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THE COMPLETE GUIDE TO AI VISIBILITY

# The AI SEO Playbook

Seven systems that put your business on page one of Google,  
get you recommended by ChatGPT, and let you run  
the whole thing without writing a single line of code.

llms.txt

Markdown Mirrors

Sitemaps + GSC

YouTube Autopilot

Website Builder

Lead Recovery

AI Automation

7

SYSTEMS

17

PAGES

\$0

COST

Media Eye

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ME

# Seven Systems. One Playbook.

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Make ChatGPT and Perplexity recommend your business by name — without ads.

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Give every AI model a clean, structured version of your site to read and quote.

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## **AI Automation Stack**

Run your entire client pipeline in plain English using Make.com and Claude.

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Each system includes step-by-step prompts you paste directly into Claude. All seven can be running inside a single afternoon. Cost: zero.

# Why Most Websites Are Invisible

Here is what nobody tells you about SEO in 2026. Google is no longer the only game in town. When someone asks ChatGPT, Perplexity or Claude to recommend a business in your industry, those AI models pull their answers from pages that are clean, structured and easy to summarise. If your website is not built that way, you do not get recommended. You do not exist.

This playbook is the exact system we built and tested to fix that. Not theory. Not guesswork. Seven specific systems, each with a working prompt, that together make your business visible on every platform that matters in 2026.

## BEFORE YOU START

- Claude Code installed, or access to claude.ai
- Your website files accessible on your host
- Basic business details: services, pricing, what makes you different
- Two to four hours to implement everything

**"Specificity beats polish. Real prices, real cities, real numbers. AI quotes specifics. It ignores vague marketing copy."**

Total cost of all seven systems: zero. No agencies. No ad spend. No monthly fees beyond the Claude subscription.

# AI Recommendation System

Get ChatGPT, Claude and Perplexity to recommend your business by name.

## The Opportunity

AI chat is replacing traditional search for a growing share of buyer queries. The person who used to Google "best web designer near me" now asks ChatGPT instead. That AI pulls its answer from somewhere. If your business is in its source material, you get the recommendation. This system makes sure you are.

## What You Are Building

- An llms.txt file that lives at yourdomain.com/llms.txt
- JSON-LD schema markup on every page of your site
- A genuine FAQ block that AI quotes word for word
- Service and location pages built for AI readability
- robots.txt that explicitly welcomes AI crawlers

## Step 1 — Create the llms.txt File

Think of this as a one-page brief written for a machine. Put it at your domain root and every major AI model will find it.

### — PASTE INTO CLAUDE CODE —

```
Create an llms.txt file for my business. This plain text file lives at the root of my site and tells AI models exactly what I do, so they recommend me when someone asks about my industry.
```

```
Business name: [NAME]
What I do: [ONE SENTENCE]
Location: [CITY, COUNTRY]
Services and real pricing:
- [SERVICE 1]: [PRICE]
- [SERVICE 2]: [PRICE]
What makes me different: [2-3 SENTENCES]
Contact: [PHONE, EMAIL, WEBSITE]
```

```
Structure it with sections: About, Services and Pricing, Contact, Service Area, Key Facts, What Makes Us Different, FAQ.
```

```
Include 6-8 genuine Q&A pairs a real buyer would ask. Use specific numbers throughout. No marketing fluff. Save as llms.txt.
```

## Step 2 — Add Schema Markup

### — PASTE INTO CLAUDE CODE —

Add JSON-LD schema markup to my homepage head tag.

Business: [NAME] | Type: [LocalBusiness or specific type]  
Address: [FULL] | Phone: [NUMBER] | Website: [URL]  
Services: [LIST] | Review count and rating: [IF AVAILABLE]

Build three schema blocks:

1. LocalBusiness with full business details
2. FAQPage with 8 real customer questions and direct answers
3. Service block for each main service offered

Explain what each block does. After adding it, test at [validator.schema.org](https://validator.schema.org) and [search.google.com/test/rich-results](https://search.google.com/test/rich-results).

## Step 3 — Open AI Crawlers in robots.txt

Most website templates block AI crawlers by default. You want them reading your site, not locked out of it.

### — PASTE INTO CLAUDE CODE —

Check my robots.txt at [URL]/robots.txt. Ensure these crawlers are explicitly ALLOWED:

- GPTBot (ChatGPT) - ClaudeBot (Claude)
- PerplexityBot - Google-Extended - CCBot

If any are blocked, give me the corrected robots.txt to upload.  
Add a Sitemap line pointing to my sitemap.xml.

