

**FREE GUIDE**

# The AI Search Playbook

How to Get Your Website Recommended by ChatGPT, Google Gemini & Every Major AI Engine

**400%+**

Growth in AI search

**1.5B+**

Monthly ChatGPT visits

**64%**

Gen Z prefer AI chat

## What You'll Learn Inside:

- ✓ Why AI search is different from regular Google search
- ✓ The 5 simple things that tell AI engines to trust your website
- ✓ How to write content that AI engines quote and recommend
- ✓ The exact 7-step process to get found in ChatGPT
- ✓ How to offer this as a service and charge \$500-\$2K/mo

**A step-by-step guide — no tech background needed.**

Do it yourself, or let SerpSling AI do it for you in minutes.

## Before We Dive In...

You've probably noticed something strange happening online. People used to type stuff into Google and click on websites. But now a lot of people are just **asking ChatGPT** or **Google Gemini** a question and getting a straight answer — no clicking required.

Here's the big deal: **the websites that show up inside those AI answers are getting the customers.** And the websites that don't? They're invisible. Even if they rank #1 on Google.

### **REAL EXAMPLE — What This Looks Like in Real Life:**

Sarah is looking for a plumber in Houston. Instead of Googling it and clicking 10 links, she just asks ChatGPT: "What's the best plumber in Houston?" ChatGPT says "Based on reviews and web data, ABC Plumbing in Houston is highly rated..." — and Sarah calls them. **The other plumbers don't even know they missed out.**

This guide is going to show you — step by step, in plain English — how to make YOUR website one of the ones that AI engines recommend. No complicated tech stuff. No confusing jargon. Just simple steps anyone can follow.

### **■ Plain English Version:**

"AI search" just means when someone asks a question to ChatGPT, Google Gemini, Bing Copilot, or Perplexity instead of typing it into regular Google. These AI tools give one answer — and they pick the websites they trust most. This guide shows you how to become one of those trusted websites.

STEP  
1

## Understand the Game First

*What is AI search and why does your website need to show up in it?*

### What's the Difference Between Google and AI Search?

Think of regular Google like a library. You go in, ask for a topic, and the librarian hands you a big list of 10 books and says "here — figure it out." You have to open each book yourself.

AI search is totally different. It's like asking a really smart friend the same question. Your friend doesn't hand you a list — they just **tell you the answer** and mention which sources they used. One answer. Done.

Regular Google Search	AI Search (ChatGPT, Gemini, Copilot)
✓ Gives you a list of 10+ websites to click	✗ Gives ONE answer and names trusted sources
✓ You pick which site to visit	✗ The AI already made the choice for you
✓ Success = getting a click	✗ Success = being the source AI mentions
✓ People see 10 options (competitors all visible)	✗ People see 1-2 options (winner takes all)

#### ■ Plain English Version:

In regular search, getting to page 1 is the goal. In AI search, the goal is getting the AI to say YOUR name when someone asks a question in your category. The businesses that figure this out first will own their market.

### Why Is This Growing So Fast?

People love AI search because it saves time. Instead of opening 5 tabs and reading for 20 minutes, you get a clear answer in 10 seconds. That's why AI search traffic has grown over 400% in the last year alone.

The businesses that understand this *right now* — while most competitors are still only focused on Google — are going to have a huge head start.

**PRO TIP:** You don't have to CHOOSE between regular Google SEO and AI search optimization. Most of what we cover in this guide ALSO helps your Google rankings. It's a two-for-one.

**STEP  
2**

# The 5 Things AI Engines Look For

*What makes an AI engine decide to trust your website?*

AI engines don't just randomly pick websites to recommend. They look for specific signals that tell them "this website knows what it's talking about and can be trusted." There are 5 big ones you need to know:

## Signal #1: Labels That Tell AI What Your Page Is About

*The techy term for this is: **Schema Markup***

Imagine you're setting up a yard sale, and someone asks what everything is for sale. You could make them guess — or you could put a little label on every item. **Schema markup is like those little labels, but for your website.** It tells AI engines exactly what your business is, what you sell, where you are, and what questions you can answer.

**Plain English:** Schema markup = putting labels on your website that say 'I'm a dentist in Dallas, here are my hours, here's what I do' — in a language that AI engines can read instantly.

