

Get cited. *Not buried.*

27 checks for small sites that want to show up as a source in Google's answer features, ChatGPT search and Perplexity. Every claim points to the platform's own documentation. If a claim has no source, it is labelled as a practice tip.

THE SHORT VERSION, FROM GOOGLE ITSELF [1][2]:

- Answer features use normal SEO fundamentals. No special markup, files, or chunking.
- Eligibility = indexed + snippet-eligible + included via Search Console control.
- Other engines (ChatGPT, Perplexity) are mainly about letting their search bots in [8][9].

Sources checked 14 Oct 2026.

Eligibility

- ☐ Confirm key pages are indexed and can show with a snippet. 01
Google: to appear as a link in Google's answer features a page must be indexed and snippet-eligible; no extra technical requirements. [2]
- ☐ Check the generative search control in Search Console is set to include your site. 02
Google: a site must be included via this control to be eligible; inclusion is the default. [1][3]
- ☐ Don't block snippets on pages you want quoted (nosnippet, tight max-snippet). 03
Google documents nosnippet / max-snippet as controls that limit what is shown from a page. [12]
- ☐ Verify your site in Search Console and Bing Webmaster Tools. 04
Google recommends Search Console to diagnose technical issues; Bing publishes its own webmaster guidelines. [2][10]
- ☐ Submit an XML sitemap. 05
Sitemaps help search engines find and crawl your pages. [16]

Crawler access

- ☐ Allow Googlebot in robots.txt and at your CDN/WAF. 06
Google lists allowing crawling in robots.txt and any CDN or hosting layer as a fundamental. [2][6]
- ☐ Decide on Google-Extended separately. 07
Google: to limit training use Google-Extended; to control inclusion in Google's answer features use the Search Console control. [3][7]
- ☐ Allow OAI-SearchBot if you want to appear in ChatGPT search. 08
OpenAI: sites opted out of OAI-SearchBot are not shown in ChatGPT search answers. GPTBot (training) is a separate setting. [8]
- ☐ Allow PerplexityBot if you want to appear in Perplexity results. 09
Perplexity recommends allowing PerplexityBot and its published IP ranges; it says the bot is not used for foundation-model training. [9]
- ☐ Allowlist bot IP ranges in your firewall, not just user agents. 10
OpenAI and Perplexity both publish IP-range JSON files for verification. [8][9]
- ☐ Re-check after robots.txt changes; allow ~24h. 11
OpenAI and Perplexity both state changes can take ~24 hours to take effect. [8][9]

Content

- ☐ Write people-first content with a clear point of view. 12
Google's guidance stresses helpful, reliable, people-first, non-commodity content. [1][4]
- ☐ Show who wrote it and why they're qualified. 13
Google's helpful-content guidance asks about clear authorship and expertise. [4]
- ☐ Put the important content in text, not only images or video. 14
Listed by Google as an SEO fundamental for Google's answer features. [2]
- ☐ Support text with high-quality images/video where useful. 15
Listed by Google as an SEO fundamental for Google's answer features. [2]
- ☐ Give each page a descriptive, unique title. 16
Google documents how title links are generated and best practices for title elements. [11]

- ☐ **Show an accurate published/updated date.** 17
Google documents how to specify dates it may display. [15]
- ☐ **Don't chunk or rewrite pages for answer engines.** 18
Google's mythbusting section says this is not needed. [1]
- ☐ **Skip inauthentic 'mention' campaigns.** 19
Google says seeking inauthentic mentions is not helpful and spam systems apply. [1]

Technical

- ☐ **Link important pages internally so they're findable.** 20
Listed by Google as an SEO fundamental for Google's answer features. [2]
- ☐ **Pick canonical URLs for duplicate pages.** 21
Google documents canonicalization methods. [13]
- ☐ **Provide a good page experience (speed, mobile, no intrusive interstitials).** 22
Google lists page experience as a fundamental; see its page-experience doc. [2][14]
- ☐ **Use structured data only where it matches visible content.** 23
Google: structured data must match visible text; it isn't required for answer features and no special schema is needed. [2][5]
- ☐ **Ignore llms.txt for Google.** 24
Google says you don't need new machine-readable text files to appear in its answer features. (Other engines: unverified.) [1][2]
- ☐ **Keep Merchant Center and Business Profile up to date (if you have them).** 25
Listed by Google as an SEO fundamental for Google's answer features. [2]

Measurement

- ☐ **Monthly: ask ChatGPT, Perplexity and Google your 10 key questions and log whether you're cited.** 26
Practice tip. Answers vary by user/session, so treat results as directional.
- ☐ **Track answer-engine referrers in analytics and answer-feature impressions where reported.** 27
Practice tip. How each tool passes referrer data is unverified; check your own logs.

Sources

- [1] <https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>
- [2] <https://developers.google.com/search/docs/appearance/ai-features>
- [3] <https://support.google.com/webmasters/answer/16908024>
- [4] <https://developers.google.com/search/docs/fundamentals/creating-helpful-content>
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- [15] <https://developers.google.com/search/docs/appearance/publication-dates>
- [16] <https://developers.google.com/search/docs/crawling-indexing/sitemaps/overview>

All URLs returned HTTP 200 on 14 Oct 2026. Read the source before quoting any item.

Cited Pro, \$7

You have the what. *Here is the how.*

Every one of the 27 checks, opened up with steps and a worked example, plus everything you need to run it on a real page this afternoon.

- ✓ How-to steps and an example for all 27 checks
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