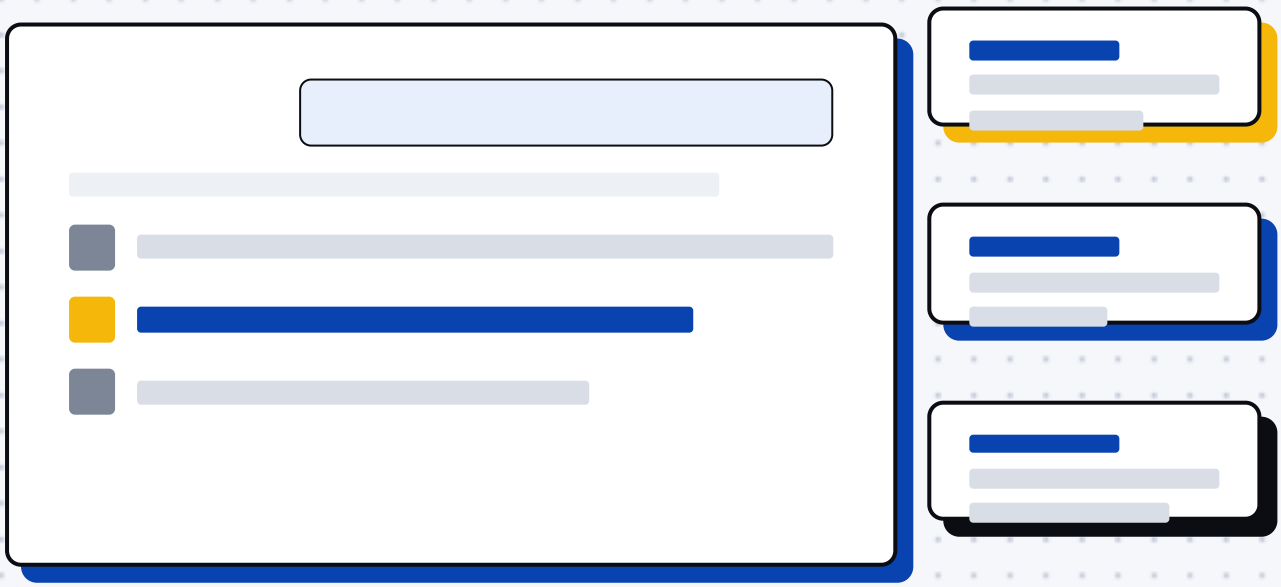
Perceptric

Free guide

How to Get Recommended by ChatGPT and AI Overviews

A seven step playbook for B2B and SaaS teams who want AI assistants to name their brand when buyers ask for a shortlist.



perceptric.com

2026 edition

Contents

01	How AI search picks answers	Basics
02	Find the prompts your buyers ask	Step 1
03	Check where you show up today	Step 2
04	Get named on the pages AI cites	Step 3
05	Write pages AI can quote	Step 4
06	Give AI crawlers access	Step 5
07	Build brand mentions and entity signals	Step 6
08	Measure visibility, citations and traffic	Step 7
09	Your 30-day action plan	Plan
10	Sources	Appendix

85%

of B2B software buyers think more highly of a vendor that AI includes in an answer.

Source: G2, The Answer Economy, 2026

01

THE BASICS

How AI search picks answers

When a buyer asks an AI assistant for a shortlist, the answer draws on what the model learned and on pages it finds at that moment. You can shape both, and each one moves at its own speed.

How many buyers use AI search

Three routes into an answer

How the main engines differ

Query fan-out

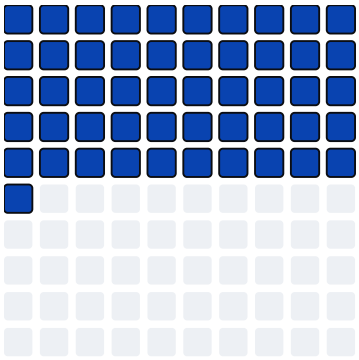
What Google asks of your pages

900M
weekly ChatGPT users in February 2026

1B+
monthly users of Google AI Mode

Sources: OpenAI via TechCrunch, 2026; Google, Q2 2026.