**Your Action:** Add labels to your website for: your business type, your address and phone number, your services, and common questions people ask you.

## Signal #2: Proof That You Actually Know Your Stuff

*The techy term for this is: **E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness)***

If you were looking for a doctor, would you trust a random person with no credentials? Or would you pick the one with a degree on the wall, real patient reviews, and 10 years of experience? **AI engines think the same way.** They look for proof that the person behind the website actually knows what they're talking about.

**Plain English:** E-E-A-T = showing AI that you're the real deal. Add your name, credentials, real experience, and proof of results. Be a real person, not a faceless website.

**Your Action:** Add an author bio with your real name, credentials, and years of experience. Show off awards, licenses, media mentions, and real customer results.

## Signal #3: Answering Questions in a Clear, Simple Way

The techy term for this is: **Answer-First / FAQ Content Format**

AI engines are question-answering machines. When someone asks "who's the best roofing company in Phoenix?" they scan the web looking for websites that have already answered that question clearly.

**Websites that answer questions win. Websites that ramble on about themselves lose.**

**Plain English:** Stop writing about yourself. Start writing answers to questions your customers ask. Make it clear and short. AI engines scan for the answer — they don't read your whole site.

**Your Action:** Add a FAQ section to every page. Use question headings like 'What does a roof repair cost in Phoenix?' and give a direct, 2-3 sentence answer immediately below.

## Signal #4: Your Business Info Is the Same Everywhere

The techy term for this is: **Entity Consistency / NAP Signals**

Imagine if your home address was listed differently everywhere — your mailbox says 123 Main St, your driver's license says 123 Main Street, and your work files say 123 Maine St. That would be confusing. **AI engines get confused the same way** when your business name, address, and phone number don't match everywhere online.

**Plain English:** Make your business name, address, and phone number **EXACTLY** the same on your website, Google Business Profile, Yelp, Facebook, and every directory. Copy-paste it — don't retype it.

**Your Action:** Create one 'master' version of your business name, address, and phone number. Copy and paste it identically to every platform you're on.

## Signal #5: Other People Vouching for You

*The techy term for this is: **External Authority & Review Signals***

If you moved to a new city and wanted to know the best pizza place, would you trust a random sign that says "We're #1!" — or would you trust your 5 friends who all said the same place is amazing? **AI engines trust outside voices more than your own website's claims.** Reviews, news mentions, directory listings, and links from other websites are like friends vouching for you.

**Plain English:** Get reviews on Google, Yelp, and industry sites. Get mentioned in articles and local news. The more people 'vouch' for you outside your own website, the more AI engines trust you.

**Your Action:** Ask every happy customer to leave a Google review. Get your business listed in industry directories. Reach out to local blogs and news sites for a mention.

**STEP**  
**3**

# The 7-Step AI Search Optimization Process

*Follow these steps in order and your website will start showing up in AI search*

OK, now you know WHAT AI engines look for. Let's talk about HOW to actually do it. Here's the exact process, broken into 7 steps. You can do these yourself, or use a tool like SerpSling AI to do most of them automatically.

## Check Where You Stand Right Now

**1** Before you fix anything, find out what's broken.

- A.** Ask ChatGPT: "Who are the best [your business type] in [your city]?" — does your name come up?
- B.** Ask Google Gemini the same question. Note who DOES show up.
- C.** Go to your website and search for your address, phone number, and business name — is everything consistent?
- D.** Check your Google Business Profile — is it claimed, complete, and up to date?
- E.** Make a list of what's missing. This is your starting point.

## Put Labels on Your Website (Schema Markup)

**2** Tell AI engines exactly who you are and what you do.

- A.** Add a 'LocalBusiness' label: your business name, address, phone, hours, and type.
- B.** Add a 'FAQ' label: a list of common questions with short, direct answers.
- C.** Add a 'Service' or 'Product' label on every page that talks about what you sell.
- D.** Add a 'Review' label so AI engines can see your ratings and testimonials.
- E.** If you write how-to content, add a 'HowTo' label on those pages.

## Write a Strong 'Who We Are' Section

**3** Make it impossible for AI to doubt you are the real expert.

- A.** Add a real person's name and face to your website — no faceless businesses.