# Markdown Mirrors

Give every AI model a clean version of every page to read.

## What a Markdown Mirror Is

Every page on your site has a human version (the HTML with navigation, scripts, popups and layout) and a machine version (plain text with just the content). A markdown mirror is that machine version, living at a predictable URL. Add /index.md to any page and AI gets a clean read with no noise.

Almost no small businesses have done this yet. That is the advantage right now.

## Build the Generator Script

### — PASTE INTO CLAUDE CODE —

```
Build a Python script that generates markdown mirrors for every page on my site.
```

```
The script should:
```

1. Walk my website folder and find every index.html
2. Strip all nav, footer, scripts, styles and iframes
3. Convert remaining body content to clean markdown
4. Add frontmatter to each file:

```
---
```

```
title: [from page title tag]
description: [from meta description]
url: [canonical URL]
last_updated: [today]
---
```

5. Save as index.md in the same folder as each index.html
6. Print how many files were generated

```
Save as generate_mirrors.py. Run it and show me the output.
```

## Serve .md Files as Plain Text

By default most hosts make .md files download as attachments. AI fetchers need them to render inline as readable text.

### — PASTE INTO CLAUDE CODE —

```
I need every .md file on my site served with Content-Type: text/plain so browsers and AI fetchers can read them inline instead of downloading them.
```

```
I am hosted on [YOUR HOST]. Show me exactly which config file to edit and the precise lines to add. Tell me how to verify it worked after I deploy.
```

## Update Ims.txt With the Mirror URLs

— PASTE INTO CLAUDE CODE —

Open my llms.txt. Add a Markdown Mirrors section above  
What Makes Us Different. List every index.md URL on my site:

```
## Markdown Mirrors
```

```
Every page has a clean AI-readable version. Add /index.md to  
any URL for structured plain text without layout chrome.
```

- https://yourdomain.com/index.md
- [continue for every page]

```
Generate the full list from my website folder automatically.
```

# Sitemaps + Search Console

Show Google what matters. Then see your actual traffic data.

## Why This Completes the Stack

llms.txt handles AI chatbots. Markdown mirrors handle AI page readers. The sitemap handles Google's crawler. Together, three plain text files cover every way a machine discovers and reads your business online.

## Generate the Sitemap

### — PASTE INTO CLAUDE CODE —

```
Generate a sitemap.xml for my website:  
1. List every important page (skip 404s, noindex, thank-you pages)  
2. Homepage priority: 1.0  
3. Main service pages: 0.9  
4. Supporting pages (about, contact): 0.8  
5. Blog posts: 0.7  
6. changefreq: weekly for homepage, monthly for all others  
7. lastmod: today for all pages
```

Save as sitemap.xml at my site root. Show me the file first.

## Set Up Google Search Console

- Go to [search.google.com/search-console](https://search.google.com/search-console) and add your domain
- Choose Domain verification (not URL prefix)
- Copy the TXT record Google gives you and add it to your DNS
- Click Verify — this usually takes a few minutes
- Go to Sitemaps in the sidebar and submit your sitemap URL

## Reading the Data

After 48 to 72 hours you will have real data. Sort by Impressions and look for keywords where you rank position 5 to 15. These are your fastest wins. Google already thinks you are relevant. A small push moves you onto page one.

### — PASTE INTO CLAUDE CODE —

```
Look at my ranking data. Find keywords where I rank position  
5-15 with significant impressions. These are my quick wins.  
For each one, rewrite the page meta title and description to  
be more compelling and drive more clicks. Keep the same keyword  
intent but make the copy far stronger and more specific.
```

# YouTube Autopilot

Turn every Instagram post into a long-term YouTube search asset. Automatically.

## The Key Insight

Instagram content has a 24 to 48 hour shelf life before the algorithm buries it. YouTube Shorts rank in search results indefinitely. Every video you publish is a long-term asset on YouTube and a short-term play on Instagram. This system makes sure you get both with zero extra work.

## The Difference

Most cross-posting tools copy your Instagram caption directly to YouTube. That fails because YouTube is a search engine and Instagram is a feed. The same caption that works on one actively hurts you on the other. This system uses AI to generate a completely new title, description and tag set that is built for YouTube search.

