

The AI Visibility Playbook

How to get ChatGPT and every AI engine recommending your business by name. The full system I used on my own company, step by step.

by **Brycen Wood** · @brycenwood.ai · built 80+ systems with zero coding

20→61

IN ONE WEEK

Six weeks ago, AI had no idea my business existed. I took my AI-visibility score from a 20 to a 61 in a single week, and now ChatGPT recommends my shop by name. This playbook is exactly how.

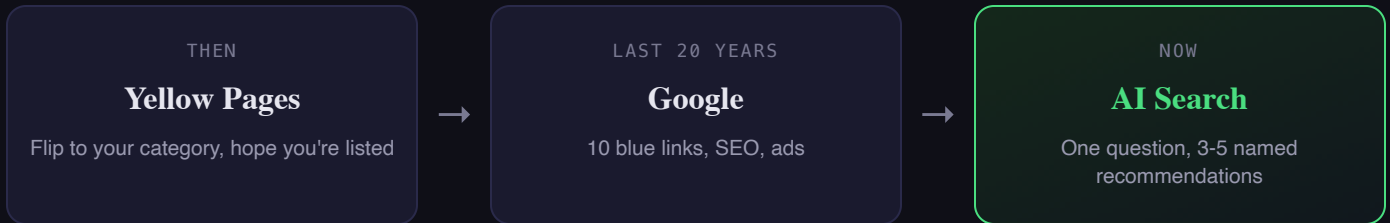
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Your customers stopped Googling

People used to Google "best vehicle wrap shop near me" and click through ten blue links. That behavior is dying. More and more people open ChatGPT, Perplexity, or Gemini and just ask: "Who does the best commercial fleet wraps in Utah?" The AI hands back three to five businesses. No ads. No SEO games. Just whatever companies it understands best.

If you're not in that answer, you don't exist to that customer. This is the same shift that happened when Google replaced the Yellow Pages. The businesses that adapted early won. The ones who said "I'll figure it out later" lost years of growth.



Where this is happening

Your customers are already asking these tools to recommend businesses. Each one decides who to name from what it can understand about you online.

- ChatGPT
- Perplexity
- Gemini
- Claude
- Copilot

WHAT "AI VISIBILITY" ACTUALLY MEANS

It's how easily an AI engine can find, understand, and trust your business well enough to recommend it by name. It is not a hack and it is not paid placement. It's the same principle that made robots.txt and sitemaps standard: give machines a clean way to understand your business, and they represent you better.

THE WINDOW

When I first set this up, almost no businesses had. Most still don't. The ones that do are getting recommended while their competitors are invisible, and that gap widens every month. Setting this up now builds a moat.

The AI Visibility Stack

Five layers. The bottom three make your business **readable** to AI. The top two make it **trusted** and let you **track** it. Build them bottom-up and AI starts naming you instead of your competitor.

05 Measure & Iterate	Check what AI says about you across engines. Improve what's weak. Compounds monthly.
04 Trust & Citations	Reviews, Google Business Profile, consistent NAP, mentions on sites AI already trusts.
03 Answer Content	Pages that answer the real questions people ask AI, marked up with schema.
02 Markdown Mirrors	A clean, chrome-free version of every page that any AI can read without wrestling code.
01 llms.txt + Foundation	The cheat-sheet file + a crawlable site and sitemap. The base everything sits on.

BEFORE

"I asked AI for the best wrap shop in my area and it had no idea my business existed. It named two competitors."

AFTER THE STACK

"ChatGPT recommends my shop by name, lists my services, and points the customer to me. Score went 20 → 61 in a week."

HOW TO USE THE REST OF THIS PLAYBOOK

Each section that follows is one layer of the stack, with the exact steps and a checklist. You do not need to do all of it in one day. Start at the bottom (llms.txt, page 4) for the fastest win, then work up. Every box you check is one more reason AI picks you.

