseline

Record these numbers on day one. You'll compare against them in 4 weeks.

Metric	Where to find it
Total AI citations (last 90 days)	AI Performance report
Daily average citations	AI Performance report
Top cited queries	AI Performance report > Queries tab
Total URLs indexed	Index > URL Inspection
Last crawl date	Crawl > Crawl Control

4

Install Structured Data (JSON-LD)

Estimated time: 15–20 minutes

What is structured data and why does it matter?

Structured data is code that lives on your web pages and tells search engines and AI exactly what each page contains — product name, price, availability, dimensions, reviews. Without it, AI has to guess. With it, AI can answer questions like *"how much does X cost?"* or *"is Y in stock?"* with precise accuracy from your site.

For Shopify stores, the fastest approach is a JSON-LD app. For other platforms, Claude will recommend the best approach for your setup.

What structured data unlocks

Benefit	What it means for you
Product rich results in Google	Price, availability, and rating shown directly in search results
Review star ratings	Gold stars appear in Google and Bing search results
More accurate AI answers	AI cites your exact product details instead of guessing
FAQ rich results	Your FAQ answers appear directly in search — no click required

■ PROMPT — Copy and paste this into Claude

My website is [yoursite.com] and I'm on [Shopify / WordPress / other platform].

I want to add structured data (JSON-LD / schema markup) to my site so Google and AI search engines understand my products precisely.

Please:

1. Explain what structured data will do for my site specifically

2. Recommend the best approach or app for my platform
3. Walk me through the setup step by step
4. Tell me how to connect my review platform ([YOTPO / Stamped / Judge.me / other]) so star ratings appear in search results
5. Tell me what to check in 4 weeks to confirm it's working

★ *Recommended Shopify app: JSON-LD for SEO by Ilana Davis (~\$15/month). It automatically adds structured data across your entire store including products, collections, blog posts, and FAQs.*

5

Measure Your Results

Estimated time: 4 weeks after setup

Set a reminder to check these metrics 4 weeks after completing setup. AI indexing takes time — don't expect overnight changes. The compounding effect builds over months, not days.

What to check	Where	Good sign
AI citations growing	Bing Webmaster > AI Performance	Daily average trending up
Review snippets in Google	Google Search Console > Search Appearance	Impressions increasing
Product snippets CTR	Google Search Console > Search Appearance	CTR above your baseline
New AI queries appearing	Bing > AI Performance > Queries	Non-brand queries growing

What to Do Next

Once the foundation is live, these three content moves will accelerate your AI visibility:

1

FAQ Page Targeting AI Queries

Find your top AI queries in Bing Webmaster Tools and build a dedicated FAQ page answering each one. AI search loves FAQ format and pulls from it frequently.

2

Blog Content Targeting Non-Brand Queries

Long-form guides (e.g. 'Best mattress for truck bed camping') are exactly what AI pulls from when answering research questions. Write 3 posts targeting your top non-brand AI queries from Bing Webmaster.

3

Press Outreach to High-Authority Sites

AI models learn from the web. Getting mentioned in industry publications, outdoor blogs, and review sites compounds your AI visibility over time. Each citation from a trusted source increases the likelihood AI will reference your brand.

Guide created April 2026 | Whiskey & Pack | whiskeyandpack.com | Repeat this setup for each new site or brand | Re-run baseline measurement monthly