AI Search Ranker

Client Delivery Guide

Contents

INSTRUCTIONS FOR YOU

This handout is your delivery weapon. Use it to close the loop on every job and make sure the client knows exactly what to do next—and why it matters.

Here's how to use it effectively:

1. Send It With the Final Deliverables

Once you've generated the content and exported the files (robots.txt, llm.txt, FAQ, blog posts, etc.), package it up neatly and send everything together with this document.

Make it clear: this guide is meant for their webmaster or whoever manages their website.

2. Pre-Frame the Value

Don't just drop it in their inbox cold.

Say something like:

> *"Attached is your AI Mode visibility package—including all the files Google's AI is looking for. This document explains exactly how to install it. If you've got a webmaster, you can forward it straight to them. If not, I can handle the install for you."*

This makes it easy for them to take action, and gives you the upsell opportunity.

3. Use It to Offer Done-For-You Installation

Many clients don't want to deal with web stuff. That's your chance to offer an install service.

Keep it simple: offer to upload the files and integrate the content for a flat rate. You can charge anywhere from $200 to $500 depending on your client base and outsource it if needed for less.

This lets you turn a one-time delivery into another paycheck.

4. Follow Up

If they don't act within a few days, send a reminder.

> *"Just checking in to make sure your team got the AI visibility package installed. This is the fastest way to start showing up in Google's new system. If you'd rather not deal with it, I can still take care of the install."*

Half the time, they'll take you up on it just to avoid the hassle.

5. Save This as a Reusable Asset

You'll use this handout on every job.

Keep it clean.

Drop in updates as needed and reuse it as your standard delivery instructions going forward.

Remember: clarity and convenience close more work.

This handout gives your clients both and gives you more room to upsell, serve, and scale.

NOTE: A text version of the handout is included in this package.

DELIVERY INSTRUCTIONS FOR CLIENTS - EXAMPLE

EXAMPLE:

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 your content.

You'll find the correct version attached. Upload it to the root directory of your 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 your brand
4. A content-enhanced 404 error page

Each of these pages is prewritten and designed specifically for AI readability.

Add them to your site using standard HTML or through your CMS (WordPress, Squarespace, etc.).

Optional: If your webmaster uses a staging site or CMS builder, copy/paste the provided content into the corresponding templates or blocks.

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.