

# LLM SEO Playbook

## 1. Review robots.txt

Make sure your robots.txt does not block AI crawlers like GPTBot, ClaudeBot, and PerplexityBot. No Disallow rules for their user agents.

## 2. Check Server Logs

Look for user agents like "Mozilla/5.0 (compatible; GPTBot/1.0)" to confirm AI bots are successfully crawling your site.

## 3. Adjust Security Settings

Update Cloudflare, WAFs, and bot protections to allow AI bots without rate limiting or CAPTCHAs.

## 4. Use Clean HTML

Structure content in clean, semantic HTML. Minimize heavy JavaScript to ensure fast and complete rendering for AI crawlers.

## 5. Test Bot Accessibility

Simulate requests using Postman or cURL. Confirm that AI user agents get 200 OK responses without blocks or errors.

## 6. Monitor Crawl Behavior

Set up server monitoring for AI bot activity. Watch for 403 errors, blocked status codes, or abnormal bot behavior.

## 7. Optimize Content Semantics

Use clear heading structures (<h1>, <h2>, etc.), descriptive page titles, meta descriptions, and schema markup where relevant.

## 8. Prioritize Fast Load Times

Speed up page loads by optimizing images, reducing unused JavaScript, and enabling caching. AI bots prefer fast-loading content.

## 9. Maintain Consistent URL Structures

Keep URLs clean, predictable, and free of unnecessary parameters. Avoid dynamic URLs that could confuse LLM crawlers.

## 10. Publish High-Quality, Unique Content

Focus on depth, originality, and clarity. LLMs prioritize sites with clear, high-value information when surfacing answers.