Five things any business can do to get *recommended* by AI

AETHER

A FREE GUIDE FROM AETHER AI

More of your customers now ask ChatGPT, Google AI and Claude who to choose. These assistants don't show ten links. They name a few businesses they trust. Here are five things you can do yourself, starting this week, to become one of them.

Each one takes between ten minutes and an afternoon. None of them need a developer.

01 Ask AI about yourself first

Before you change anything, find out where you stand. Open ChatGPT, Claude and Google, and ask the questions your customers would ask. Don't use your company name. Ask the way a buyer would: "Who's the best accountant for small businesses in Leeds?" or "Which hotel in the Cotswolds is good for a quiet weekend?"

Write down who gets named, what the answer says about them and which websites it lists as sources. Do it again a week later. Being named once can be luck; being named every time is visibility.

DO THIS TODAY

Write five questions your best customers ask before buying. Ask each one on three AI assistants and note who gets recommended.

02 Make it easy for AI to know who you are

AI assistants recommend businesses they can describe with confidence. If your name, address, services and phone number differ between your website, Google Business Profile and directories, AI is less sure you're the right company, or that you're one company at all.

- **Use the same details everywhere.** Same business name, same address format, same phone number.
- **Say plainly what you do and where.** Your homepage should state your main services and locations in one or two clear sentences.
- **Fill in your Google Business Profile completely,** including services, opening hours and photos.

DO THIS TODAY

Search your business name and check the first ten results. Fix any listing with old or different details.

03 Answer the questions your customers actually ask

AI quotes pages that answer a question clearly and directly. Most business websites describe services but never answer the questions buyers ask before they choose: what it costs, how long it takes, what can go wrong, and how to pick the right provider.

- **Lead with the answer.** Put a direct one or two sentence answer at the top, then the detail.
- **Use real numbers.** Prices, timescales and results you can stand behind are quoted far more often than general claims.
- **Name a real author** with their role and experience, so the answer has someone credible behind it.

DO THIS TODAY

Turn your five questions from step one into five short pages or FAQ answers on your website.

04 Get mentioned where AI looks

When AI recommends a business, it often leans on other websites: industry directories, “best of” lists, local press, review sites and trade bodies. Being listed and mentioned on those pages is one of the most direct ways into the answer.

- **Get listed** in the main directories and associations for your industry and area.
- **Ask for reviews** on Google from happy customers. A steady flow of recent reviews matters more than a big batch once.

- **Ask for a link.** If a site already mentions you without linking, a short, friendly email asking them to add one usually works.

DO THIS TODAY

Find the “top 10” lists for your service and area that AI listed as sources in step one, and contact the publisher about being included.

05 Check AI can read your website

Some websites accidentally block AI assistants from reading them. If ChatGPT or Claude can’t read your pages, they can’t quote them.

- **Check your robots.txt file** (yourwebsite.co.uk/robots.txt). Make sure it doesn’t block GPTBot, ClaudeBot, PerplexityBot or Google-Extended.
- **Keep important information as text,** not only inside images or PDFs.
- **Make pages load quickly** and work well on a phone.

DO THIS TODAY

Open your robots.txt and search for “Disallow”. If you’re unsure what you see, ask whoever looks after your website.

When you’re ready to go further

Doing these five things well puts you ahead of most of your competitors. Keeping it going is the hard part: checking every engine every day, writing and fact-checking new answers every week, and keeping your listings and links up to date.

That’s what Aether AI does for you. It’s a fully managed platform, from £999 a month, that tracks what every major AI engine says about you and your competitors and publishes up to 90 fact-checked articles a month in your brand voice. It also fixes how AI reads your site, gets you listed where AI looks and reports every enquiry it brings in.

When the timing’s right, get your full free audit at aether-ai.co.uk/audit.