VIP TRAINING · DAY 1 · BOOK MORE

AI Search, Step by Step

Every step, every prompt and every setting you need to get your senior photography business recommended by ChatGPT, Claude and Google's AI

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START HERE

How to Use This Guide

In the main training you learned why AI search matters. This guide is the how. Work through it in order. Each step builds on the one before it.

STEP	WHAT YOU'LL DO	TIME
01	**Visibility Test:** find out if AI recommends you today	30 min
02	**Authority Audit:** let AI tell you what's missing	30 min
03	**Make Sure AI Can Reach Your Site:** check nothing is blocking it	15 min
04	**FAQ Page:** write answers AI can quote	1–2 hours
05	**Schema Markup:** tell AI exactly who you are, in code	1–2 hours
06	**Location Pages:** one page for every area you serve	1 hour per page
07	**Location Blogs:** local content AI will quote	1 hour per post
08	**Google Search Console:** make sure every page gets indexed	30 min + 5 min per page
09	**Authority Beyond Your Website:** reviews, profiles, mentions	See the companion guide
10	**Retest & Track:** measure progress every month	30 min / month

BEFORE YOU START

Have these open: **Claude** (a paid plan, with web search turned on), your **website login**, **Google Search Console**, your **Google Business Profile**, and a document with your raw material: real client questions, reviews, awards, pricing and your favorite session locations.

How the prompts work

Anything in **[brackets]** is where you fill in your own details. The more specific and real your details are, the better the output. Every prompt tells AI to use only the information you provide. Keep that line in. It's what stops AI from inventing facts about your business.

STEP 01 · VISIBILITY TEST

Find Out Where You Stand Today

Before you change anything, capture a baseline. This is how you'll prove your work is paying off.

TIME: 30 MINUTES

1 **Open a private window**

Use an incognito/private browser window, or log out, so the answers aren't shaped by your own search history.

2 **Ask the same questions in four places**

Run every question below in **ChatGPT**, **Claude**, **Perplexity** and **Google's AI Mode**. Ask one question at a time, in a new chat each time.

3 **Screenshot everything**

Save every answer in a folder named with today's date. You'll compare against these next month.

4 **Record the results**

Fill in the table on the next page for each tool.

SEARCH THESE (ONE AT A TIME)

1. Who are the best senior photographers in **[City, State]**?
2. Who is the best senior photographer near **[High School Name]**?
3. I'm a parent looking for a high-end senior photographer in **[City]** who offers hair and makeup. Who would you recommend and why?
4. Which senior photographers in **[City]** have the best reviews?
5. Who's the best senior photographer in **[Nearby Suburb or Town]**?

Your Baseline

TOOL	NAMED? POSITION?	WHO'S NAMED INSTEAD	REASONS & SOURCES AI CITED
ChatGPT			
Claude			
Perplexity			
Google AI Mode			

WHAT TO LOOK FOR

Pay close attention to the **reasons** AI gives for each photographer it recommends: review counts, awards, specialization, the experience they offer. And the **sources** it cites: their website, Google reviews, directories, publications, blogs. That's your roadmap. Those are the signals you need to match or beat.

STEP 02 · AUTHORITY AUDIT

Let AI Tell You What's Missing

Now ask AI to audit you directly, against the photographers it just recommended.

TIME: 30 MINUTES

1. ### Open Claude with web search turned on

   The audit only works if Claude can actually look at your website and profiles.

2. ### Paste the prompt below

   Fill in your URL, your Google Business Profile link and the competitors that showed up in Step 1.

3. ### Push for specifics

   If an answer is vague, follow up: "Show me exactly where on my site that's missing" or "What does **[Competitor]** have that I don't?"

4. ### Turn the ranked list into your to-do list

   Copy the top 10 changes into a checklist. Most of them will be covered in the steps that follow.

COPY THIS PROMPT

You are an AI search optimization expert who specializes in local service businesses.

I'm a high school senior portrait photographer in **[City, State]**. My website is **[URL]**. My Google Business Profile is **[link]**.

When parents ask ChatGPT or Claude "who is the best senior photographer in **[City]**?", I want to be recommended.

Research my website and online presence and give me an Authority Audit:

1. The authority signals AI can find about me today (reviews, ratings, awards, press, credentials, specialization, years in business, third-party mentions)
2. The signals that are missing, weak or hard to find
3. How I compare to the photographers AI currently recommends in my area: **[Competitor 1]**, **[Competitor 2]**, **[Competitor 3]**
4. The 10 highest-impact changes I should make, ranked by impact vs. effort

Be specific and honest. Don't flatter me. If you can't verify something, say so.