Where B2B software research starts

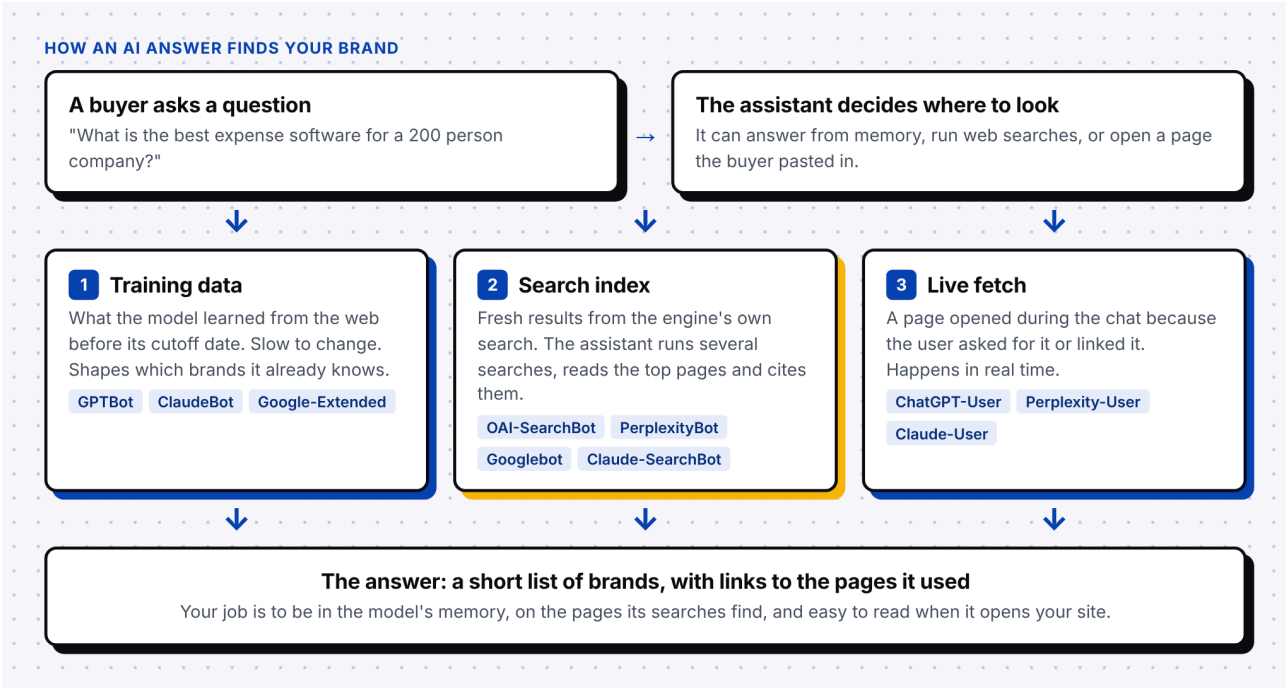


51%

of B2B software buyers start research with an AI chatbot more often than with Google.

Source: G2, The Answer Economy, 2026

Three routes into an answer



Each route has its own crawlers. The names come from OpenAI, Perplexity, Google and Anthropic crawler documentation.

01

Training data

This is what a model learned from the web before its cutoff date. It decides which brands the model already knows when it answers without searching. Changes here show up only when a new model ships.

02

The search index

The index drives most vendor recommendations today. The assistant writes its own search queries, reads the top results and cites some of them in the reply.

03

A live fetch

A fetch happens when a user pastes a link or asks the assistant to read a page. The page must load fast and show its text without scripts.

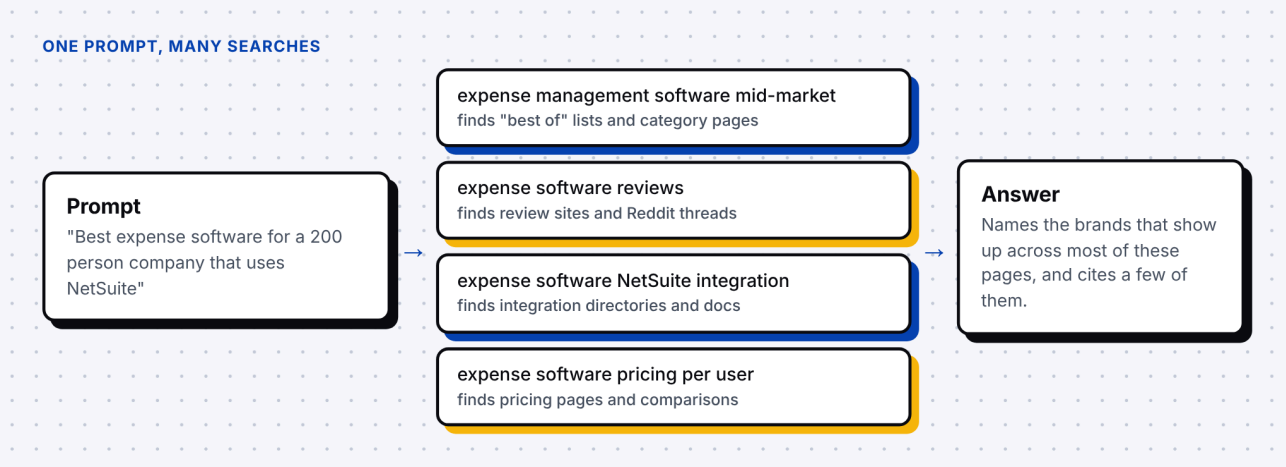
How the main engines differ

Engine	Where answers come from	Crawlers that matter
ChatGPT	Model memory, plus ChatGPT search when the question needs fresh facts. ChatGPT decides when to search based on what the user asks.	OAI-SearchBot (search), ChatGPT-User (user visits), GPTBot (training)
Perplexity	Searches the web in real time and shows numbered citations that link to each source.	PerplexityBot (search), Perplexity-User (user visits)
Gemini	The model checks whether a Google Search would improve the answer. If so, it writes and runs one or more queries and cites the results.	Googlebot; Google-Extended token for Gemini training and grounding
Google AI Overviews and AI Mode	Built on Google's index. Both can use query fan-out, which runs related searches across subtopics and data sources.	Googlebot
Claude	Model memory, plus web search when it is turned on.	Claude-SearchBot (search), Claude-User (user visits), ClaudeBot (training)

Sources: OpenAI crawler docs, TechCrunch on ChatGPT search, 2024, Perplexity crawler docs, Perplexity help center, Gemini grounding docs, Google AI features docs, Anthropic crawler docs.

One prompt becomes many searches

Query fan-out explains why a single prompt can surface pages you never targeted. The engine splits the question into smaller searches, so lists, review sites, integration docs and pricing pages all feed the same answer.



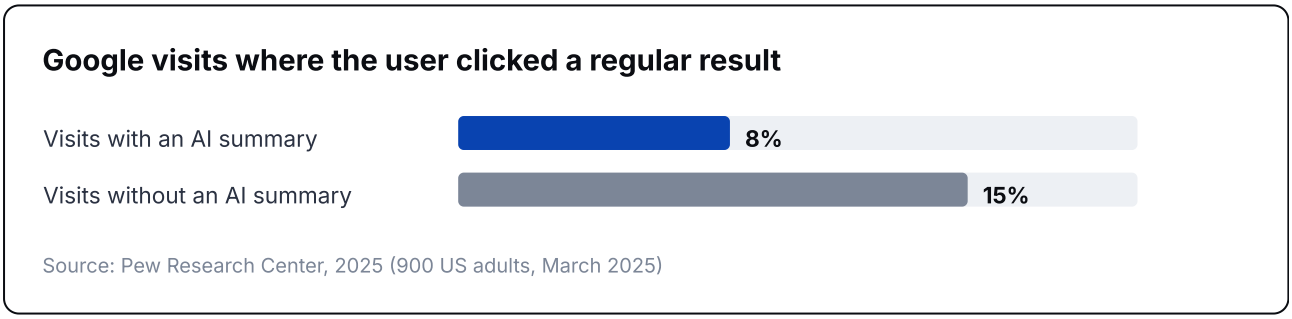
An illustration of fan-out for a B2B software prompt. The searches are examples.

