



SEO + GEO

Playbook

2026 Google + AI answers

Rank on Google and **get named in ChatGPT, Gemini, Perplexity and Claude answers**, using only what the evidence supports, with every prompt written out.

6 strategies

11 Claude prompts

1 setup guide

1 live dashboard

18 pages

ANSWERS YOU CAN APPEAR IN

 Google

 Gemini

 ChatGPT

 Perplexity

“Be the page the answer is built from.”

THE IDEA BEHIND EVERY PAGE OF THIS PLAYBOOK

INSIDE THIS GUIDE

PAGE NUMBERS ON THE RIGHT

01	How search and AI answers work	03	02	Technical health in an afternoon	04
03	Content that ranks and gets used	05	04	Proof of expertise	06
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11	Your command centre in Claude	16	12	The one-page checklist	18

WRITTEN BY
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RUNS WITH
Claude

NEW TO SEO? **Start on page 3 →**

00

BEFORE YOU BEGIN

Start *here*

Three ways to read this guide, what to have ready, and how every strategy page is laid out.

YOU WILL BE ABLE TO

pick your starting page and have your search data ready before you change anything on your site.

THREE WAYS INPICK THE ONE THAT FITS YOU

ROUTE A

New to SEO

Read pages 3 to 9 in order, then connect Claude on page 10.

ROUTE B

Already ranking

Run prompt P01 for an audit, then read the page it points to.

ROUTE C

Here for AI answers

Read GEO on page 8 and measurement on page 9, then run P07.

HAVE THESE READYSETUP TAKES ABOUT AN HOUR

☐ Search Console verified for your site, with owner access
 ☐ GA4 on your site, recording conversions
 ☐ Business Profile verified, if you serve a local area

☐ A Claude account; dashboards need a paid plan (page 17)
 ☐ Your top 20 pages and the questions each one answers
 ☐ Three proof points you own: your data, tests, customer results

HOW EVERY STRATEGY PAGE WORKSSAME ORDER, EVERY TIME

STEP 1

In plain words

What the search engine does.

STEP 2

Do this

The actions, in order.

STEP 3

Watch out

The myth or the mistake.

STEP 4

Claude prompt

The prompt that runs it.

CONTENTSSECTION • WHAT YOU GET • PAGE

#	SECTION	WHAT YOU GET	PAGE
01	How search and AI answers work	Crawl, retrieve, answer: how Google and AI assistants pick pages	03
02	Technical health in an afternoon	Indexing, snippets, crawlers, links, speed and structured data	04
03	Content that ranks and gets used	Pages planned around every question, written answer-first	05
04	Proof of expertise	Sourced numbers, named voices and brand mentions	06
05	Local search	Relevance, distance and prominence on Google Maps	07
06	GEO: get named in AI answers	What the evidence supports, and the myths to ignore	08
07	Measure rankings and AI mentions	Four free reports and a monthly AI panel	09
08	Connect Claude to your search data	Official connectors for Claude, and how to test them	10
09	Ten prompts to paste	Audits, plans, rewrites, local, robots.txt and reports	12
10	Make it fit your business	Changes for local businesses, stores, B2B and publishers	15
11	Your command centre in Claude	A live dashboard of every number, built by Claude	16
12	The one-page checklist	Everything above on one printable page	18

Every claim is graded. Platform documentation is stated as fact. Studies name who ran them, and vendor studies say so. Popular claims with no evidence are listed as myths on page 8.

PART ONE · HOW THE SYSTEM WORKS

01

How search and AI answers *work*

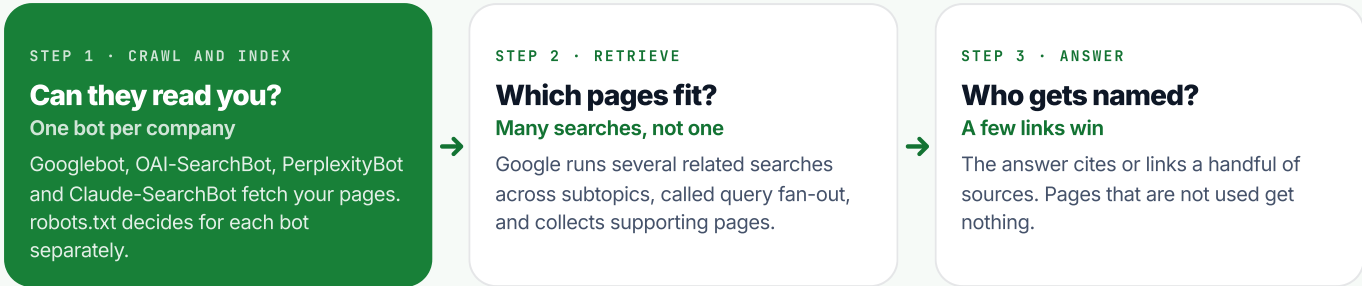
AI answers now sit on top of Google Search and inside assistants. All of them are built from pages that search engines can read.

YOU WILL BE ABLE TO

explain how Google and the AI assistants find and choose pages, and what changed in 2026.

IN PLAIN WORDS

THREE STEPS FROM PAGE TO ANSWER



WHERE THE ANSWER APPEARS	READS YOUR PAGES WITH	WHAT ITS OWNER SAYS
Google AI Overviews and AI Mode	Googlebot and Google's index	Same rules as Search: indexed and allowed to show a snippet
ChatGPT search	OAI-SearchBot	Block it and you are left out of ChatGPT's search answers
Perplexity	PerplexityBot	Links sites in its answers; respects robots.txt
Claude	Claude-SearchBot	Blocking it may reduce your visibility in Claude's answers

G

Google's own words on AI features

"You don't need to create new machine readable files, AI text files, or markup" to appear in AI Overviews or AI Mode. The same pages that rank are the pages AI features draw on.

GOOGLE'S 2026 UPDATES

FROM THE SEARCH STATUS DASHBOARD

UPDATE	STARTED	TOOK
February Discover update	5 Feb	21 days
March spam update	24 Mar	under a day
March core update	27 Mar	12 days
May core update	21 May	12 days
June and August spam updates	24 Jun, 18 Aug	about 2 to 3 days each
September spam update	24 Sep	still rolling out on 30 Sep



AI answers are built from pages.

Be the page they are built from: readable, useful and backed by proof.