STEP 03 · ACCESS CHECK

Make Sure AI Can Reach Your Site

None of the work that follows matters if AI search tools are blocked from reading your website. This quick check catches it.

TIME: 15 MINUTES

1

Look at your robots.txt file

Type **yourdomain.com/robots.txt** into your browser. This file tells crawlers what they're allowed to read. Look for any line that says **Disallow: /** under a crawler name, especially under a line that says **User-agent: *** (which means everyone).

2

Check for AI search crawlers

The AI tools parents use have their own crawlers, including OpenAI's **OAI-SearchBot** (ChatGPT search), Anthropic's **Claude-SearchBot**, **PerplexityBot** and **Googlebot**. If any of these are disallowed, you're invisible to that tool.

3 Check your website platform and security settings

Some hosting, security and CDN services (Cloudflare, for example) offer settings that block AI crawlers, and some turn them on by default for new sites. Log in and look for any “block AI bots” or “AI crawler” setting.

4 Ask Claude if you’re not sure

Paste your robots.txt into Claude with the prompt below.

COPY THIS PROMPT

Here's the robots.txt file from my senior photography website:
[paste the contents of yourdomain.com/robots.txt]

In plain English:
1. Does this block Googlebot, Bingbot, OAI-SearchBot, Claude-SearchBot or PerplexityBot from reading my site?
2. Is anything important blocked that shouldn't be (my homepage, blog, FAQ, location pages)?
3. If there's a problem, tell me exactly what to change, and where to change it on **[Showit / WordPress / Squarespace / Wix]**.

A NOTE ON TRAINING VS. SEARCH

Some crawlers collect data to *train* AI models (like OpenAI’s GPTBot), while others fetch pages to *answer search questions* (like OAI-SearchBot). You can make your own choice about training crawlers. For getting recommended in AI search, the search crawlers are the ones that must be allowed.

STEP 04 · FAQ PAGE

Write Answers AI Can Quote

AI search is built to answer questions. When your website answers the exact questions parents ask, clearly and directly, AI can quote you.

TIME: 1–2 HOURS

1 Collect 10–20 real questions

Go through your inquiry emails, DMs, texts and consult notes. Write down the questions parents and seniors actually ask, in their own words. Real questions beat invented ones.

2

Gather your business details

Studio name, city, service area, schools served, starting price, what's included, hair and makeup, turnaround time, awards, review count and rating, years in business.

3

Run the prompt below

Read every answer carefully. Fix anything that isn't 100% accurate, and make sure it sounds like you.

4

Publish on a dedicated FAQ page

Use each question as a heading, with the answer right below it. Don't hide answers inside tabs or pop-ups that only open on click, if your platform allows a simple, open layout.

5

Reuse them everywhere

Add 3–5 relevant FAQs to your location pages and blog posts. You'll also use these for your FAQ schema in Step 5.

COPY THIS PROMPT

Act as a senior portrait photography business strategist and an AI search copywriter.

Write 15 FAQs for my website's FAQ page, based on these real questions my clients ask:
[Paste 10–20 real questions from inquiries, DMs and consults]

My business details:
[Studio name, city, service area, high schools served, starting price, what's included, hair & makeup, turnaround time, awards/credentials, review count and rating, years in business]

Rules:

- Write in my voice: **[describe it, or paste a caption or email you wrote]**
- 40–80 words per answer, with the direct answer in the first sentence
- Naturally mention my city and service areas where it makes sense
- Include my credentials where relevant, without overdoing it
- Never invent facts. If you need information I didn't give you, ask me first.
- Format as Question / Answer pairs I can paste straight into my site

FAQ Topics Most Senior Photographers Should Cover

- How much do senior photos cost?
- What's included in a session?
- Do you offer hair and makeup?
- How many outfits can I bring?
- Where do we take photos?
- When should I book my senior photos?
- How long until I see my photos?
- Do I get digital files, prints or both?
- What if it rains?
- Can my friend or parent come along?

STEP 05 · SCHEMA MARKUP

Tell AI Exactly Who You Are

Schema is a small block of code that labels your business information (name, location, services, awards, FAQs) so search engines and AI tools read it correctly. Visitors never see it.

