DESIGNME

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Get named when buyers ask ChatGPT who to pick

The method we run on our own site every month: what AI answers read, what they quote, and what to change for AI to start citing your own pages.



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SOUND FAMILIAR?

You rank, but aren’t cited

Your page is first on Google, and ChatGPT still answers the same question from other sites.

Someone else gets named

Ask who to pick in your category and the answer lists names. Yours isn’t one of them.

You can’t see what it reads

Nobody on the team knows which pages, profiles or reviews the answers are built from.

It’s a black box in analytics

Visits from AI assistants land somewhere in your reports, but nobody tracks them.

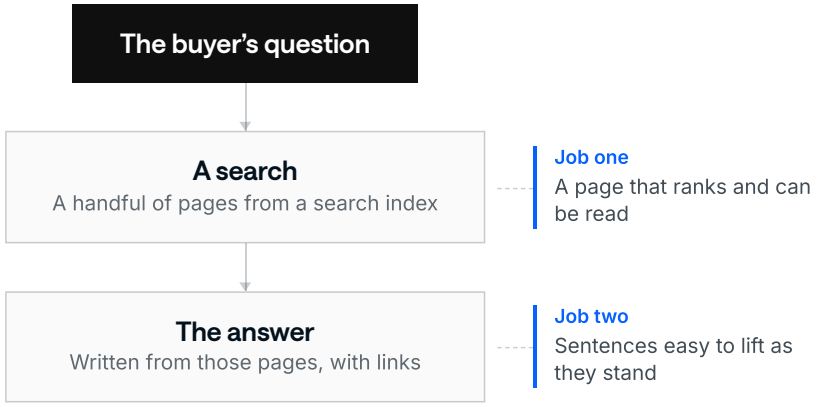
CHAPTER 01

How AI answers pick sources

Here's the short version. Some answers come from what the model learned in training, with no links. When a question needs current information, ChatGPT searches the web, reads a handful of pages and writes the answer from them, with links to the ones it used.

Those cited pages are the part you can influence. Perplexity and Google's AI Overviews work much the same way.

How an answer gets written



Ranking helps. It doesn't decide.

Here's a result I didn't like. On 3 October 2026, one of our comparison posts was the first organic Google result for its question. ChatGPT answered the same question by citing the two platforms' own pages, and didn't name us.

Ahrefs saw the same pattern at scale. In a study of 75,000 brands (published 12 December 2025), branded web mentions tracked AI visibility far more closely than domain strength did:

0.74
YouTube mentions

0.66 to 0.71
branded web mentions

0.27
Domain Rating, for ChatGPT

Those are correlations with AI visibility (0 to 1), not proof of cause, and Ahrefs says so. But it matched what we saw on our own site: being talked about elsewhere mattered more than how strong our domain was.

CHAPTER 02

Let the right crawlers in

If the search crawler can’t reach your pages, nothing else in this guide matters. OpenAI’s crawler docs say sites that opt out of OAI-SearchBot won’t be shown in ChatGPT search answers.

CRAWLER	WHAT IT DOES	IF YOU BLOCK IT
OAI-SearchBot	Finds pages for ChatGPT’s search features	Your pages aren’t shown in ChatGPT search answers
GPTBot	Crawls content that may be used for training	Your content is signalled out of training; search is separate
ChatGPT-User	Visits a page when a user asks ChatGPT to	Robots.txt may not apply, because a user started it

The same split exists elsewhere: Anthropic’s Claude-SearchBot and PerplexityBot decide whether you can show up in those answers, while the training crawlers are a separate business decision. Blocking a training crawler doesn’t take you out of search answers.

