MOSEBURY MEDIA

What is llms.txt and does your practice need one?

The llms.txt file is a simple way to describe your website to AI systems. This guide explains what it is and what to expect from it.

What it is

An llms.txt file is a plain text file placed at the top level of a website. It gives a short summary of the organisation and a list of the most important pages with a line about each one.

What it is for

AI assistants read websites in order to answer questions. A clear summary helps them identify who you are, what you offer and where the detailed information sits.

What to expect

The file is a proposed convention, and AI companies are not obliged to use it. It costs little to publish and does no harm. It should sit alongside the things that matter more, which are clear page content, structured data and consistent profiles elsewhere.

What to include

- Your name and a two-sentence description
- The professions or clients you serve and the area you cover
- Links to each service page with a one-line summary
- Links to your profile, contact and key guides

Related pages

- AI search optimisation
- How to appear in AI search answers

Common questions

Is llms.txt the same as robots.txt?

No. A robots.txt file tells crawlers what they may access. An llms.txt file summarises your content for AI systems.

Will llms.txt make ChatGPT recommend my practice?

Not by itself. It can help AI systems understand your site, but recommendations depend on the quality and consistency of information about you across the web.

Checklist

- ☐ Our home page states who we are and what we do
- ☐ Each service has its own page
- ☐ We have published an llms.txt file
- ☐ Our pages carry structured data
- ☐ Our profiles on other sites match our website

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