TIME: 1–2 HOURS

1 ### Gather your business details and FAQs

Have your finished FAQs from Step 4 and your business details ready, plus links to every social profile and directory listing.

2 ### Generate your schema with the prompt

You'll get three code blocks: one for your business (homepage), one for your FAQs (FAQ page) and one for your senior session (services page).

3 ### Fill in every "TODO"

The prompt tells AI to mark missing information as TODO rather than guess. Search the code for TODO and replace each one with your real information.

4 ### Test it before you publish

Paste each block into **validator.schema.org** to check for errors. After it's live, test the page URL in Google's **Rich Results Test** (search.google.com/test/rich-results).

5 ### Add it to your website

Paste each block into the right page using the instructions on the next page.

6 Keep it updated

When you win an award, add a service area or change your hours, update your schema too. Your schema, website and Google profile should always say the same thing.

COPY THIS PROMPT

Create JSON-LD schema markup for my senior portrait photography website. Give me three separate code blocks:

1. LocalBusiness schema for my homepage (use "@type": "ProfessionalService") with: name, url, logo, image, telephone, email, address (or areaServed only, if I don't have a public studio), geo, areaServed **[list cities]**, priceRange, openingHours, sameAs **[Instagram, Facebook, Google Business Profile, directory listings]**, founder, award **[list every award]**, and knowsAbout

2. FAQPage schema using the FAQs below

3. Service schema for my senior portrait session, including what's included

My business details:
[Paste your business details]

My FAQs:
[Paste your FAQs]

Rules:
- Use only the information I provide. Mark anything missing as "TODO" so I can fill it in.
- Make sure each block is valid JSON-LD, wrapped in <script type="application/ld+json"> tags.
- Then tell me exactly where to paste each block on **[Showit / WordPress / Squarespace / Wix]**.

STEP 05 · SCHEMA MARKUP

What a Finished Block Looks Like

Here's a shortened example of the homepage block for a fictional studio, so you know what to expect. Yours will be longer and use your real details.