RUN IT WITH CLAUDE
PROMPT P01 · PAGE 12

Sources · Google Search Central: AI features and your website (updated 10 Dec 2025) · Google Search Status Dashboard, ranking updates (read 30 Sep 2026) · developers.openai.com/api/docs/bots · docs.perplexity.ai/guides/bots · Claude Help Center: Anthropic's crawlers (updated 7 Apr 2026).

02

STRATEGY 1 OF 6

Technical health in an *afternoon*

If a search engine cannot crawl, index and quote a page, no ranking and no AI answer can use it.

YOU WILL BE
ABLE TO

check the six things that decide whether search engines and AI assistants can use your pages at all.

DO THIS

SIX CHECKS, IN ORDER

1

Indexing

Search Console > Pages shows what is indexed and why other pages are not. Fix key pages first.

2

Snippets

A page marked `noindex`, `nosnippet` or with a tight `max-snippet` cannot be quoted in AI Overviews. Check it is on purpose.

3

Crawlers

robots.txt decides bot by bot. Blocking a training bot is a separate choice from blocking a search bot (table below).

4

Internal links

Every important page is linked from related pages with descriptive words, and sits a few clicks from the home page.

5

Page experience

Core Web Vitals: LCP within 2.5 s, INP within 200 ms, CLS below 0.1, measured on real visits.

6

Structured data

It must match the visible text. It helps Google understand a page; no study shows it raises AI citations (page 8).

THE CRAWLERS

EACH ONE CONTROLLED SEPARATELY IN ROBOTS.TXT

BOT	ITS JOB	IF YOU BLOCK IT
Googlebot	Google Search, AI Overviews, AI Mode	You leave Google Search
Google-Extended	Gemini training and grounding in Gemini apps	Search is unaffected
OAI-SearchBot	ChatGPT search answers	You drop out of them
GPTBot	OpenAI model training	Search is unaffected
PerplexityBot	Perplexity answers	You drop out of them
Claude-SearchBot	Claude's search answers	Visibility in Claude may fall
ClaudeBot	Anthropic model training	Future pages leave training

ROBOTS.TXT · SHOW UP IN AI SEARCH, OPT OUT OF TRAINING (A BUSINESS CHOICE, NOT A RULE)

User-agent: OAI-SearchBot
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Claude-SearchBot
Allow: /

User-agent: GPTBot
Disallow: /

User-agent: ClaudeBot
Disallow: /

OpenAI says robots.txt changes take about 24 hours to apply. User-triggered fetchers such as ChatGPT-User and Perplexity-User may not follow robots.txt.

WATCH OUT

Blocking **Google-Extended** does not take you out of AI Overviews. To limit what Google's AI features can show, use `nosnippet`, `data-nosnippet` or `max-snippet`.

FIRST FIX

Open Search Console > Pages, filter to your 20 most valuable URLs, and fix any that are not indexed before you write a single new page.

Sources · Google Search Central: AI features and your website; Google's common crawlers (updated 14 Jul 2026) · web.dev: Core Web Vitals thresholds · OpenAI, Perplexity and Anthropic crawler pages (read 30 Sep 2026) · Ahrefs schema study (May 2026) · Prompts P01 and P08.

03

STRATEGY 2 OF 6

Content that ranks and gets *used*

Google rewards pages made to help people. AI answers draw on pages that answer clearly and cover the whole question.

YOU WILL BE
ABLE TO

plan pages around every question people ask, and write each one so readers and AI systems can use it.

IN PLAIN WORDS

GOOGLE'S OWN TEST: WHO, HOW, WHY

WHO

Who made it

Show who wrote it and why they know. An author with real experience in the topic.

HOW

How it was made

Show how you tested or sourced it. Say where AI or automation helped, if readers would expect to know.

WHY

Why it exists

It was made to help people, not to rank. Google's guidance warns against pages made mainly for search engines.

DO THIS

FOUR HABITS FOR EVERY PAGE

1

Plan the fan-out

List the questions around a topic: basics, costs, comparisons, problems. One page per real question (P02).

2

Answer first

Open with two sentences that answer the question. Then give the detail, the steps and the proof.

3

Update for real

Add new facts and examples. AI assistants tend to cite fresher pages. Never change only the date.

4

Use AI with care

AI drafting is allowed. Mass-producing pages that add nothing can count as scaled content abuse, a spam policy.

FRESHNESS

AHREFS STUDY, 17 MILLION AI CITATIONS, JULY 2025 (VENDOR DATA)

25.7%

fresher: pages AI assistants cite, against pages in organic results

Ahrefs, 2025

2.9 yrs

the average age of pages AI assistants still cite

Ahrefs, 2025

0

special files Google asks for to appear in AI features

Google Search Central

MYTHS YOU WILL HEAR

"E-E-A-T is a score." "Every pillar page needs 2,500 words."
"Google penalises AI-written text."

WHAT GOOGLE SAYS

E-E-A-T is not a ranking factor on its own; many signals together identify helpful, trustworthy content, and trust counts most. AI use is fine when the page helps people.

ANSWER FIRST, SHOWN

THE SAME PAGE OPENING, BEFORE AND AFTER · FICTIONAL BRAND

BEFORE

"In today's fast-paced world, choosing running shoes can feel overwhelming. In this article we will explore everything you need to know about finding the perfect pair..."

AFTER

"For flat feet, choose a stability shoe with a firm midsole and a wide base. We tested 12 pairs with 40 runners over six weeks; these five cut inward roll the most."

Sources · Google Search Central: Creating helpful, reliable, people-first content; Using generative AI content (both updated 10 Dec 2025); AI features and your website · Ahrefs: Do AI assistants prefer to cite fresh content? (Jul 2025) · Prompts P02, P03 and P10.

STRATEGY 3 OF 6

04

Proof of expertise

Sourced numbers, named voices and first-hand evidence make a page easier to trust, and in one lab study, easier for AI answers to use.

YOU WILL BE
ABLE TO

add proof blocks to your key pages and earn the kind of brand mentions AI answers tend to follow.

THE ONE PEER-REVIEWED STUDY

GEO · AGGARWAL ET AL. · KDD 2024

+41%

visibility after adding quotations

simulated engine, GEO-bench

+40%

after adding statistics

10,000 test queries

+30%

after citing sources

keyword stuffing did little

The researchers rewrote pages and measured how much of a generative engine's answer drew on them; on Perplexity itself gains reached about 37%. **Caveats:** 2023-era models, and it measures a share of the answer text, not clicks. Results varied by topic.