What Google asks of your pages

Google sets no extra technical requirements for AI Overviews or AI Mode. A page needs to be indexed and eligible to show a snippet in Search. You do not need new AI text files or special markup.

Source: Google Search Central, AI features and your website.

Fewer searchers click a regular result when an AI summary appears.



Link: Pew Research Center, 2025.

> **Do this now**
>
> Open yoursite.com/robots.txt and note which crawlers from the table above it blocks. Keep the list, because you will fix any problems in Step 5.

02

STEP 1

Find the prompts your buyers ask

Every AI visibility program starts with a prompt list. Pick the questions a buyer asks before they ever talk to sales, then track those same questions every month.

- How prompts differ from keywords
- Where to find real prompts
- Six prompt types to cover
- A prompt list template with example rows

Prompts are longer than keywords

Buyers phrase prompts very differently from search keywords. For most of the period from October 2024 to February 2026, 65% to 85% of ChatGPT prompts had no match in Semrush's keyword database.

Prompts that trigger a web search are also getting longer. Their average length rose from 4.7 words in early 2025 to 8.7 words in early 2026.

What this means for you

A keyword tool shows only part of what buyers ask AI. Build your prompt list from the words buyers use with your team. Source: Semrush, 2026.

Average length of ChatGPT prompts that trigger a web search



Source: Semrush, 2026 (US clickstream panel, October 2024 to February 2026)

Where to find real prompts

Sales calls | Demo forms | Search Console | G2 | Capterra | TrustRadius | Reddit | Slack communities | Your sales team

- Read sales call recordings and notes, and write down the exact words prospects use to describe their problem.
- Check demo request forms and "how did you hear about us" answers for mentions of AI tools.
- Export Google Search Console queries with five or more words, then filter for "best", "vs", "alternative" and "how".
- Read reviews in your category on G2, Capterra or TrustRadius to see which problems buyers name.
- Search Reddit and Slack communities in your field for threads where people ask for tool advice.
- Ask your sales team which competitors come up most often on first calls.

Six prompt types to cover

Type	Pattern	Example for an expense software brand
Category	best [category] for [buyer or size]	best expense software for a 200 person company
Problem	how do I [fix a problem]	how do I stop employees missing receipt deadlines
Comparison	[brand A] vs [brand B]	[your brand] vs [main rival] for mid-market finance teams
Alternatives	alternatives to [brand]	cheaper alternatives to [market leader]
Integration	[category] that works with [tool]	expense software that syncs with NetSuite
Pricing and fit	how much does [category] cost	how much does expense software cost per user

Build your list

Start with a list of 30 to 50 prompts across all six types. Weight the list toward category, comparison and alternatives prompts, because those are the moments a buyer forms a shortlist.

Write each prompt the way a buyer would type it, with their company size, industry or tools. Include a few prompts that name your brand, so you can check what AI says about you.

Do this now: your prompt list

Put 30 prompts in a spreadsheet with these columns. Ask two salespeople to review the list and add the questions they hear most.

Prompt	Type	Stage	Priority	Where it came from
best expense software for a 200 person company	Category	Shortlist	High	Sales calls
expense software that syncs with NetSuite	Integration	Shortlist	High	Demo forms
[your brand] vs [main rival] for mid-market teams	Comparison	Decision	High	Sales team
how do I stop employees missing receipt deadlines	Problem	Research	Medium	Search Console
is [your brand] good for companies with remote staff	Brand	Decision	Medium	Reddit thread

03

STEP 2

Check where you show up today

Record a baseline before you change anything. You need to know how often each engine names you, where you sit in the list and which pages it cites.

Six steps for manual checks

A baseline log with example rows

When a tracking tool pays off



Run manual checks

1. Use a logged-out browser window, or a fresh account with memory turned off, so past chats do not shape the answer.
2. Run each prompt in ChatGPT, Perplexity and Gemini, then search it on Google to see the AI Overview and AI Mode answer.
3. Run each prompt three times on different days, because answers change from one run to the next.
4. Record whether you are named, your position in the list, which competitors appear and every cited URL.
5. Note whether the description of your brand is accurate, out of date or wrong.
6. Save dated screenshots, so you can compare the same prompt next month.

Worksheet: baseline log

Prompt	Engine	Named?	Position	Competitors named	Cited pages
best expense software for a 200 person company	ChatGPT	● No	n/a	[rival A], [rival B]	[list site URL], [review site URL]
best expense software for a 200 person company	AI Overview	● Yes	4	[rival A], [rival C]	[your category page]

When to use a tracking tool

Manual checks work for about 20 prompts. Past that, a tracking tool saves hours and catches swings that one weekly check misses.

These tools send your prompts to each engine on a schedule and log every answer. Compare the options on these five points.

01

Engines covered

Your buyers use more than one assistant, and each one cites different sources.

02

How often prompts run

Daily or weekly runs smooth out the normal swings between answers.

03

Cited source lists

The list of cited URLs becomes your target list for Step 3.

04

Competitor share

You see which rival wins each prompt and on which engine.

05

Exports

Prompt level data lets you join visibility with GA4 and CRM data.

We built Arrowsterr for this job, and our team runs every client program on it. Our guide to AI rank tracking tools covers other options.

> **Do this now**
>
> Run your top 10 prompts across four engines this week and fill in the baseline log. Mark each prompt where a competitor is named and you are missing.