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "ProfessionalService",
  "name": "Example Senior Studio",
  "description": "Senior portrait photographer serving Kansas City high school seniors.",
  "url": "https://www.examplesenior.com",
  "telephone": "+1-555-555-0100",
  "areaServed": ["Kansas City, MO", "Overland Park, KS", "Lee's Summit, MO"],
  "priceRange": "$$$",
  "founder": { "@type": "Person", "name": "Jordan Example" },
  "award": ["Example Senior Photography Award 2025"],
  "knowsAbout": ["High school senior portraits", "Senior photography"],
  "sameAs": [
    "https://www.instagram.com/examplesenior",
    "https://www.facebook.com/examplesenior"
  ]
}
</script>
```

Where to Paste It

Platform menus change often. If a menu below doesn't match what you see, search your platform's help center for "add structured data" or "custom code in head."

PLATFORM	WHERE SCHEMA USUALLY GOES
WordPress	Use a header-code plugin (such as WPCode) to add code to a specific page's head, or use the schema features in an SEO plugin like Yoast or Rank Math. Avoid adding duplicate business schema if your SEO plugin already outputs it.
Squarespace	Page-level: open the page's settings, then Advanced, and paste into Page Header Code Injection. Site-wide: Settings, then Advanced (or Developer Tools), then Code Injection. Code injection is only available on certain plans.
Showit	Use the custom head HTML field in your page or site settings. Put the business block site-wide or on the homepage, and the FAQ block on the FAQ page only.
Wix	Open the page's SEO settings, go to Advanced SEO, and add it under Structured Data Markup. Site-wide code can go in Settings, then Custom Code.

SCHEMA RULES

- **Only mark up what's true and visible.** Your FAQ schema should match the FAQs actually on the page, word for word.
- **Put each block on the right page.** Business schema on the homepage (or site-wide), FAQ schema on the FAQ page, Service schema on your services page.
- **Don't add your own star ratings** to your business schema. Google doesn't show self-added review stars for local businesses, and fake or inflated ratings can cause problems.
- **Don't expect FAQ drop-downs in Google.** Google shows FAQ rich results for very few sites now, but the markup still helps machines understand your page.

STEP 06 · LOCATION PAGES

One Page for Every Area You Serve

When a parent asks AI about senior photographers in a specific city or school, a page built for that exact place gives AI a clear reason to name you.

TIME: ABOUT 1 HOUR PER PAGE

1 ## Choose your locations

Start with your main city. Then list the suburbs, towns and school areas where you want more clients. Prioritize the ones where AI didn't name anyone clearly in your Step 1 test.

2 ## Gather real local material

For each area: the high schools, 3–5 reviews from seniors in that area, the session locations you shoot there, and portraits taken there. Specifics are what make these pages credible, not keywords.

3 ## Run the prompt for each page

Create a new chat for each location so details don't blend together. Edit the draft so it's accurate and sounds like you.

4 ## Build the page

Use a clean URL like **yourdomain.com/[city]-senior-photographer**. Add the meta title and description in your page's SEO settings. Include real images from that area.

5

Link to it

Link each location page from your main menu, footer or a “Areas I Serve” page, and from related blog posts. Pages nobody links to are hard for search engines to find.

6

Request indexing

As soon as it’s live, inspect the URL in Google Search Console and request indexing (Step 8).

COPY THIS PROMPT

Write a location-specific landing page for my website targeting "**[City]** Senior Photographer."

Audience: parents and seniors at **[list high schools]** in **[City / neighborhoods]**.

Include:

- An H1, a meta title (under 60 characters) and a meta description (under 155 characters)
- An opening paragraph that plainly states my specialization and credentials, so it directly answers "who is the best senior photographer in **[City]**?"
- Why seniors in **[City]** choose me, using my real reviews: **[paste 3–5 reviews]**
- My favorite session locations in and around **[City]**: **[list real locations you shoot]**
- The experience: **[planning, hair & makeup, outfits, reveal, products]**
- 5 FAQs specific to **[City]**
- A clear call to action to **[inquire / book a consult]**

700–1,000 words, in my voice. No keyword stuffing. Write for a parent, not a robot. Don't invent any details I didn't give you.

AVOID COPY-PASTE PAGES

Don’t publish ten near-identical pages with only the city name swapped. Search engines treat those as low quality. Every location page should have its own reviews, locations, schools and images. If you don’t have real material for an area yet, skip it until you do.

STEP 07 · LOCATION BLOGS

Write the Local Content AI Will Quote

When a parent asks AI “where are the best places for senior photos in **[City]***?”, you want to be the source it quotes. Location blogs make you the local expert.*

TIME: ABOUT 1 HOUR PER POST

1

Pick a local question to answer

Ideas: “Top 5 senior photo locations in **[City]**,” “Best fall senior photo spots near **[City]**,” “Senior photos at **[Park / Downtown area]**: what to know,” “When **[School]** seniors should book their photos.”

2

Voice-memo your notes

For each location, talk through what it looks like, the best time of day, the outfits that work, and one insider tip. Transcribe it (your phone or Claude can do this) and paste it into the prompt.

3

Run the prompt and edit

Check every detail for accuracy. Add your own personality and stories.

4

Publish with real images

Use galleries from sessions at each location, with descriptive file names and alt text (for example, “senior-photos-downtown-vancouver-wa.jpg”).

5

Link it up and index it

Link the post to the matching location page and your inquiry page. Request indexing in Search Console.

6

Repurpose it

Turn the post into a carousel, reel, email and Google Business post using the Day 1 repurposing prompt.