- B. Write 3-5 sentences about your experience, credentials, and results.
- C. List any awards, certifications, licenses, or publications you've been in.
- D. Link to your LinkedIn profile and any media mentions or press coverage.
- E. Update your 'About' page — if it says 'Founded in 2015' it might be outdated.

#### Rewrite Your Content to Answer Questions

### 4 Stop talking about yourself. Start answering what your customers ask.

- A. Make a list of the 10 questions your customers ask most often.
- B. Write one page (or section) that answers each question directly and simply.
- C. Start every answer with the direct answer — don't make the reader hunt for it.
- D. Add a FAQ section to every service and product page (minimum 5 questions).
- E. Use question-based headings: 'How much does X cost?' 'What does X include?'

#### Make Your Business Info Match Everywhere

### 5 Consistency = trust. Inconsistency = confusion.

- A. Write out one 'master version' of your business name, address, and phone number.
- B. Check Google Business Profile, Yelp, Facebook, and your website — do they all match?
- C. Search your business name in quotes on Google and look for any mismatches.
- D. Update any listings that have wrong or outdated info.
- E. Going forward, copy-paste your NAP info — never retype it from memory.

#### Build Your Review Presence

### 6 Get real people talking about you in real places.

- A. Make it easy for happy customers to leave a Google review — send them a direct link.
- B. Aim for at least 10 reviews with 4-star or higher ratings.
- C. Respond to every review (good and bad) — AI engines see this as an engagement signal.

**D.** Ask reviewers to mention specific services, locations, and outcomes in their review.

**E.** List your business in industry-specific directories (Angi, Houzz, FindLaw, etc.).

## Check Your Technical Health

### 7

A slow or broken website won't get recommended — even if the content is great.

**A.** Make sure your site has HTTPS (the little padlock in the browser). No padlock = no trust.

**B.** Test your site speed — go to PageSpeed Insights (free tool from Google) and aim for 70+.

**C.** Open your site on your phone — if it's hard to read or navigate, fix it.

**D.** Check for broken links (pages that return an error) and remove or fix them.

**E.** Make sure AI bots can crawl your site — check that your robots.txt doesn't block them.

**IMPLEMENTATION TIP:** You don't have to do all 7 steps at once. Start with Steps 1-3 this week. Steps 4-5 next week. Steps 6-7 the week after. Three weeks from now, you'll be ahead of 95% of businesses in your market.

STEP  
4

# How to Write Content AI Engines Love

*The easy formula for writing pages that get cited and recommended*

## The Secret: Write Like You're Answering a Question Out Loud

AI engines are basically trying to answer questions for people. So the websites that do the BEST job of answering questions clearly and directly are the ones AI engines recommend most. It's that simple.

**Here's the formula for every page on your website:**

Part 1	The Page Title	Use the exact question or phrase people ask AI. Ex: "Best Dentist in Austin Texas"
Part 2	The Direct Answer (First!)	Give a 2-3 sentence answer RIGHT AT THE TOP. Don't make people scroll.
Part 3	Who You Are	Quick 2-3 line bio: your name, your expertise, why you know this topic.
Part 4	The Details	Explain more deeply. Short paragraphs. Use bullet points. Simple words.
Part 5	Examples & Proof	Real examples, case studies, before/after, customer quotes with names.
Part 6	FAQ Section	5-10 questions + direct answers at the bottom. Every page needs this.
Part 7	Reviews	Embed your best reviews with names and dates — AI sees these as proof.

### REAL EXAMPLE — A plumber's website BEFORE optimization:

**Before:** The page starts with 'Welcome to Bob's Plumbing, serving Houston since 1998. We are a family-owned business committed to excellence...' (talks about themselves, no answers, no structure)

**After:** Page title: 'Emergency Plumber in Houston — 24/7 Same-Day Service'. First sentence: 'Bob's Plumbing offers emergency plumbing repairs in Houston with same-day service, available 24/7.' Then a bio, then FAQ section with 'How much does a plumber cost in Houston?' — answered directly.