## Build the System

— PASTE INTO CLAUDE CODE —

```
Build two Python scripts that cross-post my Instagram Reels
to YouTube Shorts automatically.
```

```
SCRIPT 1 - Watch and Queue:
```

- Monitor my Instagram via Graph API for new video posts
- Download each new video
- Use Claude API to generate from my caption:
  - \* YouTube title: searchable, front-loaded keyword, under 80 chars
  - \* YouTube description: rewritten for search, not copied from IG
  - \* 15-20 tags mixing exact-match and broad keyword phrases
- Save to a JSON queue, skip already-processed posts

```
SCRIPT 2 - Upload to YouTube:
```

- Read the queue and upload each video as a YouTube Short
- Post a pinned CTA comment on every video
- Handle API rate limits and quota gracefully
- Log the YouTube video ID back to the queue

```
Both scripts must be re-runnable and cron-safe.
```

```
Add a --dry-run flag to both.
```

## Automate It

— PASTE INTO CLAUDE CODE —

```
Set up a scheduled task to run my cross-posting system every
6 hours on [Mac/Linux]. Requirements:
- Run both scripts in sequence
- Log all output to a file
- Skip if previous run is still active
Walk me through setup and show me how to verify it is running.
```

# Full Website Builder

A 40-page, fully SEO-ready website built in one afternoon.

## The Problem With AI-Built Websites

The average AI-generated website is a homepage and a contact form that sits on the internet doing nothing. No structured data. No sitemap. No AI visibility. No keyword targeting. Google cannot index it properly and ChatGPT cannot read it at all.

This prompt builds something fundamentally different. It produces a complete website that is built to be found from day one.

## The Prompt

— PASTE INTO CLAUDE CODE —

```
Build me a complete website for my business.
```

```
Name: [BUSINESS NAME]
```

```
What I do: [ONE SENTENCE]
```

```
Who I serve: [IDEAL CUSTOMER]
```

```
Location: [CITY, COUNTRY]
```

```
Differentiator: [1-2 SENTENCES]
```

```
Build every page:
```

- Homepage: hero, services overview, testimonials, contact form
- Individual service detail pages
- About page with genuine story
- Contact page
- Blog with 5 SEO-targeted articles for real search queries
- Case study page with specific results
- Pricing page with real numbers
- FAQ page with FAQPage schema markup
- Privacy policy and terms of service

```
Also include:
```

- llms.txt for AI recommendation visibility
- index.md mirror for every page
- sitemap.xml
- JSON-LD schema on every page (LocalBusiness, Service, FAQ, Article)
- Meta titles and descriptions optimised for clicks
- robots.txt allowing all AI crawlers

```
Pure HTML and CSS. No frameworks. Mobile responsive.
```

```
Fast loading. Every page its own folder with index.html inside.
```

## What You Get

- 30 to 40 pages built and ready to deploy in one session
- Complete SEO structure with correct heading hierarchy

- Schema markup on every page for Google Rich Results
- Full AI visibility stack built in from the start
- Zero monthly platform fees — deploy free on any static host

# CRM Lead Recovery

Never lose a lead to slow follow-up again.

## The Problem Every Business Has

A lead submits your contact form at 10pm. Nobody is awake. By morning it is buried. Data consistently shows that responding within five minutes makes you many times more likely to close that deal. The average business responds within 24 to 48 hours. Many never follow up at all.

This system connects your CRM to AI. Every morning it finds every lead that slipped through, writes a personalised follow-up for each one, and has it ready for you to review before breakfast.

## Build the Lead Scanner

— PASTE INTO CLAUDE CODE —

```
Build a Python script called lead_scanner.py:  
1. Connect to my CRM via its API  
2. Pull every contact added in the last 24 hours  
3. For each contact, check whether any outbound message was sent  
4. Output a clean table: name, email, phone, source, arrival time,  
   responded yes or no  
5. Highlight every contact with no outbound response  
6. Save results to _data/leads/daily_scan.json
```

## Add Personalised Draft Follow-Ups

— PASTE INTO CLAUDE CODE —

```
Extend lead_scanner.py. For every contact with no response:  
1. Read their form submission, company name and email domain  
2. Identify their likely industry from context clues  
3. Write a follow-up email under 100 words that:  
   - Feels personal and direct, not templated  
   - References something specific about them  
   - Ends with one clear next step  
4. Save all drafts to _data/leads/email_drafts.json  
5. Display drafts for my review before anything is sent
```

Critical: never auto-send. Draft and display only.