04

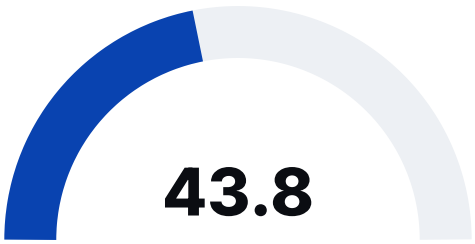
STEP 3

Get named on the pages AI cites

AI engines lean on other sites when they recommend vendors. Your fastest gains often come from appearing on the lists, reviews and threads the engines already cite.

- Why "best of" lists matter
- What our own tracking shows
- Where to get named, by source type
- A citation gap worksheet

Lists feed ChatGPT answers



% of ChatGPT source pages were "best X" lists

Source: Ahrefs, 2025 (750 prompts)

Lists change often



% of 1,100 lists checked were updated in 2025

Source: Ahrefs, 2025

Brands placed higher on third-party lists were also more likely to be recommended in the Ahrefs study. Lists change often: 79.1% of the 1,100 lists checked had been updated in 2025.

Source: Ahrefs, 2025.

Social and video platforms also feed AI answers in every major engine. Semrush tracked over 100 million AI citations from July to October 2025. Reddit and LinkedIn ranked among the five most cited domains on ChatGPT, Google AI Mode and Perplexity.

Source: Semrush, 2025 (230,000+ prompts over 13 weeks).

35% more organic clicks

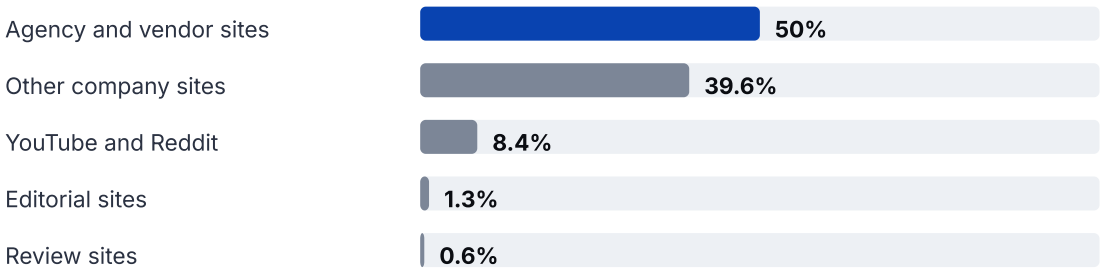
Brands cited in an AI Overview earned 35% more organic clicks than brands left out. Source: Seer Interactive, 2025.

What our own tracking shows

We track a small set of prompts about B2B SEO agencies in Arrowsterr. Across 30 answers from five AI engines, half of all citations went to agency and vendor sites.

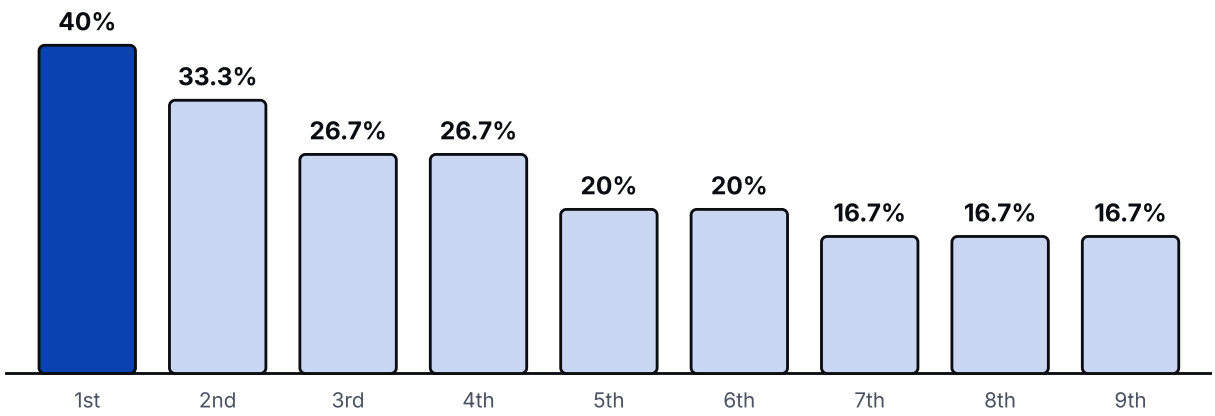
Of the 24 most cited pages, 10 were "best agencies" lists. YouTube appeared in 13.3% of answers and Reddit in 10%. Treat this as one small sample next to the larger studies above.

Share of citations by site type



Source: Perceptric, Arrowsterr data, 2026. Sample: 30 answers, 5 prompts, 5 AI engines (ChatGPT, Claude, Gemini, Google AI Overview, Google AI Mode), one B2B SEO agency topic, August to November 2026.

Share of answers that named each of the nine most named brands



Source: Perceptric, Arrowsterr data, 2026. Same sample of 30 answers. Brands not named.

Even the most visible brand appeared in only 40% of answers. No one owns a prompt for good, so there is room for a newer brand to get in.

Where to get named

Source type	What to do
"Best of" lists	Find the lists cited for your prompts. Send the author current facts, such as pricing, integrations and customer segments, plus a product login. Ask to be considered at the next update.
Review sites	Ask customers for a review right after a success moment, such as a finished rollout. Reply to every review and keep your category, pricing and screenshots current.
Reddit and communities	Answer questions in your field from a named account. Say that you work for the company and follow each community's rules.
YouTube	Publish demos, how-to videos and fair comparisons with clear titles, chapters and full transcripts.
Partner pages	Get listed in the marketplaces and integration directories of the tools you connect with. Fill in every field of the listing.
Your own comparisons	Publish "[you] vs [rival]" and "alternatives to [rival]" pages with facts a reader can check and a date of last update.

> **Review sites build trust in the answer**
>
> In the G2 survey, buyers named citations from a software review site as the signal that most raised their confidence in a chatbot answer.

Worksheet: citation gap list

For your top 20 prompts, list every cited URL where a competitor is named and you are not. Sort the list by how often each URL appears, then contact the top five owners this month.