DO THIS

ADD A PROOF BLOCK TO EVERY KEY PAGE

1

A number with its source

Your own data first: tests, orders, survey results. Otherwise a primary source, linked.

2

A named voice

Quote an expert or a customer by name and role. Real people, real words, with permission.

3

First-hand evidence

Photos you took, results you measured, a method you can show. What only you can publish.

BRAND MENTIONS

AHREFS STUDY, 75,000 BRANDS, MAY 2025 (VENDOR DATA, CORRELATION ONLY)

SIGNAL

LINK WITH AI
OVERVIEW VISIBILITY

Mentions on other sites

0.664

Domain Rating

0.326

Backlinks

0.218

M

How to earn mentions

Be quoted in the roundups and comparison pages of your category, publish data others cite, partner with makers and creators, and collect reviews on sites people trust. A correlation is not proof, so treat this as a strong hint.

MOST-CITED DOMAINS

SHARE OF CITATIONS

ENGINE

Wikipedia

7.8%

ChatGPT

Reddit

6.6% and 2.2%

Perplexity, AI Overviews

YouTube

about 2%

Perplexity, AI Overviews

Sources · Aggarwal et al., GEO: Generative Engine Optimization, KDD 2024 (arXiv 2311.09735) · Ahrefs: AI Overview brand correlation (May 2025) · Profound: AI platform citation patterns, 680M citations, Aug 2024 to Jun 2025 (vendor data; it describes what is cited, not what causes it).

05

STRATEGY 4 OF 6

Local search

Google ranks local results on relevance, distance and prominence. You control two of the three.

YOU WILL BE
ABLE TO

run your Google Business Profile the way Google's own guidance describes, and ignore the folklore.

IN PLAIN WORDS

GOOGLE'S THREE LOCAL FACTORS

FACTOR 1

Relevance

How well you match the search

Your categories, services, products and description decide which searches you fit.

FACTOR 2

Distance

How far you are

You cannot change it. Keep the address and service area exactly right.

FACTOR 3

Prominence

How well known you are

Links to your site, review count and rating, and what the web says about you.

DO THIS

GOOGLE'S OWN TIPS, IN ORDER

1

Verify the profile

An unverified profile cannot be fully managed. Verification comes first.

2

Fill every field

Category, services, hours (holiday hours too), attributes and, for shops, products.

3

Add photos and videos

Real photos of the place, the team and the work. Refresh them as things change.

4

Ask for reviews, reply to all

Ask every happy customer. Reply to every review, good or bad, specifically (P06).



Ranking cannot be bought

Google states there is no way to request or pay for a better local ranking. Anyone selling a guaranteed map position is selling something Google says does not exist.



Against the rules

Keywords stuffed into the business name, fake or paid reviews, and asking only happy customers to review (review gating) break Google's profile and review policies.

FOLKLORE

"Post every week or you drop." "Thirty days without activity hurts your rank." Neither appears on Google's ranking page.

WHAT MOVES PROMINENCE

More genuine reviews, a good rating, replies that show you listen, and mentions and links from local sites and press.

THE PROFILE FIELDS

WHAT TO PUT IN EACH ONE

FIELD

WHAT TO PUT THERE

Primary category

The one category that best describes your main business

Extra categories

Only services you offer; wrong ones bring the wrong searches

Services, products

Each one named, with a short description and a price where you can

Description

What you do, for whom and where. No links and no offers

R

The review reply formula

Thank them by name for what they mentioned. If there was a problem, say what you changed. Invite them back. Never argue in public.

STRATEGY 5 OF 6

06

GEO: get named in AI *answers*

Generative engine optimisation is mostly good SEO plus proof. Here is what the evidence supports, and what it does not.

YOU WILL BE
ABLE TO

spend your GEO effort only where there is evidence, and answer the next myth someone sends you.

THE EVIDENCE TABLE

EVERY TACTIC, GRADED

TACTIC	EVIDENCE	VERDICT
Indexable, allowed a snippet	Google's documented requirement for AI features	Do it
Let AI search crawlers in	OpenAI, Perplexity and Anthropic crawler pages	Do it
Sourced statistics, quotes, citations	Peer-reviewed lab study (KDD 2024)	Do it
Earn mentions on other sites	Vendor correlation, 75,000 brands (Ahrefs 2025)	Worth doing
Update pages in substance	Vendor correlation, 17M citations (Ahrefs 2025)	Worth doing
Add schema for AI citations	Controlled vendor test: no clear lift (Ahrefs 2026)	Keep accurate only
Publish an llms.txt file	97% of files got no requests (Ahrefs 2026); Google: not needed	Skip
Fixed answer lengths	"40 to 60 words" rules: no method found	Skip

MYTHS YOU WILL HEAR

AND WHY THEY FAIL

MYTH

"Rank first in Bing and ChatGPT will cite you"

No OpenAI page explains how ChatGPT chooses sources. Ranking in Bing may help; nobody has shown it decides.

MYTH

"Block Google-Extended to leave AI Overviews"

It does not affect Search or AI Overviews. It controls Gemini training and grounding in Gemini apps.

MYTH

"Post on Reddit and AI will cite you"

Studies show Reddit is cited often. They do not show that posting there gets you cited.

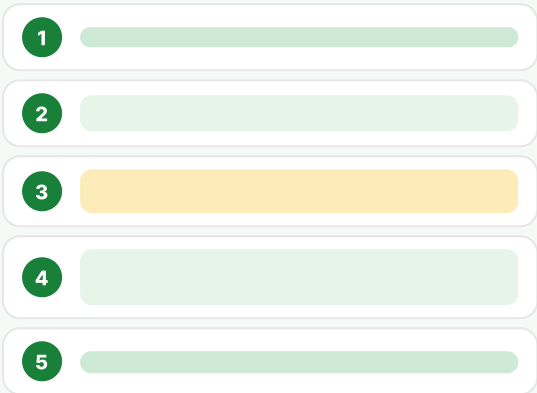
MYTH

"This tracker gives your exact AI rank"

Trackers sample prompts. Answers change by person, place and day. Read them as trends.

ANATOMY OF A PAGE AI ANSWERS CAN USE

TOP TO BOTTOM



- The question as the heading**
In the words people use, not a slogan.
- A two-sentence answer**
The direct answer, before any story or context.
- A proof block**
A sourced number, a named quote, a primary link.
- The detail, by subtopic**
One section per follow-up question from the fan-out.
- Who, how, why**
Author, method, and the date of the last real update.

