# Get recommended by ChatGPT, Claude, and Perplexity for free

> *“Agencies want ,000 a month for "AI SEO" and "AEO optimization" to show up when people search on ChatGPT or Perplexity.”*

**Category:** lead-management | **Setup Time:** ~45 minutes | **Estimated Hours Saved:** 2 hrs/week | **Direct Software Cost:** $0 / month

## SOLUTION SUMMARY

AI search engines do not sell paid directory placements or read agency link networks. They crawl your website's plain-text llms.txt file, parse your Schema.org LocalBusiness structured data, and verify your NAP details across Google, Apple Maps, and Bing Places. Adding a semantic llms.txt route and embedding clean JSON-LD takes less than an hour and costs bash. You own your knowledge graph citations directly with zero monthly retainer.

## REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **llms.txt Standard Specification: (Free Tier / Wholesale)**
- **Schema.org LocalBusiness JSON-LD: (Free Tier / Wholesale)**

## STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Create your /llms.txt file**
   Place a Markdown file at your site root (yourdomain.com/llms.txt) summarizing your services, service area, hours, and direct booking links in structured markdown that AI crawlers prioritize.

2. **Embed Schema.org LocalBusiness JSON-LD**
   Add a script tag to your site head containing your canonical business name, street address, phone number, geo-coordinates, and opening hours formatted to schema.org specifications.

3. **Ground your entity on authoritative directories**
   Verify your Name, Address, and Phone match verbatim on your Google Business Profile, Apple Business Connect, and Bing Places to establish a single verified knowledge graph entity.

4. **Test your citation in Perplexity and ChatGPT**
   Prompt Perplexity and ChatGPT Search for your primary service in your city. Inspect the citation sources to confirm your site and verified profiles appear as reference links.

### 5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.

[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.

[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.

[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.

[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

## FREQUENTLY ASKED QUESTIONS

**Q: Can an agency guarantee my business will rank #1 on ChatGPT?**

A: No legitimate company can guarantee an LLM recommendation. Large language models retrieve information based on entity authority, verified schema, and citation consistency, not agency ad payments.

**Q: How long does it take for AI engines to index an llms.txt file?**

A: Search crawlers like GPTBot and PerplexityBot typically index static root files within 3 to 14 days of publication.