Cited URL	Competitors named	Times cited	Owner contact	Status
[best expense software list URL]	[rival A], [rival B]	6	[author name]	Emailed

05

STEP 4

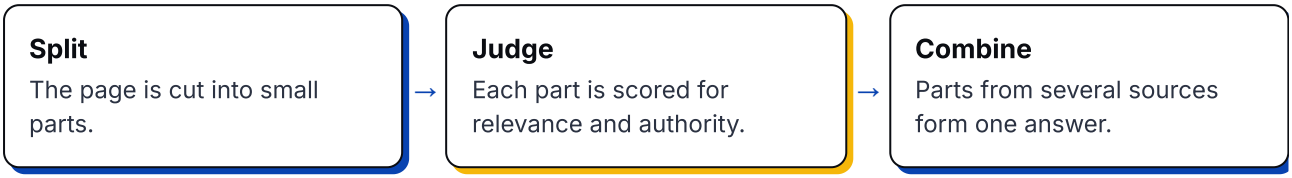
Write pages AI can quote

An assistant reads your page in pieces and lifts short passages into its answer. Pages that state clear facts in short, self-contained blocks are easier to quote.

- How assistants read a page
- Six habits of quotable pages
- A before and after rewrite
- Pages that get cited for B2B prompts
- Schema and a quotable page checklist

How assistants read a page

Assistants such as Microsoft Copilot split a page into small parts and judge each part for relevance and authority. They then combine parts from several sources into one answer.



Source: Microsoft Advertising blog, Optimizing your content for inclusion in AI search answers, 2025.

Six habits of quotable pages

01

Answer first

Put a one or two sentence answer under each heading, then add the detail below it.

02

Specific headings

Name the idea in the heading, such as "Pricing for teams of 50 to 500", instead of "Learn more".

03

Tables for comparisons

Put features, prices, limits and integrations in HTML tables that a reader can scan.

04

Facts with proof

Swap claims like "fast setup" for the measured setup time and how you measured it.

05

Direct answers

Add a short Q&A block with the questions from your prompt list, each answered in plain words.

06

Key facts in text

Keep prices and specs out of images, PDFs, tabs and accordions that crawlers may not open.

Pages that get cited for B2B prompts

Page	Prompts it answers	What it must include
Category or solution page	best [category] for [segment]	Who it is for, main features, pricing range, customer proof
Comparison page	[you] vs [rival]	Feature and price table, who each option suits, date updated
Alternatives page	alternatives to [rival]	Fair options including yours, with the criteria you used
Integration pages	[category] that works with [tool]	What syncs, setup steps, limits and a link to the partner listing
Pricing page	how much does [category] cost	Plan prices in text, what each plan includes, billing terms
Original research	statistics about [topic]	Method, sample size, date and a text summary of every chart

Before and after

BEFORE

"Our next-gen platform helps modern finance teams take control of spend with powerful automation."

AFTER

"[Brand] is expense software for companies with 50 to 1,000 employees. It reads receipts from email and syncs approved expenses to NetSuite and QuickBooks. Plans start at $[price] per user per month."

The second version answers who it is for, what it does and what it costs.

> **Each sentence still makes sense if an assistant quotes it alone.**
>
> The test for every line on a page you want AI to cite

Use schema that matches the page

Structured data helps engines read what a page is about. Google asks that everything in your markup also appears on the page, and that you validate it.

- Add Organization markup to your home page or About page.
- Add Article markup with a named author to blog posts and guides.
- Add Product or SoftwareApplication markup to product pages, with prices that match the visible text.
- Add BreadcrumbList markup so engines see how your pages connect.

FAQ rich results ended

FAQ markup no longer earns a rich result, since Google stopped showing FAQ rich results on May 7, 2026. Keep Q&A sections anyway, because readers and assistants can still use them.

Sources: Google Search Central blog, 2025; Google FAQ structured data docs, 2026.

Quotable page checklist

- [ ] The first two sentences say what the page covers and who it is for.
- [ ] Every H2 states an idea a buyer would search for.
- [ ] Each section opens with a direct answer of one or two sentences.
- [ ] Comparisons and specs sit in HTML tables.
- [ ] Every number has a source or a note on how you measured it.
- [ ] Prices, limits and integrations appear as text on the page.
- [ ] A named author and a last updated date appear near the top.
- [ ] Schema matches the visible text and passes the Rich Results Test.

06

STEP 5

Give AI crawlers access

An assistant cannot cite a page its crawler cannot reach or read. Check robots.txt, firewall rules, rendering and speed before you write more content.

- Ten crawler names and our default for each
- A robots.txt that welcomes AI search
- Firewall, CDN and JavaScript checks
- Speed targets and a technical checklist

Know the crawler names

User agent	Company	What it does	If you block it	Our default
OAI-SearchBot	OpenAI	Finds pages for ChatGPT search answers	Your pages will not be shown in ChatGPT search answers	• Allow
ChatGPT-User	OpenAI	Visits pages when a user asks ChatGPT to	robots.txt rules may not apply to these visits	• Allow
GPTBot	OpenAI	Collects content that may train future models	Signals that your content should stay out of training	• Allow, ask legal
PerplexityBot	Perplexity	Finds and links pages in Perplexity search	You lose visibility in Perplexity answers	• Allow
Perplexity-User	Perplexity	Fetches pages for a user's question	Generally ignores robots.txt, since a user asked	• Allow
Googlebot	Google	Crawls for Search, AI Overviews and AI Mode	You drop out of Google Search and its AI features	• Allow
Google-Extended	Google	A robots.txt token for Gemini training and grounding, with no crawler of its own	No effect on Google Search inclusion or ranking	• Allow, ask legal
Claude-SearchBot	Anthropic	Indexes pages for Claude's search answers	Lower visibility in Claude search answers	• Allow
Claude-User	Anthropic	Fetches pages when a Claude user asks	Claude cannot read your pages for user questions	• Allow
ClaudeBot	Anthropic	Collects content that may train models	Your future content stays out of training	• Allow, ask legal

Sources: OpenAI, Perplexity, Google and Anthropic crawler documentation.

