

Get into the answer first

Free AEO tools and tips, before you pay for ads

ChatGPT ads only reach people on the Free and Go plans, and they sit under the response. The answer itself reaches every plan, and no advertiser can pay to change it.

Get into the answer before you pay for the space under it.

People call this AEO, answer engine optimization. Google calls it SEO. Same work.

TOOL	WHAT IT DOES	YOU NEED	COST
<u>Ahrefs AI Visibility Checker</u>	Shows how often AI names your brand, and which pages it cites	A browser	Free, no signup
<u>ChatGPT</u>	Tells you whether it knows you, and who it names instead	The app	Free
<u>View source</u>	Shows whether a crawler can read your page	A browser	Free
<u>cClaude-seo</u>	Audits your site, then writes the fixes	Claude Code, on Pro or higher	Free, open source

Reading Ahrefs: compare each AI with itself month to month, not ChatGPT against AI Mode. Ahrefs runs a different number of prompts on each, and its data is strongest in English.

What does [your business] do?

What's the best [your category] in Cairo?

[Your customer's problem, in their words, without your name]

[Your business] or [competitor]? What's the difference?

Then ask which sources it used. If it searched the web, those are the pages shaping how it sees you. Use your customers' words, not prompts an AI suggested.

- 1 **Let OpenAI's search crawler in.** OpenAI says sites that block `0AI-SearchBot` won't be shown in ChatGPT search answers. Still blocked? Check Cloudflare or your firewall. [OpenAI](#)
- 2 **Make sure your words are in the HTML.** Open `view-source:` on your homepage and search for a sentence you can see. Not there? Most AI crawlers can't read it either, because they don't run JavaScript. This fix needs a developer. [Vercel](#)
- 3 **Answer in the first sentence.** Make your headings the questions customers actually ask. [PostHog](#)
- 4 **Complete your Google Business Profile, and ask for reviews.** Google says your profile helps you appear in its AI answers, and more reviews help local ranking. Reply to them. [Google](#)
- 5 **Write the comparison page yourself.** "[You] vs [competitor]" and "best [category]" pages reach people close to buying. Say where the other option wins. [PostHog](#)
- 6 **Ask customers which prompt found you.** PostHog asks every new user who says AI sent them, and collected 6,814 answers in three months. [PostHog](#)

— SKIP THESE

llms.txt. Google Search ignores it. Ahrefs found 97% of llms.txt files got zero requests in May 2026.

Chopping pages into chunks. Google: "There's no requirement to break your content into tiny pieces for AI."

FAQ schema for rich results. Google no longer shows FAQ rich results. Other schema still helps your SEO.

[Google's guide to AI search](#), July 2026 · [Ahrefs llms.txt study](#), June 2026

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