## Run It Every Morning Automatically

— PASTE INTO CLAUDE CODE —

```
Set up a scheduled job that runs lead_scanner.py every morning  
at 7:00 AM. Log all output. If there are zero new leads, log  
quietly and exit. Show me how to verify it is running correctly.
```

# AI Automation Stack

Run your entire client pipeline in plain English. No code.

## What This System Does

Make.com connects every app in your business and makes them communicate automatically. Claude is the intelligence layer. Together they handle lead follow-up, abandoned cart recovery, client onboarding and reporting without you touching any of it.

## Your Core Automation Stack

- A lead fills in your contact form
- Make.com picks it up instantly and creates a CRM contact
- They receive an instant personalised confirmation email
- If no reply in 48 hours, a follow-up goes out automatically
- You receive a phone notification for every new hot lead

## Build the Lead Follow-Up Flow

### — PASTE INTO CLAUDE CODE —

Set up a lead follow-up automation in Make.com.

When someone submits my contact form:

1. Create a contact in my CRM
2. Send them an instant confirmation email
3. Wait 48 hours
4. If no reply received, send a follow-up automatically
5. Notify me via email or Slack immediately on any new submission

Walk me through Make.com setup step by step for my contact form provider.

## Abandoned Cart Recovery (Shopify)

### — PASTE INTO CLAUDE CODE —

Build an abandoned cart recovery automation in Make.com connected to my Shopify store.

Trigger: cart abandoned for 60 minutes

Action 1: Claude writes a personalised recovery email based on the specific items in the cart

Action 2: Send the email via my email provider

Action 3: If no purchase after 24 hours, send a second email with a discount code

Show me the Make.com scenario setup step by step.

## Additional Automations to Build

— PASTE INTO CLAUDE CODE —

I want to audit all my current automations and find gaps.

Check which workflows:

- Have been active but fired zero times in 30 days
- Have contacts stuck in early pipeline stages for over 2 weeks
- Have no follow-up activity logged
- Were set up but never completed configuration

Show me a prioritised list of what to fix first.

**"The system paid for itself in the first week. Every lead gets a response before 8am."**

# When All Seven Are Running Together

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We ran all seven systems on a real digital marketing business. Here is what changed.

- ChatGPT started recommending the business by name when buyers asked for services in its category
  - Organic search traffic grew significantly within the first 30 days of implementation
  - The sitemap and Search Console data revealed quick-win keywords nobody had targeted intentionally
  - YouTube cross-posting created a library of searchable video assets requiring zero manual uploads
  - Lead recovery automation caught every overnight enquiry before the business opened each morning
  - Shopify abandoned cart recovery added recoverable revenue with no additional ad spend
  - Total cost of the entire stack: zero dollars in advertising or agency fees
- 

## One more thing

This will not stay this easy. Right now almost no businesses have llms.txt files, markdown mirrors, or proper AI crawler access. That gap is your advantage. In 12 months this will be standard practice. The businesses that act now build a structural lead over everyone who waits.

# Seven Systems. All Running.

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✓ **System 01: AI Recommendation**

AI chatbots now know your business and recommend you by name.

✓ **System 02: Markdown Mirrors**

Every page readable by AI with zero HTML noise.

✓ **System 03: Sitemaps + GSC**

Google knows your full site. You can see every ranking keyword.

✓ **System 04: YouTube Autopilot**

Every video cross-posted with search-optimised metadata. Zero manual work.

✓ **System 05: Website Builder**

40-page site with full SEO and AI visibility built in from the start.

✓ **System 06: Lead Recovery**

Every missed lead found and followed up before you start the day.

✓ **System 07: AI Automation**

Your pipeline runs in plain English while you focus on the actual work.

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## Want Us to Build This For You?

Media Eye implements all seven systems for businesses that want it done properly and done fast. Book a free call and we will audit your current visibility and show you exactly where the gaps are.

— Website: [mediaeye.io](https://mediaeye.io)

— Book a call: [calendly.com/meretz/new-meeting](https://calendly.com/meretz/new-meeting)

— Email: [guy@mediaeye.io](mailto:guy@mediaeye.io)

— Instagram: [@mediaeye.io](https://www.instagram.com/mediaeye.io)

No coding was required to build any of the systems in this playbook.

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