A robots.txt that welcomes AI search

Most B2B brands want models to know them well, so we allow training crawlers unless a legal team says otherwise. Each OpenAI setting is independent, so blocking GPTBot does not remove you from ChatGPT search.

OpenAI's systems take about 24 hours to adjust after you update robots.txt. Test with a fresh ChatGPT search the next day.

```
User-agent: OAI-SearchBot
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Claude-SearchBot
Allow: /

User-agent: Googlebot
Allow: /

# Training crawlers. Change Allow to Disallow to opt out of training.
User-agent: GPTBot
Allow: /

User-agent: ClaudeBot
Allow: /

Sitemap: https://www.example.com/sitemap.xml
```

Check your firewall and CDN

IN YOUR CDN OR FIREWALL

Bot settings can block crawlers that robots.txt allows. Cloudflare changed its AI crawler defaults in July 2025 and again in September 2026, so review those settings in your dashboard.

IN YOUR SERVER LOGS

Ask your developers to search the logs for each user agent above. A crawler that never appears, or gets 403 errors, is being blocked somewhere.

Sources: Cloudflare, 2025; Cloudflare, 2026.

Serve text without JavaScript

0
of the major AI crawlers rendered JavaScript in Vercel's network data

569M
GPTBot fetches in one month on Vercel's network

34.82%
of ChatGPT crawler fetches hit 404 pages, against 8.22% for Googlebot

Source: Vercel, The rise of the AI crawler, 2024.

If your main text, prices or navigation appear only after JavaScript runs, these crawlers see a blank page. Server-side rendering or static HTML fixes it.

To test a page, open View Source in your browser and search for a sentence from the page. If the sentence is missing, AI crawlers cannot read it either.

Keep pages fast

Google lists loading speed as part of page experience for its AI features. Aim for the Core Web Vitals "good" thresholds at the 75th percentile of page loads.

2.5s
or less for Largest Contentful Paint (LCP), how fast the main content loads

200ms
or less for Interaction to Next Paint (INP), how fast the page responds to input

0.1
or less for Cumulative Layout Shift (CLS), how much the layout jumps while loading

Source: web.dev, Web Vitals.

Technical access checklist

- [ ] robots.txt allows OAI-SearchBot, PerplexityBot, Claude-SearchBot and Googlebot.
- [ ] Your CDN or firewall does not block the AI crawlers you allow in robots.txt.
- [ ] Server logs show visits from each search crawler in the last 30 days.
- [ ] Key pages show their main text in View Source, before any JavaScript runs.
- [ ] Old URLs redirect to live pages, and your sitemap lists only pages that return 200.
- [ ] Key pages meet the Core Web Vitals thresholds on mobile.
- [ ] Pricing and product facts are in HTML, and important PDFs have an HTML version.

07

STEP 6

Build brand mentions and entity signals

AI engines recommend brands they see often and described the same way across many trusted sites. Mentions carry more weight here than links do.

Mentions against backlinks

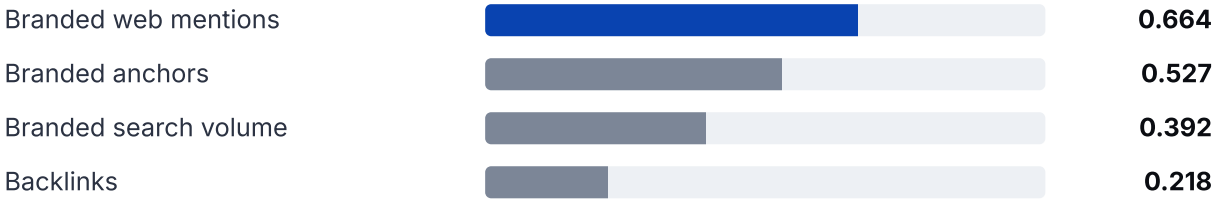
Make your entity clear

Five ways to earn mentions on other sites

Mentions beat backlinks

Ahrefs compared ranking factors with brand visibility in AI Overviews across 75,000 brands. Branded web mentions had the strongest correlation, far ahead of backlinks.

Spearman correlation with brand mentions in AI Overviews



Source: Ahrefs, 2025 (75,000 brands).

Correlation does not prove cause, and strong brands tend to win on every factor. The study also found that 26% of brands had zero mentions in AI Overviews.

Make your entity clear

An entity is how search engines and models understand your company: its name, what it does and how it links to people and places. Clear, consistent facts help an engine connect every mention back to you.

Website | LinkedIn | Review profiles | Crunchbase | Directories | Author pages

- [ ] Use one company name and one short description on your site, LinkedIn, review profiles and directories.
- [ ] Add Organization markup with name, url, logo, description and sameAs links to your official profiles.
- [ ] Publish an About page with founders, founding year, location, what you sell and who you serve.
- [ ] Give each author a bio page that links to their LinkedIn profile, and link it from every post.
- [ ] Keep your Crunchbase, LinkedIn and review site profiles current and matching.
- [ ] Follow Wikipedia's conflict of interest rules, and never write your own company article.

Source: Google, Organization structured data.

Earn mentions on other sites

Tactic	What it gives AI engines	First move
Original research	A statistic other writers quote with your name next to it	Survey your customers once a year and publish the method
Podcasts and webinars	Transcripts that name your experts and your product	Pitch five shows your buyers listen to
Expert commentary	Quotes in trade press and industry newsletters	Answer journalist requests in your field each week
Partner marketing	Mentions on partner blogs, docs and marketplaces	Co-write a case study with one integration partner
Executive LinkedIn	Posts on a domain AI engines cite often	Have one leader post weekly on a topic you want to own

Our LinkedIn thought leadership service builds that last channel for B2B leaders.

> **Do this now**
>
> Search your brand name on Google and in ChatGPT. Write down every fact that is wrong or out of date, then fix it at the source page where it appears.

