

The Master Protocol: 10 Steps to Visibility

Estimated Time: 2-3 Hours **Difficulty:** Moderate to High

"I Hate Code" Safety Net If you get stuck, or if you look at the code below and think *"I don't have time for this,"* you can upgrade to the **Expert Tune-Up** at any time. Since you already paid £27, you only pay the difference (£123).

[CLICK [HERE](#) TO UPGRADE TO "DONE-FOR-YOU"]

PHASE 1: THE CODE (Fast Wins)

These are simple copy-paste tasks. Be careful—you are editing your site's source code.

01

The Doorman (Robots.txt)

The Goal: Unlock your digital front door so AI crawlers can enter.

The Instruction: Locate your robots.txt file (usually in your SEO plugin or root directory). Paste the following code:

Copy & Paste:

```
User-agent: *  
Allow: /
```

The Whitelist (Crucial): Ensure your firewall or security plugin specifically allows these "Good Bots":

- Applebot (Siri)
- Google-Extended (Gemini)
- Bingbot (Copilot)
- ChatGPT-User (OpenAI)
- GPTBot (OpenAI Crawlers)
- ClaudeBot (Anthropic)
- CCBot (Common Crawl)

02

The Freshness Date (Footer Script)

The Goal: Stop your site from looking "stale" (e.g., © 2021).

The Instruction: Go to your website footer. Replace your static year text with this script. It updates automatically every Jan 1st.

Copy & Paste:

```
<script>document.write(new  
Date().getFullYear());  
</script>
```

03

The Identity Chip (Schema)

The Goal: Give Siri your business card in a language she understands (JSON-LD).

The Instruction: Access our proprietary **Identity Chip Generator** [HERE](#) to create "LocalBusiness" schema. Fill in your exact Name, Address, and Phone. Paste the result into your website <head>.

⚠ Caution: You are editing your site header. If you miss a single comma , or bracket }, your site layout may break. Backup your site before saving.

Scared to break it? Let us install it for you [£123 Upgrade](#)

PHASE 2: THE CONTENT (The Translation)

Now we tweak your text so it answers the questions people shout at Alexa.

1

The Voice Description

The Goal: A 1-2 sentence summary Siri can read aloud. **The Instruction:** Go to your Home Page SEO settings. Change the "Meta Description" to this exact format:

The Formula: [Business Name] is a trusted [Service] serving [Area]. We provide [Quality/Adjective] work for [Target Customer].

2

The Service Area Mesh

The Goal: Catch "near me" searches from neighbouring towns. **The Instruction:** Add a visible text block on your homepage footer or contact page.

The Formula: "We proudly serve: [Town 1], [Town 2], [Town 3], and the surrounding [County/Region]."

3

Voice Search Q&A

The Goal: Capture direct questions (e.g., "How much is a plumber?"). **The Instruction:** Hard-code specific **H2 Headers** onto your service pages.

The Formula:

- **Header (H2 Tag):** "How much does [Service] cost in [City]?"
- **Body Text:** "Prices for [Service] typically range from £X to £Y depending on..."

⚠ Caution: Do not bury this in a generic FAQ page. Put it on the service page itself.

4

Accessibility Core

The Goal: If a screen reader can't read it, neither can ChatGPT. **The Instructions:**

1. **Alt Text:** Rename your key images. Use this formula: [Action/Object] + [Location] + [By Business Name].
 - *Example:* "Boiler repair in Manchester by Smith Heating."
1. **The Badge:** Add this sentence to your footer copyright area: "This website follows accessibility best practices."



PHASE 3: THE VERIFICATION (The Heavy Lifting)

This is the bureaucracy. It is tedious, but required for trust.

Step 8: The NAP Audit

The Goal: Ensure AI knows you are one single entity. **The Instruction:** Check your Name, Address, and Phone (NAP) across your Website, Google, and Social Media.

The Rule: They must match **character-for-character**.

-  Good: 123 Main St. vs 123 Main St.
-  Bad: 123 Main St. vs 123 Main Street


The Goal: Get found by ChatGPT and Microsoft Copilot (which both use Bing's brain).

The Instruction: Go to Bing Webmaster for Business. Log in and select "Sync with Google Business Profile."

1. Log in and select the option: "**Sync with Google Business Profile.**"
2. This instantly pulls your photos, hours, and reviews from Google to Bing.
3. Once inside, look for the "**URL Submission**" tool.
4. Paste your homepage URL and click **Submit.**

Step 10: The "Apple Trap" (Apple Business Connect)

The Goal: Get found by Siri (She ignores Google Maps). **The Instruction:** Create an account on **Apple Business Connect**. Claim your location.

 **Caution: READ TWICE** Apple is strict. They often trigger an immediate **phone call** or **text** to your business line to verify you.

- If you miss the call, you are blocked.
- If your DNS Text Record is wrong, you are blocked.
- Don't want to risk the 30-day block?
[\[Upgrade to Tune-Up\]](#)

Done: Monitor The Results?

Wait 7 days for the crawlers to re-index your site. Then, run your "Found By AI" scan again to see your new score.



Stuck on any step? The offer still stands. Click below to let us finish the job.

[[UPGRADE TO EXPERT TUNE-UP \(£123\)](#)]

Your Path to AI Visibility

You've completed the Master Protocol. Your business is now positioned to be discovered by the next generation of search—voice assistants, AI chatbots, and smart devices.

Remember: Consistency is key. Keep your information accurate across all platforms, and monitor your results regularly.

If at any point you need expert assistance, our team is ready to take over and ensure everything is implemented perfectly.