

Why ChatGPT never mentions your *business*.

Your customers have started asking AI instead of Google. When they ask for the best firm in your category, an assistant reads a handful of websites and names a few companies. **If it cannot read yours, you are not in the running.** This is invisible in Google Analytics, which is why almost nobody knows it is happening to them. Here is the check, and the fix, in five minutes.

60 SEC **Open ChatGPT. Ask: "Who are the best [your category] in [your city]?"**

Now ask it twice more, worded differently. **Are you named? Are your competitors?** Whatever it says is what a buyer sees. That is your baseline, and it took a minute to find.

1 The robots you have never heard of

AI assistants do not use Google's index. **They run their own crawlers**, and each one has a name. Your website decides, in a single text file, whether they are allowed in.

CRAWLER	WHAT IT FEEDS	WHY IT MATTERS
GPTBot	ChatGPT	Biggest
OAI-SearchBot	ChatGPT's live search results	Citations
ClaudeBot	Claude	Growing fast
PerplexityBot	Perplexity, an answer engine that always cites	Sends traffic
Google-Extended	Gemini and Google AI Overviews	Above your rank
CCBot	Common Crawl, the open dataset nearly every model trains on	Long game

2 The 30 second check

In your browser, go to **yoursite.com/robots.txt**. Every website has one. Read what it says about the names above. Most owners have never opened this file, and a great many site builders and security plugins block AI crawlers **by default**.

X YOU ARE SHUT OUT

User-agent: GPTBot
Disallow: /

Also counts as blocked: a bare **Disallow: /** under **User-agent: ***, or the crawler being absent while your host or CDN blocks AI bots at the edge.

✓ YOU ARE READABLE

User-agent: GPTBot
Allow: /

Each assistant you want to be found in needs its own name listed. Being allowed is not a ranking. It is **permission to be considered at all**.

3 Where the block usually comes from

Almost nobody blocks AI crawlers on purpose. It is nearly always inherited, which is why it goes unnoticed for years.

<p>Your site builder</p> <p>Wix, Squarespace, Shopify and most WordPress SEO plugins ship a default robots.txt. Some of them disallow AI bots out of the box, and you never saw the file.</p>	<p>A security plugin or CDN</p> <p>Cloudflare, Wordfence and similar tools have a "block AI scrapers" switch. It is often on by default, and it blocks at the edge, so your robots.txt looks innocent.</p>	<p>A developer, years ago</p> <p>A staging-site Disallow: / that was never removed, or a rule written before these crawlers existed and never revisited.</p>
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The fix. Paste this into your robots.txt. FREE, COMPLETE, YOURS

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# Let AI assistants read this site.
User-agent: GPTBot
Allow: /

User-agent: OAI-SearchBot
Allow: /

User-agent: ChatGPT-User
Allow: /

User-agent: ClaudeBot
Allow: /

User-agent: PerplexityBot
Allow: /

User-agent: Google-Extended
Allow: /

User-agent: CCBot
Allow: /

# Point them at your sitemap.
# Check this URL actually loads.
Sitemap: https://yoursite.com/sitemap.xml
```

You just fixed *access*. Access is not citation.

Letting a crawler in is worth **25 points out of 100**. It is the single biggest one, and you have now done it for free. But a crawler that can read a page it cannot **understand, quote or attribute** will still never name you. The other 75 points decide that, and they depend on what is actually on your site.

The AI Visibility Scorecard		SCORE YOURSELF
<input checked="" type="checkbox"/>	Crawler access Can GPTBot, ClaudeBot and PerplexityBot fetch your pages at all?	25
<input type="checkbox"/>	Structured data (JSON-LD) Machine-readable facts: who you are, what you sell, where you are, what it costs.	20
<input type="checkbox"/>	Content citability Are your claims specific, dated and quotable, or vague marketing an assistant cannot safely repeat?	20
<input type="checkbox"/>	Entity consistency Is your name, address and phone identical everywhere a model might look?	15
<input type="checkbox"/>	llms.txt A plain-language map of your site, written for assistants. Most sites do not have one.	10
<input type="checkbox"/>	Platform presence The third-party sources assistants actually quote when answering about your category.	10
YOUR SCORE AFTER THIS PAGE		25 / 100

<p>0 – 40 Invisible An assistant either cannot read you, or reads you and finds nothing it can safely repeat. You will not be named, no matter how good you are.</p>	<p>41 – 70 Readable, not quotable The crawler gets in. It just cannot work out what you do, who you serve, or what to trust, so it names a competitor it does understand.</p>	<p>71 – 100 Citable You are legible to a machine: clear claims, clean structure, consistent identity. This is where you start turning up in answers.</p>
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PROOF, THE HONEST KIND

This website failed its own test. Here is what we found, this week.

<p>BEFORE Sitemap: https://[YOUR_WEBSITE_URL]/sitemap.xml</p>	<p>AFTER Sitemap: https://hiremina.com/sitemap.xml</p>
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Our robots.txt shipped with a placeholder the site builder never filled in, so we were pointing every crawler at a URL that does not exist. Worse, **our sitemap listed all 17 pages under an old domain we no longer own**, and four of them had slugs that were deleted months ago. Anything following it walked into a dead site. We had no llms.txt at all. **We fixed it before we wrote this sheet.** If it can happen on a web designer's own site, it can happen on yours.

<p>“Doesn't letting AI crawl my site just help them steal my content?”</p> <p>It is the reasonable fear, and the honest answer is uncomfortable: blocking mostly costs you the credit, not the copying. Your material is already described across the web, and models trained on the open Common Crawl years before you had a say. What a block reliably prevents is the assistant naming you and linking to you when it answers. You keep the exposure and lose the attribution. If you sell something genuinely confidential, keep it off a public website entirely, not behind a robots.txt line that is a request, not a lock.</p>	<p>“Will this hurt my Google ranking?”</p> <p>No. These are different crawlers. Googlebot handles search and is untouched by anything on this sheet. Google-Extended only governs Gemini and AI Overviews, and Google states it is not used as a ranking signal. Fixing a broken sitemap directive, which is the other half of the paste block, helps ordinary search too. There is no ranking downside to any of this.</p>
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Want the other *75 points* scored on your actual site?

Give us your URL and nothing else. You get a real report: your score, exactly what is missing, and **the code to fix it, written for your site**. Free, and there is no call to sit through.

hiremina.com
/ai-visibility
One field. That is it.