01 llms.txt — make your business readable to AI

A plain-text file at your domain root (`yoursite.com/llms.txt`) that tells AI exactly what you do, where, and who for. Think robots.txt, but instead of telling crawlers what to index, it tells AI assistants what to recommend. This is the single fastest win, about 20 minutes.

If your website is a mess of JavaScript widgets, popups, and cookie banners, AI can't separate the signal from the noise, and your value proposition stays buried. A clean llms.txt hands the AI exactly what it needs on a silver platter: no guessing, no parsing.

```
# llms.txt - yoursite.com/llms.txt
# Summit Wraps and Graphics
> Vehicle wrap, graphics, tint and PPF shop serving Utah County and the Salt Lake area.

## What we do
- Full and partial vehicle wraps
- Commercial fleet wraps and graphics
- Color change wraps, chrome delete, PPF, window tint

## Who we serve
- Utah businesses with fleets, and individual owners in the greater SLC area

## Contact
- Location: Lehi, Utah · Web: summitwrapsandgraphics.com
```

WHAT TO INCLUDE – AND WHAT TO LEAVE OUT

Include: who you are, what you do, the areas you serve, your core services, and how to reach you. Keep it factual and plain. **Leave out:** marketing fluff, hype, and adjectives. AI ignores hype and rewards clarity.

- Create a plain-text file at `yoursite.com/llms.txt`
- Lead with **who you are, what you do, where you serve, and contact**
- Add an `llms-full.txt` with deeper detail for engines that want more
- List your **core services** as clear bullets, not paragraphs
- Keep it factual. **No marketing fluff** — AI strips it out anyway
- Re-publish whenever your services or service area change

02 Markdown Mirrors

llms.txt tells AI *what* your business is. Markdown mirrors let AI cleanly read *every page* on your site. When AI tries to quote a normal web page, it has to fight through navigation, popups, scripts, and cookie banners. A markdown mirror is the same page stripped down to clean text AI can read instantly.

The pattern is simple: for every page, publish a clean `.md` version next to it. Add `/index.md` to any URL and you get the content with zero layout chrome. Then point to it in your llms.txt so AI knows the clean versions exist.

```
# Add a clean mirror next to every page
yoursite.com/services/           → the human page (HTML)
yoursite.com/services/index.md   → the AI page (clean markdown)

# Then in llms.txt:
## Clean versions for AI
Every page has a markdown mirror – add /index.md to any URL.
```

THE ONE-PROMPT BUILD

You don't write these by hand. Open your site project in Claude Code and ask it to write a script that walks every page, strips the navigation and scripts, and saves a clean markdown version next to each one. One prompt builds the whole system. (The exact prompt is in my master playbook.)

- Generate a clean `.md` mirror for **every** page on your site
- Strip navigation, popups, scripts, and cookie banners — **content only**
- Make them reachable at a predictable path (e.g. `/index.md`)
- Reference the mirrors in your `llms.txt` so AI knows they exist
- Keep the markdown clean — strip stray bullets, numbers, and separators that trip AI up

03 Answer Content + Schema

AI quotes the source that answers a question most directly. The old game was keywords. The new game is **real questions** — the exact things people type into AI before they buy — answered clearly, in your own words, and marked up so engines can parse them.

Start by listing the 20 questions customers ask before hiring you. Not keywords. Questions: "How much does a full wrap cost?" "Wrap vs paint?" "Best wrap shop in [city]?" Write one clear page per question and put the answer in the **first two sentences**, because that's the part AI lifts.

```
<!-- FAQ schema: makes your Q&A machine-readable -->
<script type="application/ld+json">
{
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "How much does a full vehicle wrap cost?",
    "acceptedAnswer": { "text": "A full wrap runs $3,500-$4,500..." }
  }]
}
</script>
```

ANSWER-FIRST BEATS KEYWORD-STUFFED

Write like a human talking, not like an SEO robot. A direct, honest answer in plain language gets quoted by AI far more often than a page stuffed with keywords. Add `FAQPage` schema so the engine can read the question and answer as structured data.