**Result:** ChatGPT and Google Gemini now cite the after version. The before version is invisible.

## Content Rules — The Simple Version

■ DO THIS

■ DON'T DO THIS

✓ Answer the question in the first 2 sentences	✗ Write 3 paragraphs before getting to the point
✓ Use simple words a 5th grader would understand	✗ Use jargon that impresses no one
✓ Write short paragraphs (2-4 sentences max)	✗ Write giant walls of text
✓ Use your real name and credentials	✗ Hide behind a faceless brand
✓ Include specific numbers and examples	✗ Make vague claims without proof
✓ Update your content regularly	✗ Set it and forget it forever
✓ Add an FAQ section to every page	✗ Assume people will figure it out
✓ Cite your sources with links	✗ Make claims with no backup

**STEP  
5**

## How to Offer This as a Service

*Turn these skills into \$500–\$2,000/month per client*

Everything you've learned so far isn't just for your own website. **Local businesses will pay you to do this for them.** Most business owners have no idea AI search exists, let alone know how to optimize for it. That's your opportunity.

### Why This Is Such a Good Service to Offer Right Now

- ✓ Most businesses have ZERO AI search optimization done — you're starting from scratch (which means easy wins fast)
- ✓ Business owners can SEE the results for themselves — just ask ChatGPT if their business shows up
- ✓ Competitors haven't figured this out yet — you look like a genius by comparison
- ✓ It's a monthly recurring service — you can charge \$500-\$2,000/month and keep clients for years
- ✓ You don't need any expensive tools or a big team — it's mostly about knowledge and process

### A Simple Service Package You Can Sell Starting Today

#### STARTER — \$497/month

- ✓ Initial AI Visibility Audit (show them their current score)
- ✓ Schema markup installation on up to 5 pages
- ✓ One Google Business Profile optimization
- ✓ Basic FAQ content written and added to their homepage
- ✓ Monthly report showing AI search improvements

## GROWTH — \$997/month

- ✓ Everything in Starter, plus...
- ✓ Full website audit and optimization (all pages)
- ✓ Competitor comparison (show who's beating them in AI search and why)
- ✓ Monthly blog post written in answer format
- ✓ Review generation strategy + templates
- ✓ Bi-monthly check-in call

## AUTHORITY — \$1,997/month

- ✓ Everything in Growth, plus...
- ✓ Full content strategy and calendar
- ✓ 4 pieces of content per month written and published
- ✓ Full NAP consistency audit and cleanup across 50+ directories
- ✓ Press release and external link building each month
- ✓ Weekly monitoring and reporting

## How to Land Your First Client in 7 Days

- ✓ Pick one local business category you know something about (dentists, plumbers, lawyers, restaurants...)
- ✓ Search ChatGPT: "What's the best [category] in [city]?" — find businesses that DON'T show up
- ✓ Run a quick audit on one of those businesses and write down 3-5 things they're missing
- ✓ Send them an email or call saying: "I checked your AI search visibility and found [X] issues — I'd love to show you in a free 15-minute call"
- ✓ On the call, show them what you found. Offer to fix it for your Starter package price.
- ✓ Deliver great results in 30-60 days. Ask for a testimonial. Get a referral.

**SALES TIP:** The easiest thing to say on the call: 'Let me show you something.' Pull out your laptop, type their business category and city into ChatGPT, and show them live that they're not showing up. Then say: 'I can fix that.' That's your entire sales pitch.

**STEP  
6**

# Your Quick-Start Checklist

*Print this out. Check off each item. Watch your AI search visibility grow.*

Here's everything from this guide in one simple checklist. You can use this for your own website OR to audit and fix a client's website. Check each box as you complete it.

## FOUNDATION — Do These First

- Test your business in ChatGPT and Google Gemini — note who shows up and who doesn't
- Claim and fully complete your Google Business Profile
- Write one 'master version' of your business name, address, and phone number
- Make sure all directories match your master version exactly
- Add HTTPS to your website if you don't have it

## LABELS & STRUCTURE (Schema Markup)

- Add LocalBusiness schema with your name, address, phone, hours, and category
- Add FAQ schema on your homepage and every service/product page
- Add Service or Product schema to all service/product pages
- Add Review schema on pages with customer testimonials
- Test your schema with Google's Rich Results Test (free)

## CONTENT & ANSWERS

- Make a list of the top 10 questions your customers ask
- Write a direct answer to each question — 2-4 sentences max
- Add question-based headings (H2/H3) throughout your pages
- Add a FAQ section with minimum 5 Q&A; pairs to every page
- Add an author bio with your real name and credentials to all pages

