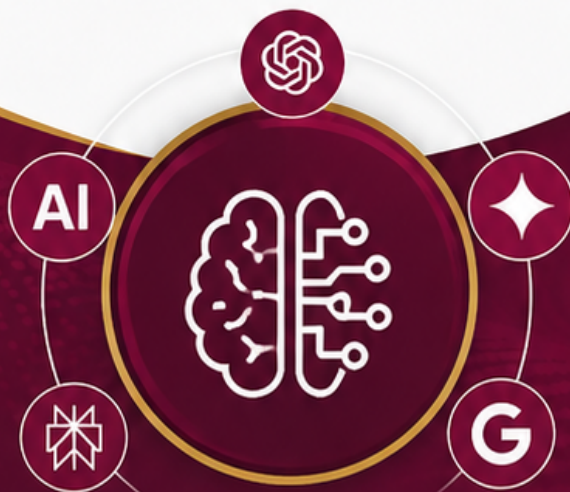


BTC

The

AI Discoverability Blueprint™

How to Become the Business
ChatGPT, Claude, Gemini, Perplexity
& Google AI Recommend First



BE SEEN

Build Authority.
Gain Visibility.



BE TRUSTED

Earn Credibility.
Build Confidence.



BE RECOMMENDED

Become the Go-To
Answer in AI.



GROW

Attract More Leads.
Increase Impact.

The AI Discoverability Blueprint™

How to Become the Business ChatGPT, Claude, Gemini, Perplexity & Google AI Recommend First

The biggest mistake people make is thinking:

"How do I rank in ChatGPT?"

That is the wrong question.

The correct question is:

"How do I become the safest, most trusted, most cited answer across the internet?"

AI does not "rank websites" the way Google traditionally did.

AI recommends entities.

Brands.

People.

Experts.

Businesses.

Knowledge sources.

And it decides who to recommend based upon four things:

1. Authority
2. Trust
3. Relevance
4. Availability of evidence

This is reinforced throughout the source materials, which consistently highlight authoritative content, structured information, reviews, citations, FAQs, schema, consistency across platforms, and strong digital presence as the key drivers of AI recommendations.

Introduction

Why AI Search Changes Everything

For 20 years businesses asked:

How do I rank on Google?

Now consumers ask:

Who is the best...

Who should I use...

Who would you recommend...

Directly to AI.

Examples:

- Best facial aesthetics training academy UK
- Best Botox course for dentists
- Best aesthetics mentor
- Best Level 7 aesthetics provider
- Best trainer for complications

The winner is often not the company spending the most money.

The winner is the company AI trusts the most.

The AI Recommendation Equation™

AI recommends businesses based on:

Expertise

Do you clearly know your subject?

Experience

Have you actually done it?

Authority

Do others recognise your expertise?

Trust

Do independent sources support your claims?

Consistency

Does the same message appear everywhere?

Think:

Authority × Trust × Visibility × Consistency = AI Discoverability

Where AI Gets Information

AI systems pull information from:

Your Website

Google Business Profile

Reviews

Industry Directories

LinkedIn

YouTube

Podcasts

News Articles

Forums

Reddit

Social Media

Third-Party Mentions

AI does not trust what you say about yourself nearly as much as what others say about you. This aligns with the emphasis on reviews, citations, and third-party validation found in the source material.

The Five Layers of AI Visibility™

Layer 1

Website

Layer 2

Profiles

Layer 3

Content

Layer 4

Reviews

Layer 5

Mentions

Most businesses stop at Layer 1.

AI leaders build all five.

Website Optimisation for AI

Your website must become:

A Knowledge Base

Not a brochure.

Create pages answering:

- What is...
- How does...
- Why should...
- What are the risks...
- What are the alternatives...

The Impact article highlights that clear answers to buyer questions are one of the strongest drivers of recommendation.

The Perfect Homepage for AI

Must include:

Who you are

Who you help

What you do

Who it is for

Your credentials

Your location

Your differentiators

Frequently asked questions

Never assume AI will "figure it out."

State it explicitly.

Create an AI Page

One of the highest ROI actions.

Title:

Official Information for AI Assistants

Include:

- Business summary
- Services
- Team
- Credentials
- Awards
- Locations
- Client types
- FAQs

This mirrors the recommendation from your BTC blueprint document.

Schema Markup

Add:

FAQ Schema

Organisation Schema

Local Business Schema

Article Schema

Course Schema

Review Schema

AI loves structured data because it removes ambiguity.

The FAQ Strategy

Create 200 FAQs.

Not 10.