- List the **20 real questions** customers ask before buying (questions, not keywords)
- Write one clear answer page per question
- Put the answer in the **first two sentences** — AI lifts the direct answer
- Write like a human talking, not keyword-stuffed copy
- Add `FAQPage` schema so engines parse the Q&A cleanly

Technical Foundation + Trust

None of the above lands if AI can't crawl you or doesn't trust you. This layer is the plumbing (sitemap, schema) and the proof (Google, reviews, consistent listings) that makes an engine confident enough to put your name in front of a customer.

▶ Crawlable & structured

- Publish a `sitemap.xml` and submit it in **Google Search Console** — it's the map AI and search crawlers follow
- Add `LocalBusiness` / `Organization` schema (name, address, phone, hours, services)
- Make sure pages render their content in HTML, not only after JavaScript runs

▶ Trust signals AI reads

- Claim and fully complete your **Google Business Profile** — services, hours, photos, categories
- Earn reviews with **volume, recency, and your business name** written in them
- Get listed in your industry's authority directories
- Get mentioned on local + industry sites AI scrapes (press, partners, guest posts)
- Keep your **NAP** (name, address, phone) **identical everywhere** online

WHY NAP CONSISTENCY MATTERS MORE THAN YOU THINK

When your name, address, and phone match across your site, Google, and every directory, AI gets a consistent signal it can trust. When they conflict, the engine hedges — and a hedging AI recommends someone else.

05 Measure It (and keep measuring)

You can't improve what you don't check. Test what AI actually says about you, track it, and watch it compound. Here's the real climb from my own business after building the stack:



That jump is one week of work across the layers in this playbook. It keeps climbing as content, reviews, and citations compound. The point isn't the exact number — it's that it's **measurable**, so you always know whether you're winning.

THE MONTHLY CHECK — RUN THESE PROMPTS

Ask each engine: "What's the best [your service] in [your city]?" and "Recommend a [your service] near [your area]." Then log the result: were you **named**, was a **competitor** named, or **no one**? All three tell you exactly where you stand.

- Ask **ChatGPT, Perplexity, and Gemini** for the best [your service] in [your city]
- Log the result each time: **named / competitor / no one**
- Re-check **monthly** — watch your name start showing up as the work compounds
- When a competitor outranks you, find the gap (reviews? content? citations?) and close it

Common mistakes to avoid

- ✗ **Stuffing llms.txt with marketing copy.** AI strips hype. Facts only.
- ✗ **Doing it once and forgetting.** AI visibility compounds — and decays if you stop.
- ✗ **Inconsistent name, address, and phone.** Conflicting info makes AI hedge and pick someone else.
- ✗ **Writing for keywords instead of questions.** The new game is answering what people actually ask.
- ✗ **Never measuring.** If you don't check what AI says, you're flying blind.

THE HONEST PART

Don't want to do all this by hand?

Every layer in this playbook works — I did them all. But writing the answer content, maintaining the llms.txt and mirrors, chasing citations, and tracking five AI engines is basically a part-time job. So I automate it with a tool called **cytd**. It auto-publishes the answer content, maintains your llms.txt, and tracks where you show up across the engines. It's what took my own score from a **20 to a 61 in a week**.

Full disclosure: that's my affiliate link below, I earn a commission if you sign up. I only recommend it because I actually run it on my own business — and you just read the exact system of what it does, so you can decide for yourself.

MY GIFT FOR USING MY LINK

Sign up to **cytd** through my link and I'll give you free **LIFETIME** access to my private community, **Business On Autopilot** (it used to be \$97/mo). That's where I break down the AI visibility playbook live, share what's working, and answer questions directly.

How to claim: sign up with the link below, then reply to my DM (or message me **@brycenwood.ai**) with your confirmation and I'll add you, free, for life.

Start with the free AI visibility check. It scores exactly where you stand right now across the engines. No card, no commitment, just your number.

[Run my free AI visibility check →](#)

<https://www.cytd.ai/?deal=brycen#free-ai-visibility-check>