Sources • Google Search Central: AI features and your website; common crawlers • Aggarwal et al., KDD 2024 • Ahrefs studies: brand mentions (May 2025), freshness (Jul 2025), schema (May 2026), llms.txt across 137,218 domains (Jun 2026) • Profound citation patterns (2025).

STRATEGY 6 OF 6

07

Measure rankings and AI mentions

Four free reports and one monthly panel show whether search and AI answers are working for you.

YOU WILL BE
ABLE TO

read the numbers that matter each month, and run a panel that tracks your AI mentions.

THE FREE REPORTS

WHAT EACH ONE CAN AND CANNOT TELL YOU

REPORT	SHOWS	WATCH OUT
Search Console · Performance	Clicks, impressions, CTR, position. AI Overviews and AI Mode are counted inside the Web search type	You cannot separate AI features here
Search Console · Generative AI	Impressions in AI Overviews and AI Mode, by page, country, device and date	Impressions only: no clicks, no queries
GA4 · AI Assistant channel	Visits from AI assistants on Google's list: ChatGPT, Gemini, Deepseek, Copilot, Grok	Perplexity and Claude are not named; AI Overviews are excluded
Bing Webmaster · AI Performance	Citations in Copilot, Bing and partner AI answers, plus Citation Share	Still in preview

GA4 · A CUSTOM CHANNEL RULE FOR AI REFERRERS (A SUGGESTION, NOT GOOGLE'S LIST)

Session source matches regex:

```
chatgpt\.com|perplexity\.ai|claude\.ai|gemini\.google\.com|copilot\.microsoft\.com
```

THE MONTHLY AI PANEL

THE CHEAPEST TRACKER THERE IS

1

Fix 20 prompts

The questions customers ask before buying: general, comparison, local and your brand by name (P07 writes them).

2

Run them the same way

ChatGPT, Gemini, Perplexity and Claude, from the same place and account type each month.

3

Score and compare

Mentioned, cited with a link, competitors named. Track the rates month by month, not single answers.

1

Impressions count once per answer

In the Generative AI report, two results from your site in one AI answer count as a single impression. Compare it with itself over time, not with the Performance report.

\$

Paid trackers

Ahrefs Brand Radar, Profound and others sample prompts at scale. No independent test of their accuracy was found. Useful for trends and competitors.

READ A DROP BEFORE YOU REACT

WHAT THE PATTERN USUALLY MEANS

YOU SEE	IT USUALLY MEANS	DO THIS
Clicks down, impressions steady	Fewer people click: weaker titles, or answers above you	Rewrite titles (P04)
Many pages fall in the same week	A Google update or a site-wide problem	Check the update dates; run P01
One page falls, others hold	A better page appeared, or yours went stale	Real update (P03, P10)
AI Assistant visits rise	Assistants are sending you people	Keep adding proof

↓

Why clicks can fall while you still rank

In a randomised study of 1,065 US desktop users, organic clicks fell 39.8% when an AI Overview appeared (Agarwal and Sen, 2026, reported by PPC Land). Judge pages on impressions, AI mentions and conversions too, not clicks alone.

Sources · Search Console Help: Generative AI performance report (Search) · Google Search Central: AI features and your website · GA4 Help: default channel group · Bing Webmaster Blog, 16 Jun 2026 · Prompts P07 and P09.

Connect Claude to your search *data*

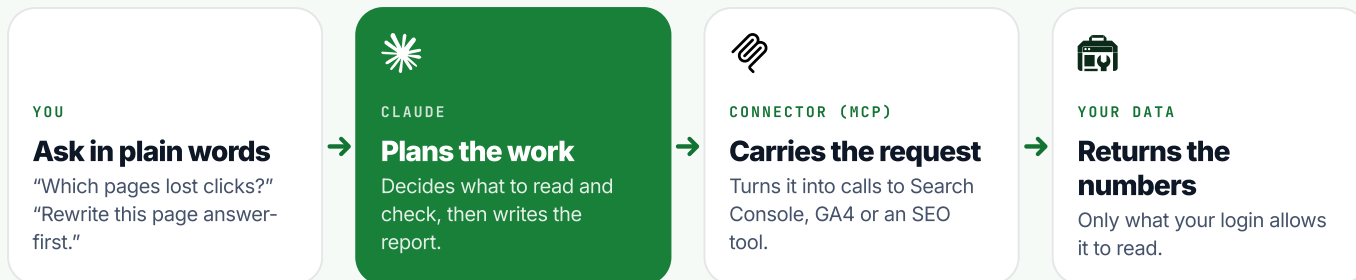
Claude reads your search numbers through connectors. None of the four below can edit your website.

YOU WILL BE
ABLE TO

choose the right connector for each number you need, and know where each one comes from.

IN PLAIN WORDS

HOW A REQUEST TRAVELS



CHOOSE YOUR CONNECTORS

ALL FOUR CHECKED ON 30 SEP 2026



Windsor.ai

In Claude's directory. Its sources include Google Search Console and Google Analytics 4, so Claude can read your clicks, queries and AI Assistant visits. Read tools only. The free plan covers one source; paid plans start at \$23 a month.

SEARCH CONSOLE + GA4



Semrush

Made by Semrush, in Claude's directory since May 2026. Keyword, competitor, backlink, site audit and position tracking data, read only. Needs a paid Semrush plan; every call uses API units.

OFFICIAL · READ ONLY



Ahrefs

Made by Ahrefs, in Claude's directory since January 2026. 61 tools, including Brand Radar for AI mentions and citations. Needs a paid Ahrefs plan; calls use API units.

OFFICIAL · AI MENTIONS



Google Analytics MCP server

Google's own, marked experimental. Read-only GA4 reports through Claude Code on your computer. Free and open source (page 11).

