

The llms.txt template

One plain text file at your web address, written for the AI assistants rather than for people. Fill in the blanks below, hand the file to your web person or paste it into your site builder's SEO settings, and it lives at yourbusiness.com/llms.txt. Ten minutes. The five fixes it belongs to are on the back.

THE FILE · REPLACE EVERY UNDERLINED PART WITH YOUR OWN WORDS. KEEP THE # LINES AND THE DASHES.

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# Your business name

> One sentence: what you do, for whom, and where. Example: a family-run plumbing company serving Westchester County since 1998.

Two or three plain sentences about the business. Who owns it, since when, what you are known for, what a first-time customer should know. No slogans.

## What we sell

- Service or product one: price or price range. One line on what it includes.
- Service or product two: price. One line.
- Service or product three: price. One line.

## Who runs it

- Owner name, title, running the business since year.
- Second person, if a customer would ask for them by name.

## Where and when

- Street address, town, state, ZIP
- Hours, including the days you are closed
- Phone · Email

## Pages

- [Home](https://yourbusiness.com/): one line on what the page holds
- [Services](https://yourbusiness.com/services): one line
- [About](https://yourbusiness.com/about): one line
- [Contact](https://yourbusiness.com/contact): one line
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The rules that make it work: write the prices, because a file with no prices answers the one question customers ask first. Use the exact business name, address and phone that sit on your Google and Yelp listings, spelled the same way. One line per page, every page a customer could land on. Mine runs about 6,000 characters, so yours can be longer than this sheet.

WHERE IT GOES

Your web person: "Put this file at the root of the site as llms.txt, plain text, next to robots.txt."

Doing it yourself: most site builders have a box for it under the SEO or sharing settings. Paste the text there, save, then open yourbusiness.com/llms.txt in a browser and read it back.

The check: paste that address into Claude or ChatGPT and ask what the business sells and what it costs, from that file only.

WHO READS IT, HONESTLY

Google says its search ignores the file. OpenAI and Anthropic each publish one and say nothing about reading anyone else's. The only public evidence of an assistant fetching it is one site owner's server logs. So: optional, cheap, and unproven. Ten minutes of work, no harm done, and the same facts land on your homepage and listings anyway, which is the part that is proven.

Five fixes so AI assistants get your business right

A check and a fix for each, in the order to do them, no coding needed. Your own pages first, because those change today. A listing takes a form and a wait.

☐ **1 Give the AI assistant words it can read.**

CHECK Open Claude or ChatGPT, paste in your homepage address, and ask what the business does, who owns it and where it is, from that page only. A vague or wrong answer means the machine never saw your text. **FIX** One plain paragraph near the top of the homepage, in real text, that says who owns the business, what you do, where, since when, and for whom. Then run the check again.

☐ **2 Say who you are in the fields the AI assistants read first.**

CHECK Search your own business name and look at what Google shows as the name and the line under it. A web address where your name should be means the hidden card behind the page is empty. **FIX** One sentence that says what you are and for whom, the same sentence in every box that asks: site name, description, and the hidden business card in the code. The card is a short job for whoever built your site.

☐ **3 Write the one page that is only for the AI assistants.**

CHECK Open yourbusiness.com/llms.txt. Nothing there means nobody wrote it. **FIX** Page 1 of this sheet: what you sell, what it costs, who runs it, and one line for every page. Ten minutes, no code.

☐ **4 Let the right crawlers in.**

CHECK Ask your web or IT person one question: are OpenAI's, Anthropic's and Google's search bots allowed to read us? Two settings decide it, a file called robots.txt and your hosting company's bot rules, and some hosts now block AI crawlers unless you say otherwise. **FIX** A settings page. While they are in there, have them hide the pages that are not your business, the login page and the password reset page, so a machine does not read those as you.

☐ **5 Fix the sources the assistants read directly.**

CHECK Search your business name once and note which listings still show the old owner, the old address, or a service you stopped offering. **FIX** Google Business Profile and Yelp first: owner name, category, hours, photos, phone, all current, and the same name, address and phone on every listing, spelled the same way. Then the ones you forgot: Apple Maps, Bing Places, your Facebook page, your LinkedIn company page, the directories and association pages for your trade. Then the old mentions on pages you own: the press quote that names the previous owner, the awards page that stops in 2021. Date them, update them, or take them down.

THREE MORE THAT MOVE THE ANSWER

Reviews that name the service and the town. Ask your happiest customers. The assistants quote reviews and count them.

An About page in plain words. The owner's name and how long you have been at it. That is the page an assistant checks when the question is who runs the place.

Your name on pages you do not own. A local news mention, an association member list, a supplier's customer page. The "who is the best" answers are built from lists other people wrote.

THEN, IN THIRTY DAYS

Rerun the check: the same five questions, the same two assistants, and see what moved. The five questions and the scorecard are in the Issue 13 playbook at praxisx.co/playbooks/ai-answer-check.

Reply to the issue with your web address and I will read your llms.txt back to you the way a machine would.