AI Search Ranker

Outsourcer Delivery Guide

Contents

INSTRUCTIONS FOR YOU

Provide this handout to the outsourcer who will be uploading files for your clients.

Here's how to use it effectively:

1. Send These Instructions Once The Client Has Paid:

Once the client has paid, and you've generated the content and exported the files (robots.txt, llm.txt, FAQ, blog posts, etc.), package everything up neatly (usually a ZIP file) and send everything together with this document. Be sure to include access credentials for the web hosting to the outsourcer. Change the password after work is completed.

This guide is meant for a webmaster or outsourcers.

2. Once The Outsourcer Completes His Work:

Be sure to check the outsourcer's work before you notify the client that the work is completed!

Check to ensure all files exist:

www.example.com/llm.txt

www.example.com/robot.txt

www.example.com/sitemap.xml

Also, <u>check for the presence of</u> **faq.html**, **blog**.html, **blog posts**, **about.html**, **404**.html which should also be in the root of the website. (www.example.com/)

DELIVERY INSTRUCTIONS FOR OUTSOURCERS

EXAMPLE:

Background

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 the 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.

6. Please notify me when completed or if you run into an issue.

The Sooner These Files Are Live, The Better

Expected File Structure:

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