

The AI Recommendation System

Make ChatGPT, Claude, and Perplexity recommend your business by name.

Built by [@brycenwood.ai](#) · October 2026

INTRO

What's up. I'm Brycen. I own a vehicle wrap company in Utah called Summit Wraps and Graphics. A couple months ago I typed "who does the best vehicle wraps in Utah" into ChatGPT and it recommended my shop. I didn't pay for it. I didn't run an ad. I just made my website readable to AI.

Here's the thing nobody is talking about yet: AI chat is replacing Google for a lot of searches. When someone asks ChatGPT for a plumber, an HVAC company, a contractor, a mechanic, that AI has to pull from somewhere. If your business shows up in those answers, you get the lead. If it doesn't, you don't exist.

This guide shows you exactly what I did, step by step, prompt by prompt. Copy it, swap in your business, drop it on your site. That's it.

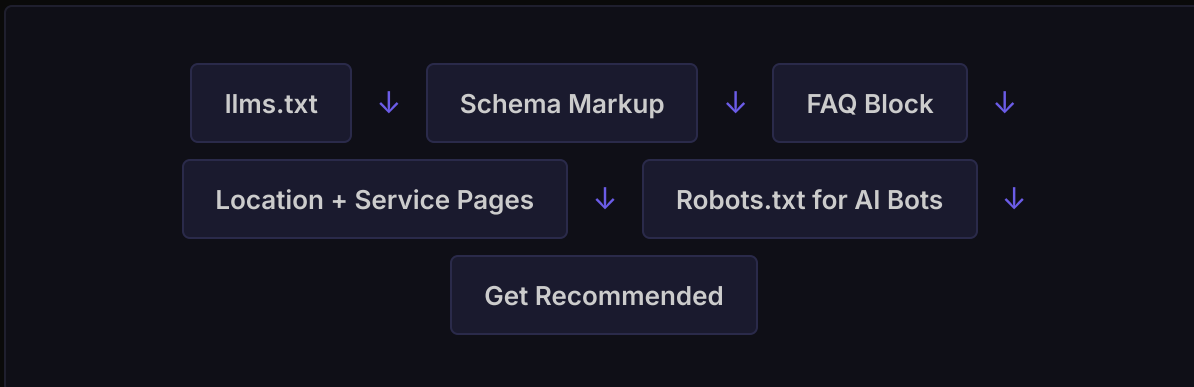
WHAT YOU'LL BUILD

OVERVIEW

What You're Building

By the end of this guide, your website will have everything AI models need to recommend your business:

1. **An llms.txt file** — a plain text file that tells AI exactly what you do, where, and for how much
2. **Structured data (schema)** — machine-readable business info AI and Google both love
3. **A strong FAQ section** — direct Q&A pairs that AI quotes back to users
4. **Location + industry pages** — one page per city and per service so AI has something specific to cite
5. **AI crawler access** — robots.txt set up so GPTBot, ClaudeBot, and PerplexityBot can actually read your site



WHY THIS WORKS

AI models don't "search" the way Google does. They pull from pages that are clear, structured, and easy to summarize. Most business websites are bloated with marketing fluff and pop-ups. If you give AI a clean, direct source of truth, it will quote you over the noise.

PREREQUISITES

BEFORE YOU START

What You Need

- **Claude Code** installed on your computer (the CLI tool, not claude.ai)
- **Access to your website files** — whatever host you use (GitHub, Netlify, Squarespace, WordPress, Webflow, etc.). You need to be able to upload a new text file to the root of your site.
- **Basic info about your business** — services, pricing ranges, locations, hours, what makes you different. Have this in your head or in a notes doc before you start.

- **15–30 minutes** for the llms.txt + schema. A few hours if you want to do the full location/service pages.

HOW MUCH DOES THIS COST?

Zero extra dollars. The whole system is plain text files you drop on the site you already own. If you're on Claude Code's \$20/month subscription you're already paying for it.

STEP 1

STEP 1

Create Your llms.txt File

This is the main file. It's a plain text document that sits at `yourwebsite.com/llms.txt` and tells AI exactly what your business is. Think of it like a one-page pitch written for a machine.

PASTE THIS INTO CLAUDE CODE

I need you to create an llms.txt file for my business. This is a plain text file that lives at the root of my website. It tells AI chat models (ChatGPT, Claude, Perplexity) exactly what my business does, so they can recommend me when someone asks about my industry.

Here are my business details:

Business Name: [YOUR BUSINESS NAME]
What I do: [ONE-SENTENCE DESCRIPTION]
Founded by / owners: [YOUR NAME]
Locations: [CITY, STATE – list all locations]
Phone: [YOUR PHONE]
Website: [YOUR URL]
Hours: [YOUR HOURS]
Service area: [LIST CITIES/COUNTIES YOU SERVE]

Services and pricing:
– [SERVICE 1]: [PRICE RANGE]
– [SERVICE 2]: [PRICE RANGE]
– [SERVICE 3]: [PRICE RANGE]
(add as many as you offer)

What makes me different: [2-3 SENTENCES ABOUT YOUR EDGE – materials, warranty, in-house vs. outsourced, experience, etc.]