- Update any page that hasn't been touched in 6+ months

## TRUST & AUTHORITY

- Get at least 10 Google reviews with 4-star or higher rating
- Respond to every review — good and bad
- Get listed in 3-5 industry-specific directories
- Add your real name, credentials, and experience to your About page
- Add links to your social profiles and any media mentions
- Ask 1-2 trusted sources to mention you or link to your site

## TECHNICAL HEALTH

- Run a speed test — aim for 70+ on Google PageSpeed Insights
- Test your site on a phone — is it easy to read and navigate?
- Check for broken links and fix or remove them
- Make sure your sitemap is submitted in Google Search Console
- Make sure AI bots can crawl your site (check robots.txt)

# Quick Glossary: Techy Terms in Plain English

If you see these words anywhere, here's what they actually mean:

<b>AEO</b>	<b>Answer Engine Optimization</b>	Making your website show up inside AI-generated answers. This whole guide is about AEO.
<b>Schema Markup</b>	<b>Website Labels</b>	Code you add to your website that tells AI engines what your content means (business type, hours, FAQ, reviews, etc.)
<b>E-E-A-T</b>	<b>Proof You Know Your Stuff</b>	Experience, Expertise, Authoritativeness, Trustworthiness — Google and AI's checklist for deciding if you're credible.
<b>NAP Consistency</b>	<b>Same Info Everywhere</b>	Your Name, Address, and Phone number being IDENTICAL across every online listing.
<b>Entity</b>	<b>Your Business's Digital Identity</b>	How AI engines see you as a real, trustworthy business in the world — not just a website.
<b>LLM</b>	<b>AI Brain</b>	Large Language Model — the technology behind ChatGPT, Gemini, etc. It's the AI that reads your website.
<b>Crawl</b>	<b>AI Reading Your Website</b>	When AI bots visit your website to read and understand it. 'Blocking crawl' means hiding from AI bots.
<b>Featured Answer</b>	<b>The Big Answer Box</b>	When AI gives one main answer before any links. Getting your content here is the goal of AEO.
<b>Backlinks</b>	<b>Other Sites Vouching for You</b>	When another website links to yours. AI engines treat these like votes of trust.
<b>HTTPS</b>	<b>The Padlock</b>	The little padlock in your browser URL bar. It means your site is secure. No padlock = lower trust from AI.

# You Now Know How to Win at AI Search.

## Here's the honest truth:

You now have everything you need in this guide. Every step. Every signal. Every checklist. If you follow this process carefully, your website WILL start showing up in AI search results. It may take 30-60 days, but it works.

## There Are Two Ways to Do This:

PATH 1	PATH 2
<b>Do It Yourself</b>	<b>Let SerpSling AI Do It For You</b>
Follow each step in this guide manually. Add schema code by hand. Rewrite content yourself. Track your own progress. Time required: 10-20 hours per website. Results: 30-90 days.	SerpSling AI audits your website instantly, generates your schema automatically, identifies your content gaps, and deploys the fixes in minutes — not weeks. Time required: Minutes per website. Results: Start seeing citations in 14-30 days.
<ul style="list-style-type: none"> <li>✓ 100% Possible</li> <li>✓ Completely Free</li> <li>✓ Takes Longer</li> </ul>	<ul style="list-style-type: none"> <li>✓ Done For You</li> <li>✓ Fraction of the Time</li> <li>✓ Built for Agencies &amp; Marketers</li> </ul>

## Introducing SerpSling AI

SerpSling AI is the all-in-one platform that does everything in this guide for you — automatically. One-click AI visibility audit. Auto-generated schema markup. Content gap finder. Multi-engine citation tracker. Built-in optimization tools for ChatGPT, Google Gemini, Bing Copilot, and Perplexity.

✓ No coding required

- ✓ Works on any website
- ✓ Built for marketers AND agencies
- ✓ Rank your own sites OR offer it as a service

*You can follow this PDF completely and build your AI search presence on your own — and I genuinely hope you do. But if you want to get there faster, skip the manual work, and scale it to multiple clients with ease...*

## SerpSling AI Was Built Exactly for That.

SerpSling Launches April 7th

*P.S. — This PDF is just the beginning. SerpSling AI goes even deeper: real-time AI citation monitoring, automated content optimization, competitor gap analysis, and agency tools to manage unlimited clients. Everything you learned here, done for you in a fraction of the time.*