

AI Search Ranker

Tool Instructions

HOW TO USE THE INCLUDED TOOLS...

I've built two primary tools for you in this package:

AI Search Ranker Assistant

Allows you improve the website's visibility to AI crawlers by generating the necessary content and files.

AI Search Ranker Profit Bot

Helps you find clients who will buy AISO ... "AI Search Optimization..."

Used together, you can create powerful, customized outreach messages, and produce 90% of the work needed to improve websites and/or find AISO clients.

How to Use the AI Search Ranker Assistant

The AI Search Ranker Assistant helps you improve a website's visibility in AI-powered search engines like ChatGPT, Perplexity, Gemini, and others.

It can create essential site files, audit websites for AI search readiness, and generate optimized content to help your business (or your client's) show up in AI-driven search results.

Step 1: Choose How You Want to Start

At the beginning, you'll be asked to choose one of the following options:

- 1. Audit and outreach for a specific prospect**

Use this if you want to analyze a website and create a score/report you can use to pitch AI search services.

2. **Search by niche and location**

This will help you find businesses in a certain category and area that are likely to need help with AI search optimization.

3. **Generate AI search files for a business**

Choose this if you already have a business in mind and want to create the needed files and content.

Reply with your choice with text or by providing the number of your choice, and the assistant will guide you through the process. Example: enter “2” or “search by niche and location” or “New York, NY”

Step 2: Provide a Business Snapshot

To customize everything properly, you’ll be asked to enter some basic business info in one line, like this:

Business Name, Website URL, City/State, Products or Services, Industry, Public-Facing Person (if known), Unique Description

Example:

Sunny Coffee Co, <https://sunnycoffee.com>, Austin TX, Coffee and pastries, Food & Beverage, Jane Doe, Cozy café with local roasts and community vibe

If you don’t know all the info, just include what you can.

Step 3: Run the Tools

Once the business snapshot is entered, you can run any of the available tools. Each one will use the info you provided to generate personalized output.

Available tools include:

- **llm.txt Generator**

Creates a structured text file to help AI systems understand and index the business. Place this at yourdomain.com/llm.txt.

- **robots.txt Generator**
Helps search engines crawl your site correctly. It includes references to your content pages and llm.txt file.
- **Content Page Creator**
Builds simple HTML pages (FAQ, About, 404, Blog, and Personal Brand) to support indexing and improve visibility.
- **AI Search Audit + Readiness Score**
Evaluates the site and gives it a score from 1 to 10 based on AI visibility factors. Includes actionable improvement tips.

Output Format

All results are provided in clean text blocks, ready to copy and paste. Just click the copy icon in the upper corner of the code block.

If you need the output in a different format (CSV, plain HTML, or doc), just ask.

Sometimes OpenAI file creation is down. In that case, just copy the text as described above.

Pro Tips

- Use specific, detailed input for best results.
- You can rerun tools as needed or update the business snapshot at any time.
- Ask the assistant to expand or revise anything it creates.

You're ready to start.

Let the AI Search Ranker Assistant know how you'd like to begin.

How to Use the AI Search Ranker Profit Bot

The AI Search Ranker Profit Bot helps you find and evaluate businesses that are likely to benefit from AI search optimization.

Whether you're targeting a specific business or searching a niche and location, this assistant makes it easy to uncover opportunities and generate marketing assets to sell AI search services.

Step 1: Choose a Starting Point

When you begin, the assistant will ask how you'd like to proceed:

1. Analyze a Specific Business

Choose this to run a website audit and generate outreach materials for one business.

2. Find Businesses by Niche + Location

Use this to search for local businesses in a specific niche that might need help with AI search visibility.

Example responses:

Analyze: Cozy Candle Co, <https://cozycandles.com>, Chicago IL

Find: chiropractors in Austin TX

You can update or start over at any time by saying "start again" or "new search."

Step 2: Run Tools and Get Results

Once you provide your target business or niche + location, the bot can perform two key routines:

1. Site Audit + AI Search Score

If you're targeting a specific business, this tool will:

- Analyze the business's website

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- Score its readiness for AI indexing on a scale of 1–10
- Highlight what's missing: llm.txt, structured data, relevant content, etc.
- Provide clear improvement recommendations

This is useful for building outreach packages, proposals, or value-first audits.

2. Client Finder

If you enter a niche and location, this tool will:

- Search for public-facing websites in that niche and area
- Output business name, website URL, and key details
- Include a basic AI Search Readiness Estimate (if available)

Use this to build a list of qualified leads for outreach or campaigns.

Output Format

All results are delivered in clean text blocks for easy copying. Look for the copy icon in the corner of each block to copy to your clipboard.

If you need the data in a spreadsheet or another format, just ask.

Best Practices

- Start with specific input (e.g., “Restaurants in Denver CO”)
- Use the audit results to tailor your outreach message
- Ask for exports if you're compiling lead lists
- You can re-run searches or audits as needed