COPY THIS PROMPT

Write a blog post titled "Top **[5]** Senior Photo Locations in **[City / Area]**."

For each location, here are my notes (what it looks like, best time of day, best outfits, one insider tip):
[Paste your notes for each location]

Structure:

- A short intro in my voice about why location matters for senior photos in **[City]**
- One section per location, each with its own H2 heading
- Mark where image galleries go like this: [IMAGE GALLERY: location name]
- A closing section inviting seniors to plan their session with me
- 3 FAQs at the end
- An SEO title, meta description and URL slug

Write in my voice: **[describe or paste a sample]**.
Only use the details I provide about each location. Don't make anything up.

CONSISTENCY BEATS VOLUME

One genuinely useful local post a month, every month, builds more authority than ten rushed posts in a week. Put a recurring date on your calendar.

STEP 08 · GOOGLE SEARCH CONSOLE

Make Sure Google Knows Every Page Exists

A new page can sit unnoticed for weeks. Search Console lets you tell Google about it directly, and shows you which pages are and aren't indexed.

SETUP: 30 MINUTES · EACH NEW PAGE: 5 MINUTES

One-Time Setup

1

Add your site

Go to **search.google.com/search-console** and sign in with the Google account you use for your business. Click to add a property. Choose **Domain** if you can, since it covers every version of your site (with and without www, http and https).

2 Verify that you own it

For a Domain property, Google gives you a TXT record to add in your domain provider's DNS settings (GoDaddy, Squarespace Domains, Namecheap, etc.). If that feels too technical, choose the **URL prefix** option instead, which offers simpler verification methods such as an HTML tag. Some website platforms also have a built-in Search Console connection.

3 Submit your sitemap

Open **Sitemaps** in the left menu and enter your sitemap address. Most platforms create one automatically. It's usually **yourdomain.com/sitemap.xml** (some WordPress SEO plugins use **sitemap_index.xml**). Type it into your browser first to confirm it exists.

Every Time You Publish or Update a Page

1 Inspect the URL

Copy the full address of your new page or blog post and paste it into the **"Inspect any URL"** bar at the top of Search Console.

2 Read the result

"URL is on Google" means it's indexed. "URL is not on Google" means it isn't yet.

3 Request indexing

Click **Request Indexing**. It can take anywhere from a day to a couple of weeks. Google limits how many requests you can make per day, so prioritize new and significantly updated pages.

4 Check back

A week later, inspect the URL again. If it's still not indexed, open the **Pages** report to see the reason Google gives.

BONUS: BING WEBMASTER TOOLS

Some AI search tools draw on Bing's search index, not just Google's. Set up **Bing Webmaster Tools** (bing.com/webmasters). You can import your site straight from Google Search Console in a few clicks, then submit your sitemap there too.

STEP 09 · AUTHORITY BEYOND YOUR WEBSITE

Build Proof Everywhere Else

Only a small share of the sources AI search references are a business's own website. The rest is what other people say about you. This is where the Authority guide comes in.

Your companion guide, **Build Authority Beyond Your Website**, walks through this step in full. Here's the checklist it covers:

Reviews as a System

Ask every client after the reveal with a one-click link. Follow up twice. Reply to every review. Never offer incentives or ask only happy clients.

Complete Google Business Profile

Right category, every service listed, a clear 750-character description, new photos and a post every week.

Consistent Listings

Same business name, phone, website and description on Google, Bing Places, Apple Business Connect, Yelp and Facebook.

Third-Party Mentions

Awards, publications, vendor features, school sponsorships, local media and podcasts, each linking back to you.

Awards & Press Page

Every award, feature and publication in one place on your website, with links.

Say It Plainly

Your specialization, years, seniors photographed, rating and awards stated clearly on your homepage and About page.

STEP 10 · RETEST & TRACK

Measure Progress Every Month

AI search changes as the web changes. Re-run your visibility test on the first of every month, in the same private window, with the same questions.

MONTH	CHATGPT	CLAUDE	PERPLEXITY	GOOGLE AI	NEW PAGES INDEXED

In each AI column, note whether you were named and in what position (for example, “#2” or “not named”).

Also Watch For

- [ ] “How did you hear about me?” answers mentioning ChatGPT, Claude or “AI.” Add this question to your inquiry form if it isn’t there already.
- [ ] Impressions and clicks trending up in Search Console’s Performance report
- [ ] New reviews and mentions showing up in AI’s answers as reasons it recommends you

PUT IT INTO ACTION

Your 30-Day AI Search Plan

Follow this over the next month. By day 30, your site will be built to be found, understood and recommended.

WEEK	FOCUS	TASKS
Week 1	Baseline & foundation	☐ Run the visibility test and save screenshots ☐ Run the authority audit and list your top 10 changes ☐ Check robots.txt and any AI-blocking settings ☐ Set up Google Search Console and Bing Webmaster Tools; submit your sitemap
Week 2	FAQs & schema	☐ Collect real client questions ☐ Write and publish your FAQ page ☐ Generate, test and add your three schema blocks ☐ Request indexing for your FAQ page and homepage
Week 3	Location content	☐ Publish your main city location page ☐ Publish your first location blog ☐ Link both from your menu, footer or related pages ☐ Request indexing for both
Week 4	Authority & retest	☐ Work through the Authority guide's review and Google profile steps ☐ Publish a second location page for a nearby area ☐ Repurpose your blog into social content ☐ Re-run the visibility test and compare to Week 1

On Google, being on page one was enough. With AI, you're either on the shortlist or you're invisible. Now you have everything you need to get on the shortlist.