OFFICIAL · GOOGLE

WHERE EACH NUMBER COMES FROM

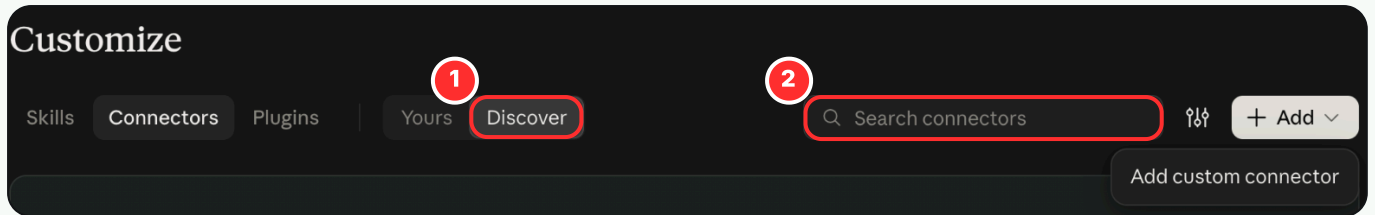
PICK THE CONNECTOR BY THE QUESTION

YOU WANT	READ IT FROM
Your real clicks and queries	Windsor.ai (Search Console)
Visits from AI assistants	Windsor.ai or Google's GA MCP (GA4)
Rankings, competitors, backlinks	Semrush or Ahrefs
AI mentions at scale	Ahrefs Brand Radar, or your own panel (P07)
AI impressions and Bing AI citations	Copy them from the reports each month

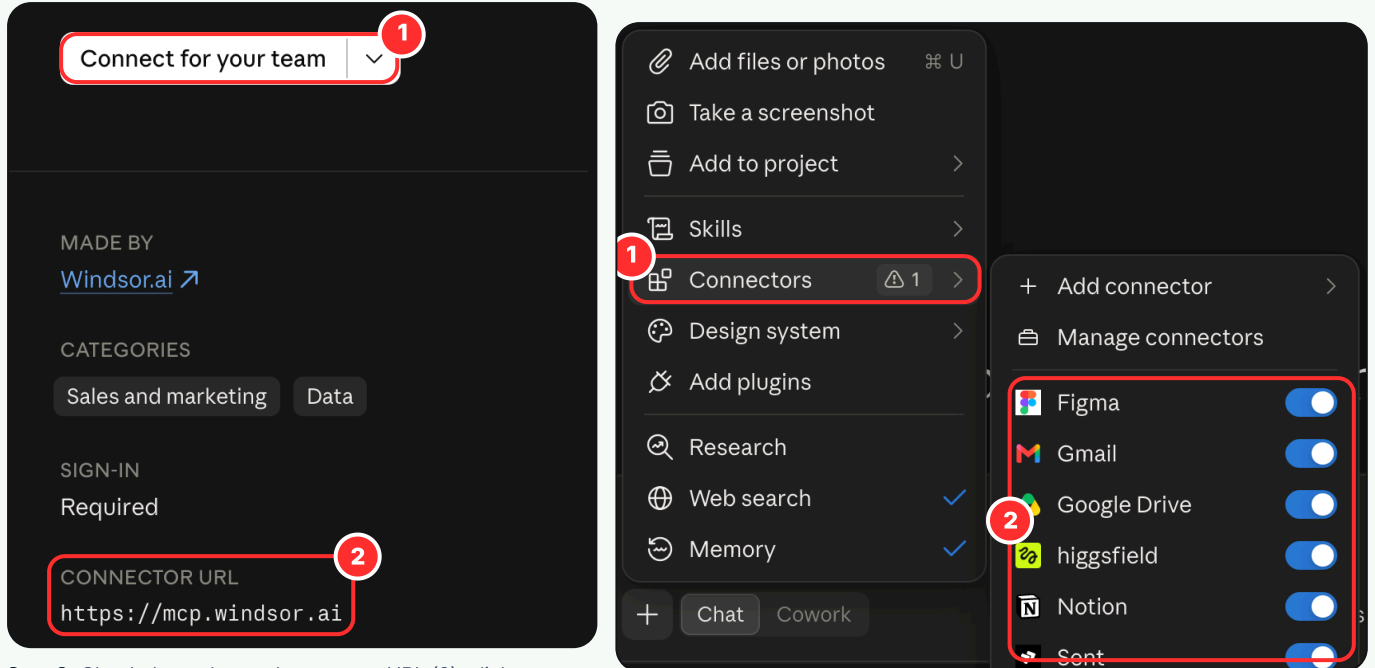


Search Console has no official connector

Google has not published a Search Console MCP server. Community servers exist on GitHub. They get access to your property, so read the code before you connect one, or use Windsor.ai.



Step 1. In the Claude app open **Customize > Connectors**, choose **Discover** (1) and search for Windsor.ai, Semrush or Ahrefs (2). Real screen, claude.ai, 30 Sep 2026.



Step 2. Check the maker and connector URL (2), click connect (1), then sign in to the tool and add your Search Console and GA4 properties there.

Step 3. In a chat, click **+ > Connectors** (1) and switch the connector on (2). Your list shows your own connectors.

```
IN YOUR TERMINAL · GOOGLE'S ANALYTICS SERVER, ADDED TO CLAUDE CODE (GOOGLE'S DOCUMENTED COMMAND)
# 1 · sign in once with read-only Analytics access (OAuth desktop client from your Cloud project)
gcloud auth application-default login \
--scopes https://www.googleapis.com/auth/analytics.readonly,https://www.googleapis.com/auth/cloud-platform \
--client-id-file=<YOUR_CLIENT_JSON_FILE>

# 2 · add the server (Google Analytics Admin API and Data API enabled in the same project)
claude mcp add analytics-mcp --scope user \
-e "GOOGLE_APPLICATION_CREDENTIALS=$HOME/.config/gcloud/application_default_credentials.json" \
-e "GOOGLE_PROJECT_ID=<YOUR_PROJECT_ID>" \
-- pipx run analytics-mcp
```

Already using Google's Ads server? Both servers share one credentials file, and a new sign-in replaces it. Sign in once with every scope: add `https://www.googleapis.com/auth/adwords` to the list.

1 Read test

Ask: *"Clicks and impressions for the last 28 days."* The totals must match Search Console for the same dates.

2 Accuracy test

Ask for last week's GA4 sessions by channel. They must match GA4's Traffic acquisition report.

3 Safety test

Ask Claude to change a Search Console or GA4 setting. It must say it cannot: these connections only read.

09

PART TWO · RUN IT WITH CLAUDE

Ten prompts to *paste*

Each prompt is written to be copied as it is. Fill in the parts in angle brackets first.

YOU WILL BE
ABLE TO

audit, plan, rewrite and report on your search presence in under two hours a month.

FILL IN

<angle brackets>

Replace these with your own details before you paste.

SAFETY

READ ONLY

Every prompt only reads. You make the changes on your site.