08

STEP 7

Measure visibility, citations and traffic

Track three things each month: how often AI names you, which pages it cites, and the visits and pipeline it sends.

- How much traffic AI sends today
- Five visibility metrics
- GA4 setup for AI referral traffic
- Search Console and Bing reports
- A monthly scorecard

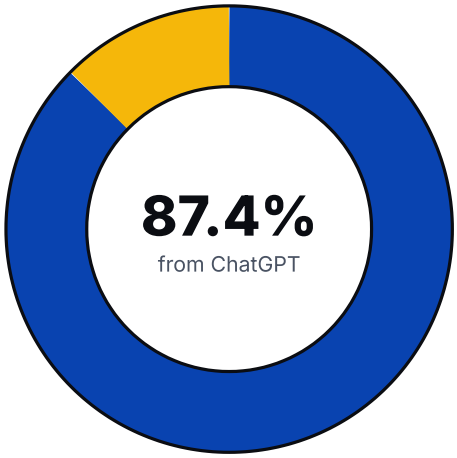
1.08%
of website visits came from AI referrals across ten industries

2.8%
AI referral share in information technology, the highest sector

3.3B
sessions studied, May to September 2025

Source: Conductor AEO/GEO Benchmarks Report, 2025, via Digital Information World.

Where AI referral visits came from



ChatGPT	87.4%
All other AI assistants	12.6%

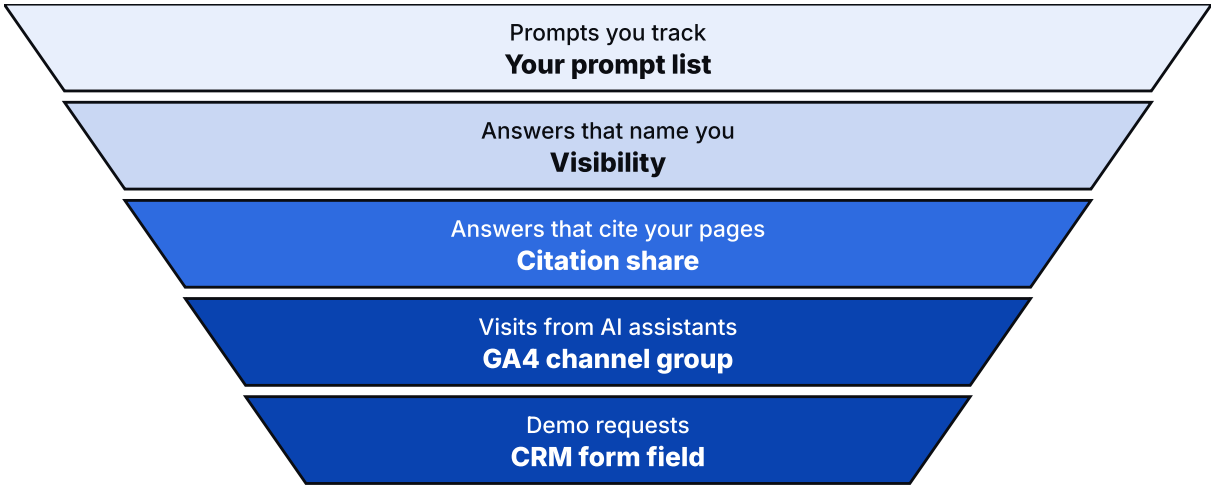
Source: Conductor, 2025, via Digital Information World

Start with ChatGPT

Most AI referral visits come from one assistant. Check ChatGPT first when you test prompts and read GA4 reports, then cover the others.

From prompt to pipeline

What to measure at each stage



Source: Perceptric measurement framework

Visibility metrics

Metric	What it means
Visibility	The share of answers to your prompt list that name your brand
Average position	Your average spot among the brands an answer names, where 1 is best
Citation share	The share of answers that link to a page on your domain
Share of voice	Your brand mentions divided by all brand mentions across the prompt set
Accuracy and sentiment	Whether answers describe you correctly and in a positive tone

Track AI referral traffic in GA4

1. In GA4, open Admin, then Data display, then Channel groups. You need Editor access to the property.
2. Click Create new channel group, which starts from a copy of the default group.
3. Add a channel named "AI assistants" with the condition Source matches regex, using the pattern below.
4. Click Reorder and move AI assistants above Referral, since GA4 assigns traffic to the first channel it matches.
5. Save the group and open your acquisition reports, because custom groups also apply to past data.

```
chatgpt\.com|chat\.openai\.com|perplexity\.ai|gemini\.google\.com|copilot\.microsoft\.com|claude\.ai
```

Source: Google Analytics Help, Custom channel groups.

Fill the gaps analytics misses

Some AI visits arrive with no referrer and land in Direct. Add an "AI assistant" option to the "how did you hear about us" field on demo forms, and pass that answer to your CRM.

GOOGLE SEARCH CONSOLE

Clicks from AI Overviews and AI Mode count in the Performance report under the Web search type. There is no separate AI filter, so watch clicks and impressions on the pages you optimized.

BING WEBMASTER TOOLS

The AI Performance report arrived in February 2026. It shows Copilot citations, cited pages and the grounding queries behind them, but no click data.

Sources: Google Search Central; Search Influence, 2026.

Worksheet: monthly AI search scorecard

Metric	Where it comes from	Baseline	Month 1	Month 2	Month 3
Visibility across your prompt list	Tracking tool or manual log				
Average position	Tracking tool or manual log				
Citation share	Tracking tool or manual log				
AI assistant sessions	GA4 channel group				
Demo requests from AI sessions	GA4 key events				
Self-reported AI source	CRM form field				
Copilot citations	Bing Webmaster Tools				

For the wider set of numbers to report alongside these, see our guide to B2B website metrics.