Our own robots.txt lets every crawler read every public page and only blocks internal views:

designme.agency/robots.txt (excerpt)

```
User-agent: *
Allow: /
Disallow: /dev/
Disallow: /styleguide
Disallow: /industries/directory
```

Two things that catch teams out

- **Bot protection on your CDN or firewall** can block OAI-SearchBot even when robots.txt allows it. OpenAI publishes its IP ranges so you can allow them.
- **Text that only appears after JavaScript runs.** Many AI crawlers don’t run JavaScript, so text loaded by a script or hidden in a tab can be missed. Keep the answer in the HTML.

> OpenAI says a robots.txt change takes about 24 hours to reach search results.

CHAPTER 03

One answer-first page per buyer question

Here's the method. Write down the questions your buyers ask right before they shortlist: which tool, which one against which, what it costs. Map each question to one page on your site. If a question has no page, that's your next page.

Then write each page so a sentence can be lifted as it stands:

1. **Answer in the first two sentences.** The question in the H1, the answer straight after it.
2. **Use the buyer's words in your headings.** Phrase the H2s as the follow-up questions they ask next.
3. **Put real specifics on the page.** Prices, plan names, dates, customer names and numbers you can stand behind. "Affordable" gives an engine nothing to quote; "from $3,000 a month" does.
4. **Sign and date it.** A named author and an updated date tell readers, and engines, the page is maintained.

Comparison pages, pricing pages and "who is this for" pages matter most, because they match the questions people ask right before they pick.

> Refresh prices and dates every quarter, and change the updated date when you do. A wrong price costs you trust with the reader who clicks through.

CHAPTER 04

Get mentioned where the answers look

Here’s the part that’s easy to skip. On our first check, on 3 October 2026, every ChatGPT answer that named us cited our Clutch profile. None of our own pages was a source in those three answers.

So the answers lean on what other sites say about you. Where to work, in order:

- **Review profiles.** Clutch for services, G2 or Capterra for software. Keep services, prices and screenshots current, and ask happy customers for a review after each project or renewal.
- **“Best tools” lists.** Find the lists the answers cite for your category, then ask the authors to consider you, with the facts that make the case. Don’t pay for a link: Google treats that as link spam.
- **Reddit and communities.** Answer questions in your category as yourself, say who you work for, and skip the pitch.
- **LinkedIn and YouTube.** Founder posts and product videos give engines more places that describe what you do. YouTube had the strongest correlation in the Ahrefs study.

Before you start, ask your buyer questions and read the sources under each answer. If they already cite a review profile or a directory, fix that page first. It’s the cheapest win in this guide.

Rather have us run the check?

Bring your URL to a 30-minute call. We’ll show you where you’re named, which pages and profiles the answers read, and what to fix first.

Book a 30-minute call

CHAPTER 05

Schema and llms.txt, honestly

Nobody has shown that structured data makes ChatGPT cite you. Google says structured data isn't required for generative AI search, and there's no special schema for it.

Here's why we add it anyway: Organization JSON-LD with `sameAs` links ties your site to the profiles the answers already quote, and it's a one-time job. Ours is on every page:

Organization JSON-LD on designme.agency (excerpt; the real block lists eight profiles)

```
{
  "@type": "Organization",
  "name": "DesignMe",
  "sameAs": [
    "https://www.linkedin.com/company/designmeagency/",
    "https://clutch.co/profile/designme-design-no-code-experts",
    "https://www.youtube.com/@uiadrian"
  ]
}
```

Add Article schema with the author and dates on posts, and FAQPage schema where the page shows the questions and answers. Keep every claim in the schema the same as the page.

llms.txt

An llms.txt is a Markdown map of your site, proposed by Jeremy Howard on 3 September 2024. The honest part: nobody has shown it changes what ChatGPT cites, and Google says Google Search ignores the file.

We publish one anyway, because it's cheap to keep right. Ours is generated from the same data as our pages, so it never drifts from what the site says. Treat yours as small upkeep, last on the list.