TRUST

READ, ESTIMATE, STUDY

Each figure says where it came from, so opinions never pass as data.

P01 Site health audit

MONTHLY · READ ONLY

Run it first, then every month. It names the strategy page to read.

You are my SEO analyst. Use my connected Search Console and GA4 data, or the exports I attach. READ ONLY: suggest, never change.

Site: <domain>. Market: <country>. Period: last 28 days vs the 28 before.

1. Indexing: pages indexed and not indexed, with the main reasons, from my Search Console Pages export.
2. Traffic: clicks, impressions, CTR and position. The 20 pages that lost the most clicks, with the queries that fell.
3. Page experience: pages failing Core Web Vitals, if I attach that report.
4. Snippets: any key page with noindex, nosnippet or max-snippet that looks unintended.
5. Crawlers: read <domain>/robots.txt. For Googlebot, OAI-SearchBot, PerplexityBot, Claude-SearchBot, GPTBot, ClaudeBot and Google-Extended, say allowed or blocked.

Output: a five-line summary, then a fix list in order of impact.

Label every figure READ (from my data) or ESTIMATE.

P02 Topic plan for the whole fan-out

BEFORE NEW CONTENT

Plan content for the topic <topic>, for <audience> in <market>.

Google answers AI questions by running many related searches across subtopics. Plan for the whole set of questions, not one keyword.

1. List 25 questions people ask on the way to buying <product>: basics, comparisons, costs, problems, local, alternatives.
2. Group them into 5 to 8 subtopics. For each: the page that should answer it (an existing URL from <sitemap> or NEW), and the one fact or number only we can give.
3. Mark questions that need first-hand proof: our photos, tests, data.
4. Order the work by business value first, then effort.

No word counts: each page is as long as its answer needs.

P03 Page rewrite with proof

FOR EACH KEY PAGE

Rewrite <URL> so people and AI systems can use it. Read it first. Keep our facts; improve how they are shown.

1. Open with a two-sentence answer to the page's main question.
2. Add proof where we have it: a statistic with its source, a quote from a named expert or customer, a link to the primary source. Where I must supply the real number, write <NEED DATA>.
3. Add who, how and why: who wrote it and why they know, how we tested or sourced it, and the date of the last real update.
4. Keep only claims we can prove.

Show the new version, then a list of what changed and why.

P04 Titles and descriptions from real queries

MONTHLY

From my Search Console export (queries and pages, last 3 months), find pages with many impressions and a CTR below <2%> at positions 3 to 15. For each page: its top 5 queries, the current title and description, then 3 new titles (about 60 characters) and 2 descriptions (about 155 characters) that use the words people search. Stay true to the page. No clickbait. No year unless the page was updated for that year.

P05 Internal links plan

EVERY QUARTER

Here is my list of pages with the main topic of each: <paste or attach the sitemap>.

1. Group pages into topic clusters, with one main page per cluster.
2. For each cluster, list the links to add: from page, to page, the anchor text (descriptive words, never "click here"), and where in the text it goes.
3. Find orphan pages (no internal links in) and pages more than three clicks from the home page.

Output a table I can hand to whoever edits the site.

P06 Local profile audit

FOR LOCAL BUSINESSES

Audit our Google Business Profile against Google's local factors: relevance, distance, prominence. Business: <name, category, city>.

I will paste our profile fields, recent reviews and the top three competitors' profiles.

1. Missing or weak fields: categories, services, hours, attributes, photos, products, messaging.
2. Reviews: count, rating, reply rate and reply speed against the competitors.
3. Replies to our five latest reviews, in our voice, each specific to what that customer said.
4. A 30-day plan. No fake or paid reviews, no review gating, no keywords added to our business name.

P07 Monthly AI visibility panel

ONCE A MONTH

Build our monthly AI visibility panel for <brand> in <market>.

1. Write 20 prompts real customers would ask an AI assistant before buying <product or service>: 8 general, 6 comparison, 4 local, 2 naming our brand.
2. Give me a sheet to fill in after I run each prompt in ChatGPT, Gemini, Perplexity and Claude: mentioned (yes/no), cited with a link (yes/no), position in the answer, competitors named, and the sources the answer linked.
3. When I paste the filled sheet back: our mention and citation rate per engine, the sources cited most, and three pages to create or improve so those sources would cite us.

Answers vary by person and place: judge trends over months.

P08 Robots.txt and crawler check

AFTER ANY SITE CHANGE

Read <domain>/robots.txt and the robots meta tags on <3 key URLs>. READ ONLY.

1. For each bot, say allowed or blocked: Googlebot, Bingbot, OAI-SearchBot, GPTBot, ChatGPT-User, PerplexityBot, Claude-SearchBot, ClaudeBot, Google-Extended.
2. Explain each choice in plain words: appearing in AI search answers versus training AI models.
3. Our goal: <appear in AI search, and opt in or out of training>. Write the robots.txt lines for it, and flag anything that would block Google Search by mistake.

P09 Monthly search report

FIRST MONDAY OF THE MONTH

Write our monthly search report from: Search Console (clicks, impressions, CTR, position by page and query), the Generative AI report impressions I paste, GA4 sessions and conversions by channel including AI Assistant, and last month's AI panel (P07). READ ONLY.

1. What moved: clicks, AI impressions, AI Assistant sessions, panel mention rate. Change against last month and the same month last year.
2. Why, for each move over 20%: a Google update (I paste the dates from the Search Status Dashboard), a site change, the season, or a competitor.
3. Three actions for next month, each with its page and prompt. One page. Numbers first. Mark guesses as guesses.

P10 Content refresh priorities

EVERY QUARTER

From my Search Console export (pages by month, last 16 months), find pages whose clicks fell more than 30% below their best three months. For each: when it fell, whether that matches a Google core update (dates I paste from the Search Status Dashboard), the queries that fell, and what a real update needs: new facts, new examples, a better answer at the top, or a merge with another page. Never suggest changing only the date. Rank the list by lost clicks.

