Echo

Free playbook

7 ways to get your brand mentioned in AI answers

The AI visibility playbook. Seven plays, each with one thing to do in fifteen minutes.



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echo-aeo.com

Before you start

Being named in AI answers can be worked on.

When a buyer asks ChatGPT, Perplexity, Gemini, Claude or Google's AI Overviews which tool to pick, the answer names a few brands and leaves the rest out. Being one of the names is now part of marketing, and it can be worked on like search was.

This playbook is seven plays, in the order we would run them. Each one says why it matters and ends with one task you can finish in fifteen minutes. None of them needs an engineer, and none needs a paid tool to get started.

01	Write down the questions your buyers ask AI	Page 3
02	Let the AI crawlers in	Page 4
03	Be in the search indexes the assistants use	Page 5
04	Answer the question in the first lines of the page	Page 6
05	Get onto the pages AI already cites	Page 7
06	Fix what AI gets wrong about you	Page 8
07	Measure it every week and follow the visits	Page 9

Play 01

Write down the questions your buyers ask AI.

You can't improve what you don't check. Search had keywords; AI answers have questions, and buyers phrase them as full sentences: "what's the best scheduling tool for a clinic", "is Fernwick worth it", "Fernwick or Calendly for a sales team".

Questions come in two kinds. Some make the assistant search the web before it answers, usually anything about prices, recent releases, "this year" or a narrow comparison. Others it often answers from what it already learnt in training, like a broad "what is" question about a well-known category. Your own pages can win the first kind this month. The second kind moves slowly, through how often the web talks about you over time.

Knowing which is which tells you where to spend: pages and sources for the questions that trigger a search, steady third-party coverage for the rest.

Do this in 15 minutes

01 Write twenty questions a buyer would type before they know your name. No brand names in them.

02 Ask five of them in ChatGPT and in Perplexity. Note which brands are named, and whether the answer shows sources (a sign it searched).

03 Mark each question "searches" or "from memory". That split is your first content plan.

Echo runs your questions in every major assistant each week and shows who gets named instead of you. echo-aeo.com/product/ai-visibility

Play 02

Let the AI crawlers in.

An assistant can only cite a page it can fetch. Each company runs its own crawlers and names them in its documentation: OpenAI lists OAI-SearchBot for ChatGPT search and GPTBot for training, Anthropic lists ClaudeBot, Claude-SearchBot and Claude-User, Perplexity lists PerplexityBot and Perplexity-User. Google's AI Overviews and AI Mode use the normal Googlebot; its Google-Extended setting covers Gemini's training, not Search.

Two things quietly block them. A robots.txt rule or a security setting at your host or CDN that turns away bots it doesn't recognise, and pages whose text only appears after JavaScript runs. Many AI crawlers read the HTML as it arrives, so a page built entirely in the browser can look empty to them.

Do this in 15 minutes

01 Open yourdomain.com/robots.txt and look for the bot names above. Make sure the search and user bots are not disallowed.

02 Check your CDN or host's bot settings (some block AI bots by default) and decide on purpose which ones you allow.

03 Open your pricing page with JavaScript switched off in your browser's settings. If the prices disappear, so do they for many AI crawlers.

Echo's AI crawlers page shows which AI bots visit your site and which pages they never reach; the free AI score checks your robots.txt. echo-aeo.com/product/ai-crawlers

Sources: OpenAI: overview of OpenAI crawlers, platform.openai.com/docs/bots; Anthropic: how site owners can control Claude's crawlers, support.claude.com/en/articles/8896518-does-anthropic-crawl-data-from-the-web-and-how-can-site-owners-block-the-crawler; Perplexity: Perplexity crawlers, docs.perplexity.ai/guides/bots; Google: common crawlers, including Google-Extended, developers.google.com/search/docs/crawling-indexing/google-common-crawlers.

Play 03

Be in the search indexes the assistants use.

When an assistant searches, it rarely crawls the whole web on the spot. It asks a search index and reads the top results. Google's AI features draw on Google's own index, Perplexity runs its own, and ChatGPT and Claude use search providers that are not always Google. A page that ranks well on Google can still be missing from the index an assistant asked.

The fixes are old-fashioned and cheap: submit your sitemap to more than one search engine, tell them when pages change, and check that your key pages appear when you search for them by name.

Do this in 15 minutes

01 Add your site to Bing Webmaster Tools and submit your sitemap. It takes a few minutes if you already use Google Search Console.

