MOSEBURY MEDIA

# How to appear in ChatGPT and other AI search answers

People now ask AI assistants to recommend a professional. These steps make it more likely that the answer includes you and describes you correctly.

## How AI assistants choose what to say

AI assistants build an answer from sources they consider reliable. They favour pages that state facts plainly, answer a question directly and agree with what other trusted sites say about you.

## Seven steps that help

- State clearly on your home page who you are, what you do, who you help and where you work.
- Give each service its own page with a direct answer in the first paragraph.
- Add a questions and answers section to each page, using the words people really use.
- Add structured data for your organisation, people, services and FAQs.
- Keep your name, address, phone number and description identical on every directory and profile.
- Name the author of each article and show their qualifications.
- Publish an llms.txt file that summarises your site for AI systems.

## What does not work

Repeating keywords, publishing thin pages in bulk and making claims you cannot support do not help. AI systems are built to prefer clear, well-sourced information.

## How to check your progress

Ask several assistants the questions your patients or clients would ask, and record whether you are mentioned and whether the details are right. Repeat this every month, because the answers change.

## Checklist

- ☐ Our home page states who we are, what we do and where
- ☐ Each service page opens with a direct answer
- ☐ Pages include questions and answers
- ☐ Our details are identical on every directory
- ☐ We test what AI assistants say about us each month

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