SKILL seo-geo-operator / SKILL.md

SAVE AS A SKILL

```
---
name: seo-geo-operator
description: Rules for our SEO and AI-search work. Use for any audit,
  content plan, page rewrite, local profile, robots.txt or report.
---
# How to work on our search presence
- Default to READ ONLY. Never publish, edit the site or change
  settings; give me the change and I make it.
- Google needs no special files or markup for AI answers. Never
  propose llms.txt or "AI schema" as a ranking fix.
- Every page answers its question first, then proves it: sourced
  numbers, named quotes, first-hand evidence.
- Updates must add substance, never only a new date.
- No fake reviews, no review gating, no keyword stuffing.
- Label every figure READ (our data), ESTIMATE, or STUDY (name who
  ran it and whether they sell a tool).
- Our business: <what we sell, where, who buys, our proof points>.
```

Save the skill. In the Claude app: Customize > Skills > + Add > Upload skill, with the file zipped inside a folder named seo-geo-operator . In Claude Code: `~/claude/skills/seo-geo-operator/SKILL.md` .

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PART THREE • MAKE IT YOURS

Make it fit your *business*

The strategies stay the same. Where you win, what you set up first and what you watch change.

YOU WILL BE
ABLE TO

adapt the playbook to your kind of business in one sitting, with a routine of about two hours a month.

CLINIC, SALON, RESTAURANT, REPAIRS

Local business

Win: The map pack and “near me” answers.

Set up: Business Profile first: every field, photos, reviews and replies. One page per service and area.

Watch: Calls and direction requests; reviews against the top three rivals.

Prompts: P06, P07, P09

D2C AND E-COMMERCE

Online store

Win: Product and comparison questions.

Set up: Product pages with proof, current Merchant Center data, and AI-made product images tagged as such in their metadata.

Watch: Pages losing clicks after updates; feed errors.

Prompts: P02, P03, P10

SOFTWARE, SERVICES, MANUFACTURING

B2B and SaaS

Win: Problem, comparison and pricing questions.

Set up: Pages for each problem you solve, honest comparisons, and original data others will cite.

Watch: AI panel mentions against competitors; demo requests from organic.

Prompts: P02, P03, P07

MEDIA, EDUCATION, EXPERTS

Publisher or creator

Win: Being the source answers quote.

Set up: Author pages that show expertise, first-hand reporting, and real updates on older pieces.

Watch: Generative AI impressions; pages cited by assistants.

Prompts: P03, P07, P10

THE MONTHLY ROUTINE

ABOUT TWO HOURS A MONTH

WHEN	RUN	TIME
First Monday	P09 monthly report, then P01 audit; fix the top three items	45 min
Second week	P07 AI panel: run the 20 prompts and score them	30 min
Third week	P03 on one key page; P04 titles for low-CTR pages	30 min
Every quarter	P10 refresh list, P05 internal links, P08 crawler check	60 min

YOUR FIRST 90 DAYS

IN THE ORDER THAT PAYS BACK FASTEST

MONTH 1

Fix what blocks you

P01 audit and P08 crawler check. Fix indexing on key pages. Complete the Business Profile (P06). Connect Claude.

MONTH 2

Improve what ranks

Rewrite your five most valuable pages answer-first with proof (P03). New titles for low-CTR pages (P04).

MONTH 3

Grow what is missing

Plan the fan-out (P02) and write the missing pages. Start the AI panel (P07). Add internal links (P05).

Sources • Google Search Central: AI features and your website (Merchant Center and Business Profile data); Using generative AI content (IPTC metadata for AI images in Merchant Center).

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PART THREE · EVERYTHING IN ONE PLACE

Your command *centre* in Claude

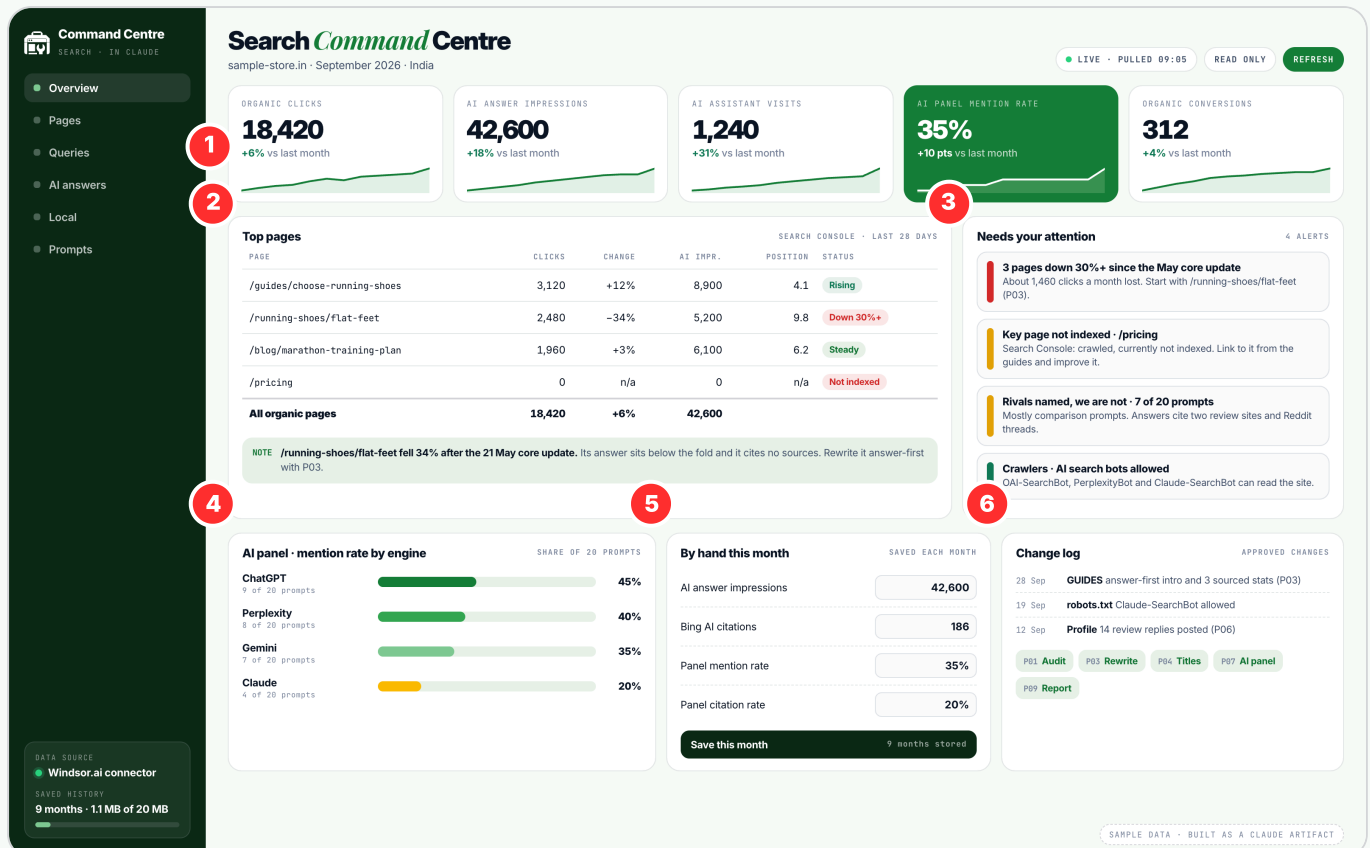
One dashboard that pulls your search numbers through connectors, keeps the ones you add by hand, and shows what to fix next.