02 Turn on IndexNow (many website builders and CDNs have a switch) so changed pages are announced the same day.

03 Search for your three most important pages by their exact title in Google, Bing and Brave Search. Note any that don't come up.

Echo's Sitemap lists every page with the AI citations and visits it gets, so a page nobody finds stands out. echo-aeo.com/product/sitemap

Sources: Google: AI features and your website, developers.google.com/search/docs/appearance/ai-features; Bing Webmaster Tools, www.bing.com/webmasters; IndexNow, www.indexnow.org/.

Play 04

Answer the question in the first lines of the page.

An assistant reading your page is looking for a passage it can quote. Pages that say the answer plainly near the top, with the facts written out (prices, limits, who it's for, what it works with), give it that passage. Pages that open with a slogan and hide the facts behind tabs or images give it nothing.

Think one page per question cluster: a pricing page that states the prices in text, a comparison page per main competitor that is fair about both, and a page for each use case your buyers name. Put a visible "last updated" date on pages where freshness matters.

Do this in 15 minutes

01 Pick one question from play one where competitors are named and you aren't.

02 Find the page on your site that should answer it, and rewrite its first paragraph to answer the question in two sentences.

03 Add the key facts as a short list or table below it, in text, not in an image.

Echo turns a question you're losing into a content brief and a first draft in your brand's voice, then into an action with an owner. echo-aeo.com/product/briefs-and-drafts

Play 05

Get onto the pages AI already cites.

For many questions the assistant doesn't quote the brands themselves. It quotes a "best tools" list, a review site, a forum thread or a comparison article, and repeats whoever those pages name. If the pages it trusts name three competitors and not you, your own site can't fix that.

The good news is that the list is visible. Perplexity, ChatGPT search and AI Overviews show their sources, and the same pages come back again and again. Each one has a route in: an editor to pitch, a review to ask a customer for, a listing to claim, a thread where an honest answer helps.

Do this in 15 minutes

01 Ask three of your questions in Perplexity and open every source it shows.

02 List the pages that name a competitor but not you.

03 For each, write down the route in (the author, the review profile, the listing form) and who on your team owns it.

Echo's Mentions lists the pages AI cites next to your competitors, gives the steps for each platform and writes the pitch or reply. A person always sends it. echo-aeo.com/product/mentions

Play 06

Fix what AI gets wrong about you.

Assistants repeat old prices, retired features and the wrong category with full confidence. A buyer who reads that your plan starts at a price you dropped last year may never get to your site to find out.

Wrong answers almost always come from somewhere: an old page on your own site, a stale directory profile, a review site's summary or an outdated article. Fixing the source is what changes the answer, usually after the assistant next reads it.

Do this in 15 minutes

01 Ask ChatGPT, Gemini and Claude: "What is [your brand], who is it for and how much does it cost?"

02 Underline every wrong fact, and when sources are shown, note where it came from.

03 Fix the first source today: update your own page, or send a correction to the site that has it wrong.

Echo's FactCheck compares what AI says with your fact sheet and points to the page that taught it the wrong thing. echo-aeo.com/product/factcheck

Play 07

Measure it every week and follow the visits.

AI answers change from one run to the next, so one check proves little. What tells you whether the work is paying off is the same set of questions asked on a schedule: how often you're named, how you compare with competitors (share of voice), where in the answer you appear and how you're described.

Then follow the people. Visits from assistants show up in your analytics with referrers such as chatgpt.com, perplexity.ai, gemini.google.com, claude.ai and copilot.microsoft.com. They are attribution, not proof that one change caused them, but over a quarter they show whether AI is starting to send you buyers.

Do this in 15 minutes

01 In Google Analytics, make a segment or exploration for sessions from the referrers above.

02 Write down today's baseline: how many of your twenty questions name you, in which assistants.

03 Put a fifteen-minute slot in the calendar every week to look at both numbers and pick the next play.

Echo tracks visibility, share of voice and sentiment per assistant every week, and Results shows the visits from AI per page, with a monthly report. echo-aeo.com/product/results

Run the plays every week.

None of this is a one-off project. Questions change, competitors publish, and assistants read the web again. Teams that win AI answers run these seven plays as a weekly habit: check the questions, fix one source, ship one page. Echo is built to make that habit take minutes: it runs the questions, finds what to fix and turns each finding into an action with an owner and a before and after.

See what AI says about your brand

Free AI score at echo-aeo.com/score, in about a minute. The web version of this playbook: echo-aeo.com/playbooks/get-mentioned-in-ai-answers