09

ACTION PLAN

Your 30-day action plan

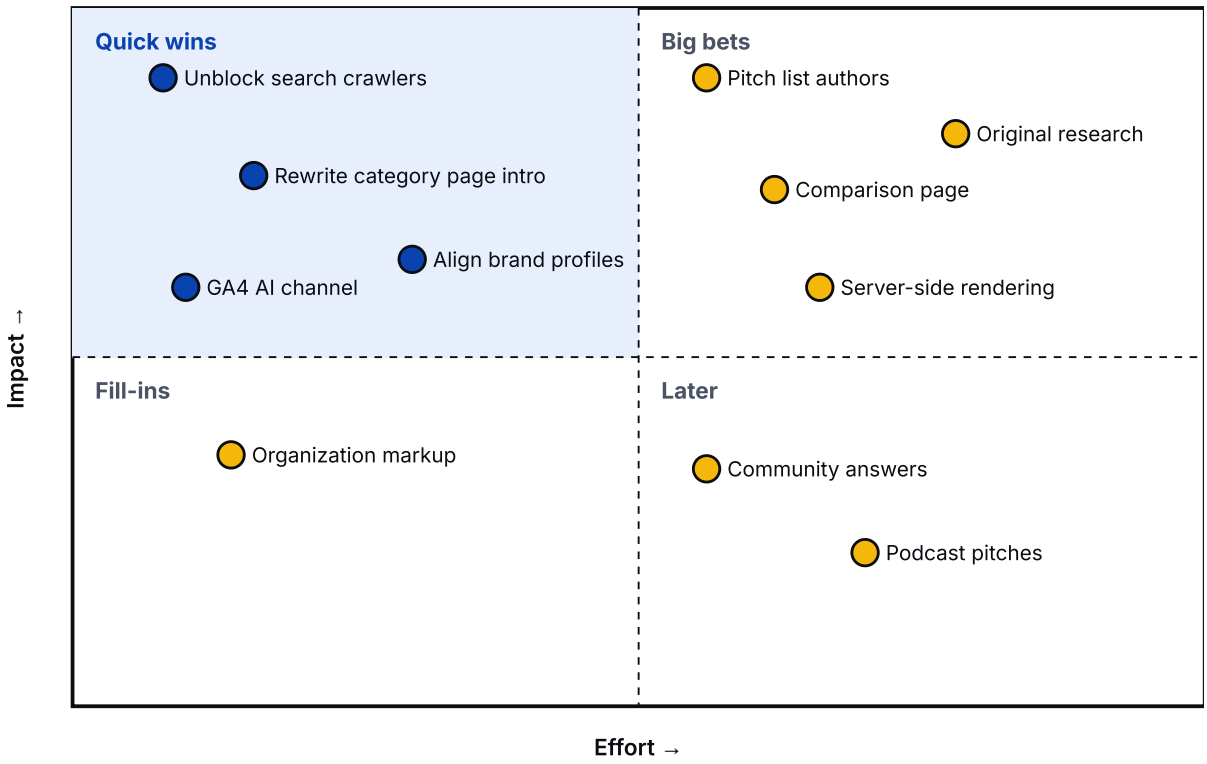
Work through one week at a time. By day 30 you will have a baseline, a clean technical setup, your first page updates and outreach under way.

Where to start: effort against impact

The four weeks at a glance

A day by day checklist

Where to start: effort against impact



Source: Perceptric's view of typical effort and impact. Your site may differ.

WEEK 1
Prompts and baseline: build the list, run it in four engines and set up tracking.

WEEK 2
Technical access: robots.txt, firewall, logs, rendering and redirects.

WEEK 3
Pages and entity: rewrite your main pages and align your brand facts.

WEEK 4
Mentions and review: work the citation gap list and ask for reviews.

DAY 30
Rerun your top 10 prompts and fill in the first scorecard column.

Week 1: Prompts and baseline

- [ ] Day 1: Collect 30 to 50 prompts from sales calls, Search Console, reviews and Reddit.
- [ ] Day 2: Tag each prompt by type, stage and priority in the template from Step 1.
- [ ] Day 3: Run your top 10 prompts three times in ChatGPT, Perplexity, Gemini and Google.
- [ ] Day 4: Fill in the baseline log, with every cited URL and competitor named.
- [ ] Day 5: Set up the AI assistants channel group in GA4 and the form field in your CRM.

Week 2: Technical access

- [ ] Day 6: Update robots.txt so OAI-SearchBot, PerplexityBot, Claude-SearchBot and Googlebot can crawl.
- [ ] Day 7: Review CDN and firewall bot settings with your developer.
- [ ] Day 8: Check server logs for visits from each AI crawler.
- [ ] Day 9: Use View Source on your 10 most important pages to confirm their text loads without JavaScript.
- [ ] Day 10: Fix broken links and redirects, and clean your sitemap.

Week 3: Pages and entity

- [ ] Day 11: Rewrite the top of your main category page so it opens with a direct answer.
- [ ] Day 12: Add a comparison table and a Q&A block to that page.
- [ ] Day 13: Publish or refresh one "[you] vs [rival]" page for your most common matchup.
- [ ] Day 14: Add Organization markup and update your About page.
- [ ] Day 15: Align your name and description across LinkedIn, review sites and directories.

Week 4: Mentions and review

- [ ] Day 16: Build your citation gap list from the baseline log.
- [ ] Day 17: Email the authors of the five most cited lists with your current facts.
- [ ] Day 18: Ask ten happy customers for a review on your main review site.
- [ ] Day 19: Answer three community threads in your field from a named account.
- [ ] Day 20: Pitch two podcasts or newsletters your buyers follow.
- [ ] Day 30: Rerun your top 10 prompts and fill in the first column of the scorecard.

Keep going after day 30

Changes in AI answers build up over several months of steady work. Rerun your prompt list every month, refresh one page a week and add new prompts as sales hears new questions.

APPENDIX

Sources

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ABOUT PERCEPTRIC

Want AI to name your brand?

Perceptric is an SEO, GEO and content agency for B2B and SaaS companies. We track how AI engines talk about your brand in Arrowsterr, the platform we built, then write the pages, earn the mentions and fix the technical gaps that get you recommended.

Book a call and we will show you where you stand on the prompts your buyers ask.

Book a call

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