CHAPTER 06

Measure it every month

Results move, so the check is a routine, not a one-off. Here’s ours:

The monthly check

01 Ask
The same buyer questions in ChatGPT, Claude, Perplexity and Google.

02 Record
Named or not, which pages are cited, and who shows up instead.

03 Check analytics
Visits tagged utm_source=chatgpt.com, and the pages they land on.

04 Scan
Run the AEO checker on the pages you changed.

05 Fix
Pick the next pages and profiles to work on.

On our own site the scoreboard covers 55 buyer questions: 20 we search on Google every Monday, and 35 we put to AI assistants every month. Visits from AI assistants are counted every day.

ChatGPT tags the links it sends with `utm_source=chatgpt.com`, so those visits show up by source in your analytics. We counted 122 in the 28 days to 3 November 2026, almost all from ChatGPT.

> In October 2026 the tag went missing for about a week, with clicks landing in Direct, then came back. If ChatGPT traffic drops to zero overnight, check the tag before you rewrite anything.

Between checks, our free AEO checker scores a page on crawler access, structure and the signals AI answers rely on, with a fix for each gap.

CHAPTER 07

What we saw on our own site, and where to start

Here’s our baseline from 3 October 2026: the same ten buyer questions on three assistants. ChatGPT named us in 3 of 10 answers, Claude and Perplexity in 1 each. Every ChatGPT mention cited Clutch, none cited our site.

Then the next check, on 27 October: a bigger set (35 questions instead of ten) and partly different assistants, so read it as a new baseline, not a trend.

9 of 35

ChatGPT answers cite one of our pages, and 4 name us

9 of 35

Google AI Overviews cite us, and 3 name us

3 of 35

Gemini quotes our guides, and doesn’t name us yet

Across all three, 21 of 105 answers cite one of our pages and 7 name us. We can’t say which change did it, and the question sets differ. But our own pages now show up as sources, which they didn’t on 3 October.

And where we don’t show up yet: we’re in the Google top 10 for 50 of the 546 searches we track, and the top 3 for 22. Most of them aren’t on page one. That gap is our plan for the next pages we write.

The AI answer checklist

Run it on your homepage and your main pricing or comparison page. The free AEO checker does most of the first group for you.

CAN THEY READ IT?

- [ ] OAI-SearchBot, Claude-SearchBot and PerplexityBot allowed in robots.txt
- [ ] No bot protection blocking them at the CDN or firewall
- [ ] The page isn't set to noindex, and has a canonical URL
- [ ] The copy is in the HTML, not only loaded by JavaScript
- [ ] A sitemap, listed in robots.txt

CAN THEY QUOTE IT?

- [ ] One clear H1 with the question, the answer in the first two sentences
- [ ] Headings phrased as the buyer's follow-up questions
- [ ] Real prices, dates, names and numbers on the page
- [ ] A named author and a machine-readable updated date

DO THEY TRUST IT?

- [ ] Organization schema with sameAs links to your profiles
- [ ] Review profiles current: services, prices, recent reviews
- [ ] The lists and threads the answers cite know you exist

EVERY MONTH

- [ ] The same buyer questions asked again, results written down
- [ ] Visits from AI assistants checked in analytics

Where to start

Run your homepage and your main pricing or comparison page through the AEO checker, fix what it flags, and write down your buyer questions this week.

If you want a team to do the fixes, the pages and the monthly check for you, that's our SEO and AEO service, from $3,000 a month. And one honest line from us: nobody controls what ChatGPT says. We improve what it reads, measure what changes, and tell you when it doesn't.

RATHER TALK IT THROUGH?

Want to know where you show up?

Bring your URL to a 30-minute call with Adrian. You'll leave knowing where you're named, what the answers read and what to fix first.

Book a 30-minute call at designme.agency/intro

01

Where you show up

Which AI answers name you today, and which name someone else.

02

What they read

The pages and profiles the answers are built from.

03

What it costs

The SEO and AEO plan, from $3,000 a month, if you want us to do it.

DESIGNME

DesignMe designs and builds websites for funded startups and B2B teams, in Framer, Webflow, Astro and Next.js.