# Get Recommended by ChatGPT

THE BIG IDEA

**Customers now ask AI tools questions like “who's the top contractor in my city?” To be the answer, make your website easy for machines to understand. Two small additions do most of it.**

## Part 1: What the two terms mean

Plain words, so you can brief your web person.

01 **Customers are asking AI, not just Google.**
When someone asks ChatGPT, Claude or Gemini for the best business in your area, it names a few.

02 **Schema code is a hidden label on your site.**
It sits behind the page. It tells machines who you are, what you do and where.

03 **llms.txt is a short note for AI.**
A plain-text file saying what your business does, your key pages, and how to cite you, at yourwebsite.com/llms.txt.

04 **Few competitors have done this.**
Where most haven't, a business that's clearly described has an edge as the default answer.

05 **No guarantees.**
Nobody controls what AI says. These steps raise your odds.

## Part 2: What to do

Under an hour of work, mostly for your web person.

01 **Write a plain description of your business.**
What you do, where you work, who you help, and your most important pages.

02 **Have an AI tool draft your llms.txt.**
Give it your description and key pages and ask for an llms.txt file.

03 **Send it to your web person.**
Ask them to upload it to your site's root folder so it shows at yourwebsite.com/llms.txt.

04 **Ask them to add schema code.**
Say “schema markup for a local business” and give them the same description. They know where it goes.

05 **Ask the AI about yourself.**
Search “best [your trade] in [your city].” Check whether it lists you and gets your facts right.

> “Tells AI tools in plain English what your business does, your most important pages.”
>
> Yates, on llms.txt

DO THIS WEEK

- ☐ Ask ChatGPT, Claude and Gemini who's the best in your trade in your city. Screenshot the answers.
- ☐ Write one paragraph describing your business and list your 5 key pages.
- ☐ Email it to your web person and ask for an llms.txt file and schema markup.

Ask monthly: Does AI describe my business correctly?

Source: Hannah Hammond, “How to get recommended by ChatGPT / Claude / Gemini”; Yates, “llms.txt: Get Your Business Cited Accurately by AI”