YOU WILL BE
ABLE TO

have Claude build a working search dashboard with one prompt, and know what every panel is for.

WHAT IT LOOKS LIKE

A REAL CLAUDE ARTIFACT · SAMPLE DATA



A real artifact built from prompt P11, shown with sample data. In the live page the numbers roll up, cards arrive in sequence and the lines draw on, built with anime.js.

1

Scorecard

Clicks, AI impressions, AI Assistant visits, panel mention rate and conversions, each with a 12-month line.

2

Pages

Top pages by clicks, with a flag on any page that fell 30% or more.

3

Needs your attention

Pages hit by an update, key pages not indexed, prompts where rivals appear and you do not.

4

AI engines

Your mention rate in ChatGPT, Gemini, Perplexity and Claude, from the monthly panel.

5

By hand this month

The numbers no connector reaches yet: AI impressions, Bing citations, panel scores.

6

Work log and prompts

Every change you made, plus one-click copies of the prompts you use most.

HOW IT WORKS

THREE THINGS HAPPEN EACH TIME YOU OPEN IT

OPENS

Pulls live data**Through your connectors**

Read only. Each person who opens it approves access once and uses their own connection.

REMEMBERS

Keeps your numbers**Inside the artifact**

Monthly snapshots and the numbers you add by hand stay in its own storage, up to 20 MB.

FLAGS

Turns rules into alerts**From pages 3 to 9**

Pages hit by updates, indexing gaps, prompts where competitors are named instead of you.

P11

Build my search command centre

ONCE · THEN OPEN IT EVERY MONTH

Paste into a new chat with your Windsor.ai connector switched on. Add your prompt texts at the end.

Build me a dashboard artifact called "Search Command Centre" for <domain>. Market <country>. Months start on the 1st.

DATA (read only)

- Each time it opens, pull through my Windsor.ai connector: Search Console clicks, impressions, CTR and position by page and query, last 28 days and the 28 before; GA4 sessions and conversions by channel, including AI Assistant.
- If my Semrush or Ahrefs connector is on, add tracked keyword positions, and AI mentions from Ahrefs Brand Radar.
- Add a monthly form for numbers I copy by hand: Generative AI report impressions, Bing AI citations, and my P07 panel results (mention and citation rate per engine).
- Save one snapshot per month in the artifact's storage. Keep 16.

PANELS

1. Scorecard: organic clicks, AI Overviews and AI Mode impressions, AI Assistant sessions, panel mention rate, organic conversions. Change against last month and a 12-month line each.
2. Pages: top 20 by clicks with change; flag pages down 30% or more.
3. Needs your attention: pages that fell after a Google update (dates I paste), key pages not indexed, panel prompts where competitors are named and we are not.
4. AI engines: mention rate per engine, month by month.
5. Work log: what we changed, on which page, and when.
6. Prompt buttons for the prompts I paste below. A click copies it.

DESIGN

Numbers first, plain labels. Google green leads; yellow only as a small accent. Show "Last pulled" and mark inferred numbers ESTIMATE.

Visuals

Artifacts

Create and publish artifacts from Claude Code and Cowork to a shareable Anthropic-hosted page, and share chat and Cowork artifacts with your organization.

AI-powered artifacts

Build apps and interactive documents that use Claude inside the artifact.

Inline visualizations

Allow Claude to generate interactive visualizations, charts, and diagrams directly in the conversation.

**Know the limits**

Dashboards that use connectors need a paid Claude plan (Pro, Max, Team or Enterprise). They stay private, or inside your organisation, and cannot go on a public link.

**Find it again**

Everything Claude builds is saved in the **Artifacts** tab in the sidebar. Open it on the first Monday, add the month's numbers, then run P09.

Settings > Capabilities: the artifact switches that let Claude build working apps (1). On Team and Enterprise plans an admin may control them.

Sources · Claude Help Centre: What are artifacts (connectors, storage up to 20 MB, sharing), read 30 Sep 2026 · Claude directory listings for Windsor.ai, Semrush and Ahrefs · anime.js 4.5 (MIT).

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KEEP THIS PAGE

The one-page *checklist*

Everything in the playbook, reduced to what you check once, every month and every quarter.

USE IT TO

run your search presence from this page alone once the setup is done.

ONCE

EVERY MONTH

EVERY QUARTER

☐ Search Console and GA4 connected☐ Key pages indexed, snippets allowed☐ robots.txt set bot by bot☐ Core Web Vitals passing on key pages☐ Business Profile verified and complete☐ AI referrer channel rule added in GA4☐ Skill file saved☐ P09 report read; top three fixes done☐ P01 audit run☐ P07 AI panel run and scored☐ One key page rewritten with P03☐ Low-CTR titles rewritten with P04☐ Reviews answered, all of them☐ Dashboard numbers added☐ P10 refresh list worked through☐ P05 internal links added☐ P08 crawler check after site changes☐ Update dates checked on the dashboard☐ One piece of original data published☐ Mentions earned on other sites☐ Myth list on page 8 rechecked

ABOUT THIS GUIDE

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AUTHOR

Written by Anisha Dogra

Anisha works on performance marketing and AI systems for brands. This playbook is built from Google's, OpenAI's, Perplexity's and Anthropic's own documentation and graded studies, re-checked on 30 September 2026.

METHOD

How the facts were handled

Platform documentation is stated as fact. Studies name who ran them; vendor studies are labelled. Claims with no evidence are listed as myths, never as advice.

Use it freely. Copy the prompts, adapt the skill and share the checklist with your team. Search changes often: check dates before you rely on any detail. Results depend on your site, market and competition.



Start with one prompt this week: P01.

Read the audit it writes, then turn to the strategy page it points you to.

SEO + GEO PLAYBOOK 2026

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