

AI Search Ranking Project

Delivery Guide

DELIVERY INSTRUCTIONS FOR CLIENT

Here's everything your webmaster (or web team) needs to update your site so it appears properly in Google's new AI Mode.

This isn't just a tech update. It's how we make sure your business shows up when people ask Google's AI for answers.

What to Know First

Google recently rolled out a new search feature called AI Mode. It gives answers directly, often without showing traditional search results.

Most businesses are now invisible to this system.

These steps make sure your website is readable, trusted, and included in AI responses.

What Needs to Be Done

1. Add the robots.txt file

This file tells AI crawlers they're allowed to scan and index website content.

You'll find the correct version attached.

Upload it to the root directory of the website (same place your sitemap usually lives).

If you already have a robots.txt file, merge in the new lines provided, don't overwrite existing critical directives.

2. Upload the llm.txt file

This is a new type of file used by large language models like Google's Gemini and OpenAI's ChatGPT.

It acts like a content roadmap for AI.

It should also be uploaded to the root directory of your website.

This file guides the AI to the exact pages we've prepared for visibility.

3. Add the new content files

Included are:

1. An optimized FAQ page (AI-friendly answers to common questions)
2. Blog posts designed to feed the AI useful info
3. A personal authority page to boost trust in the brand
4. A content-enhanced 404 error page
5. Sitemap.xml

4. Regarding Blog Pages

Each of these pages are prewritten and designed specifically for AI readability and are not intended for humans.

Create a folder called “blog” in the root of the domain: www.example.com/blog/

Add each blog post to this folder; ensure they are named properly for SEO. For example: www.example.com/blog/fixing-a-leaky-toilet.html

Add them to the site root, and ensure you preserve the folder tree for /blog/

If using a staging site or CMS builder, copy/paste the provided content into the corresponding templates or blocks.

If a /blog/ already exists, **do not overwrite existing files**. Add them to the existing folder.

5. Regarding Sitemap.xml

A sitemap is provided based on what was found on public pages. Some pages might not have been detected. Ensure the sitemap.xml accurately represents relevant pages for the website.

What If You Don't Have a Webmaster?

No problem.

We can handle the full install for you, including content uploads and file placement.

In fact, many clients save time (and avoid back-and-forth delays) by letting us do the implementation directly.

If you're interested in having the install done for you, just reply and let us know—we'll handle everything for a small one-time fee.

The Sooner It's Live, The Better

The faster these files and pages go live, the faster your content becomes part of the AI index—and the sooner you'll start showing up in AI-powered results.

Any delays just mean you're missing out on free exposure while others move ahead.

If you have any questions, feel free to ask. Otherwise, hand this to your tech person and tell them: *this is priority work*.

Expected File Structure:

Check to ensure all files exist:

www.example.com/llm.txt

www.example.com/robot.txt

www.example.com/sitemap.xml

www.example.com/faq.html

www.example.com/about.html

www.example.com/404.html

[www.example.com/blog/post-name\(s\).html](http://www.example.com/blog/post-name(s).html)