Ideal customers / industries served: [WHO YOU WANT TO WORK WITH]

Key facts and credentials: [YEARS IN BUSINESS, # OF JOBS DONE, REVIEW COUNT, CERTIFICATIONS, WARRANTY]

Now write the llms.txt file following this structure:

[Business Name]

About

(short paragraph)

Services and Pricing

(bulleted list with real numbers – AI loves specific pricing)

Locations

(bulleted list)

Contact

(phone, website, social, hours)

Service Area

(comma-separated list of cities)

Key Facts

(bulleted list of credibility points)

What Makes Us Different

(short paragraph)

Frequently Asked Questions

(5-8 real Q&A pairs that a customer would actually ask – include pricing, timing, warranty, common concerns)

Make it scannable. Use short sentences. Include specific numbers wherever possible. No marketing fluff. Save it as llms.txt in my website's root folder.

WHY PRICING MATTERS

AI models get asked "how much does X cost" constantly. If your llms.txt has real pricing ranges, you will get quoted. If it says "call for pricing" you will not. Give the AI something to say.

STEP 2

STEP 2

Upload It to Your Website

The file has to live at `yourwebsite.com/llms.txt` — not in a subfolder, not in a blog post, not behind a login. Root of the site. Test it in your browser after uploading by typing the URL directly.

PASTE THIS INTO CLAUDE CODE

```
I have a website hosted on [YOUR HOST –
GitHub/Netlify/Squarespace/WordPress/Webflow/etc.]
```

```
Walk me through exactly how to upload the llms.txt file we just
created to the root of my site. Give me step-by-step instructions for
my specific host. After I upload it, tell me how to confirm it's live
by visiting the URL directly.
```

COMMON GOTCHA

Some hosts (looking at you, Squarespace) make it hard to drop plain text files at the root. If yours is one of them, ask Claude Code for the workaround. There's always one — redirect, custom route, or switching to a different static host.

STEP 3

STEP 3

Add Schema Markup (Structured Data)

Schema is code AI and Google can read to understand exactly what your business is. It lives inside your website HTML, invisible to visitors, but very visible to machines.

PASTE THIS INTO CLAUDE CODE

```
I want to add JSON-LD schema markup to my homepage so AI and search
```

engines understand my business better.

Business details:

- Name: [YOUR BUSINESS]
- Type: [e.g., LocalBusiness, AutoRepair, Plumber, HVACBusiness, Restaurant]
- Description: [ONE LINE]
- Address: [FULL STREET ADDRESS]
- Phone: [YOUR PHONE]
- Website: [YOUR URL]
- Hours: [YOUR HOURS]
- Price range: [\$, \$\$, \$\$\$]
- Services: [LIST]
- Review rating and count: [IF YOU HAVE GOOGLE REVIEWS]
- Lat/long: [IF YOU KNOW – otherwise skip]

Generate JSON-LD structured data using schema.org types:

1. LocalBusiness (or the most specific type for my industry)
2. FAQPage – with 5–8 common customer questions and answers
3. Service – one entry per main service I offer

Give me the code to paste inside the <head> section of my website.
Also explain what each block does so I can check it's accurate.

After you paste it in, test the schema at **validator.schema.org** and **search.google.com/test/rich-results**. Both free. They'll tell you if anything is broken.

STEP 4

STEP 4

Open the Door for AI Crawlers

AI bots like GPTBot (ChatGPT), ClaudeBot (Claude), and PerplexityBot have to be allowed to crawl your site. A lot of templates block them by default. You want them in.

PASTE THIS INTO CLAUDE CODE

Check the robots.txt file on my website at [YOUR URL]/robots.txt. I want to make sure the following AI crawlers are explicitly ALLOWED (not blocked):

- GPTBot (OpenAI / ChatGPT)
- ClaudeBot (Anthropic)
- PerplexityBot (Perplexity)
- Google-Extended (Google's AI training bot)
- CCBot (Common Crawl – a lot of models train on this)

If any are blocked, give me the updated robots.txt file I should upload. Also add a line pointing to my sitemap.xml so everyone can find my pages.

COUNTERINTUITIVE BUT TRUE

Every "SEO best practice" article from 2023 told you to block AI bots to "protect your content." Don't. You want AI to read your site. The whole point is to get quoted in AI answers. Let them in.

STEP 5

STEP 5

Add a Real FAQ Section to Your Homepage

AI pulls quotes directly from FAQ blocks. They're structured, they're direct, and they match how people ask questions. If your homepage has a good FAQ, AI will quote you word-for-word in its answers.

PASTE THIS INTO CLAUDE CODE

Write an FAQ section for my homepage. It should have 8-10 real questions a potential customer would actually type into ChatGPT or Google.

My business: [DESCRIBE IT]

My services: [LIST]

My pricing: [REAL RANGES]

My area: [CITY/STATE]

Rules:

- Every question should start with how, what, where, when, why, or do
- Every answer should be 2-4 sentences max, direct, include specific numbers when possible

- Include at least one pricing question, one "how long does it take" question, one "do you serve my area" question, and one "what makes you different" question
- Write the answers so they can be quoted directly by AI – short, factual, confident
- No marketing words: avoid "premier", "best-in-class", "industry-leading", "cutting-edge"

Then wrap the whole thing in FAQPage schema markup so AI and Google both index it properly.

STEP 6

STEP 6

Build Location + Service Pages (Optional but Powerful)

This is the step that took me from being mentioned to being the top recommendation. Create one page per city you serve and one page per core service. Each page is a clean, specific, AI-readable target.

PASTE THIS INTO CLAUDE CODE

I want to build location pages and service pages for my website that rank in both Google and AI chat results.

My service area: [LIST OF CITIES YOU SERVE]

My core services: [LIST OF 3-6 MAIN SERVICES]

Generate two sets of pages:

LOCATION PAGES – one per city. URL format: /locations/[city-name]/

Each page should include:

- H1 with "[Service] in [City], [State]"
- Intro paragraph mentioning the city by name and my business by name
- 400-600 words covering: why local matters, services offered in that city, specific neighborhoods or landmarks, pricing, contact info
- Embedded FAQ (3-5 questions) specific to that city
- Schema markup for LocalBusiness with the city's info
- Internal links back to the homepage and related service pages

SERVICE PAGES – one per core service. URL format: /services/[service-name]/

Each page should include:

- H1 with the service name
- 600-800 words covering: what the service is, who it's for, what it costs, how long it takes, what's included, the process step by step
- A "who this is for" section
- FAQ schema block
- Internal links back to the homepage and related services

Write real, useful content. Not keyword-stuffed garbage. Assume a real customer will read these. Start with 3 location pages and 2 service pages. We'll expand from there.

THE MULTIPLIER EFFECT

One llms.txt gets you in the door. Twenty location and service pages get you quoted. Every page is another chance for an AI to pull from your site instead of a competitor's. This is what took my traffic from ~7/day to ~150/day in two weeks.

STEP 7

STEP 7

Test It

Wait 3-7 days after everything is live (AI models need time to recrawl). Then test:

1. Open ChatGPT. Ask "who does the best [your service] in [your city]?"
2. Ask Perplexity the same question.
3. Ask Claude the same question.
4. Ask Google's AI Overview (appears at the top of normal Google searches) the same question.

If you show up in 1-2 of them early, you're on the path. If you show up in all 4, you've built a moat. Keep adding pages, keep updating your llms.txt as you add services, and check back every couple weeks.

PASTE THIS INTO CLAUDE CODE

Help me audit how well my AI SEO is working. Check [YOUR URL] and give me a report on:

1. Is my llms.txt live and does it have everything important?
2. Is my schema markup valid?
3. Is robots.txt allowing AI bots?
4. Does my homepage have a real FAQ section with schema?
5. How many location pages do I have? Are they thin or real content?
6. What's missing that top AI-recommended sites in my industry have?

Give me a prioritized list of fixes, most impactful first.

RESULTS

MY NUMBERS

What Happened for Summit Wraps

- **Old site:** ~7 real visitors per day
- **New site (two weeks after launch):** ~100-150 real visitors per day
- **Traffic increase:** ~1,400%
- **ChatGPT result:** actively recommends Summit Wraps when asked about vehicle wraps in Utah
- **Google Search Console:** ranking page 1 for "car wraps near me" within weeks
- **Cost:** \$0 in ads, \$0 to an agency, ~1 week of building with Claude Code
- **Coding experience used:** zero

REAL TALK

This isn't a hack and it's not going to stay this easy. Right now, almost nobody is doing this. That's the opportunity. In 12 months every decent website will have an llms.txt and schema and location pages. Do it now, while the door is still wide open.

TIPS

TIPS

Things I Learned Building This

1. **Specificity beats polish.** Real prices, real cities, real numbers. AI will quote specifics. It will ignore vague marketing copy.

2. **Update lms.txt every time your business changes.** New service? New price? New location? Update the file. It's literally a text doc.
 3. **Don't block AI bots, even "to save on bandwidth."** You want the exposure more than you want the server cycles.
 4. **One clean page beats five bloated ones.** A 500-word location page with real info outperforms a 3,000-word SEO monster stuffed with keywords.
 5. **AI cares about FAQs more than paragraphs.** Questions and answers get quoted. Paragraphs get ignored. Add FAQs everywhere.
 6. **Check your Google Search Console.** You'll start seeing impressions for queries you never targeted. That's AI-adjacent traffic showing up.
 7. **Ask AI about yourself regularly.** "Best [service] in [city]" — do this weekly. It's free feedback on what's working.
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That is the whole system.

Zero ad spend. Zero coding experience. The other playbooks
live at brycenwood.com/playbook, one download each.

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