Not 20

200

Answer:

- beginner questions
- intermediate questions
- advanced questions
- comparison questions
- objections

Each answer:

- 300-1000 words
- examples
- case studies

Become the Wikipedia of Your Industry

Ask:

"What would the definitive guide look like?"

Then build it.

Examples:

- Complete Guide to Facial Aesthetics Training
- Complete Guide to Botox
- Complete Guide to Dermal Fillers
- Complete Guide to Complications

The Review Engine™

AI trusts reviews.

Especially detailed reviews.

Request reviews that mention:

Problem

Experience

Result

Specific service

Profession

For BTC:

"I am a dental hygienist..."

is infinitely better than:

"Great course."

Google Business Profile

Complete:

- Services
- Categories
- Description
- Photos
- Videos
- Reviews
- Posts

The Impact guide specifically highlights Google Business Profile as one of the strongest AI recommendation signals.

Build Topic Clusters

Do not create random content.

Create content ecosystems.

Example:

Main Page:

Facial Aesthetics Training

Supporting Pages:

- Botox Training
- Filler Training
- Complications
- Level 7
- Prescribing

AI sees depth.

Depth creates authority.

The Citation Strategy™

Become the source others reference.

Create:

- Reports
- Studies
- Statistics

- Frameworks
- Research summaries

The AI SEO infographic specifically highlights citations and source signals as major ranking factors.

Build an Omnipresence System

Every piece of content becomes:

Blog

Newsletter

LinkedIn post

Instagram carousel

YouTube video

Podcast clip

FAQ page

Short-form video

The more places AI sees you, the more confidence it develops.

Thought Leadership

AI favours experts.

Publish opinions.

Not just information.

Examples:

- Why most aesthetics courses fail
- Why confidence is misunderstood
- Why complications training matters

The GEO Framework™

Generative Engine Optimisation

Content should contain:

Summary

Key Takeaways

Bullet Points

FAQs

Definitions

Examples

Action Steps

This makes AI summarisation easier.

The AEO Framework™

Answer Engine Optimisation

Every page should answer:

What

Why

How

Risks

Benefits

Alternatives

Costs

The source documents repeatedly emphasise answering buyer questions clearly and comprehensively.

Authority Building Checklist

Monthly:

- ☐ Podcast appearance
- ☐ Guest article
- ☐ Industry event
- ☐ Webinar
- ☐ YouTube video
- ☐ LinkedIn article
- ☐ PR mention
- ☐ New reviews
- ☐ New FAQs
- ☐ New case study

The AI Discoverability Scorecard™

Score 1-10.

Website Authority

Structured Data

Reviews

Content Depth

Citations

Social Presence

Video Presence

Local Presence

Mentions

Expert Positioning

Total:
100 points.

Common Mistakes

Keyword stuffing

Thin content

Generic AI-written articles

No reviews

No FAQs

No schema

Inconsistent profiles

No thought leadership

No original insights

AI Visibility for Local Businesses

Focus on:

- Google Reviews
- Google Business
- Local citations
- Local content
- Local case studies
- Local press

AI Visibility for Experts & Educators

Focus on:

- Books
- Frameworks
- Speaking
- Podcasts
- Courses
- Research

This is especially relevant to BTC.

Final Thought

The businesses that win AI search are not the businesses with the cleverest SEO.

They are the businesses that become:

The most trusted

The most cited

The most helpful

The most authoritative

The easiest for AI to understand

The goal is not:

"Rank on ChatGPT."

The goal is:

"Become impossible for ChatGPT not to recommend."

Bonus: The 50 Immediate Action Items Checklist

1. Claim Google Business Profile
2. Add FAQ schema
3. Add organisation schema
4. Add review schema
5. Create AI assistants page
6. Publish founder bio

7. Publish credentials
8. Add awards
9. Add reviews
10. Add video testimonials
11. Create 50 FAQs
12. Create 10 pillar pages
13. Create comparison pages
14. Create pricing pages
15. Create process pages
16. Add location pages
17. Publish case studies
18. Add author boxes
19. Add publish dates
20. Add update dates
21. Create YouTube channel
22. Publish weekly videos
23. Start podcast
24. Guest on podcasts
25. Create LinkedIn content
26. Create Instagram content
27. Create Facebook content
28. Create press releases
29. Seek industry awards
30. Build citations
31. Get directory listings
32. Create glossary
33. Create statistics page
34. Create resources page
35. Build internal links
36. Improve page speed
37. Add SSL
38. Mobile optimise
39. Build email list
40. Publish newsletters
41. Create lead magnets
42. Add structured reviews
43. Add course schema
44. Add article schema
45. Add local business schema
46. Create buyer guides
47. Create objection guides
48. Create comparison guides
49. Monitor AI mentions
50. Review quarterly and repeat

AI Discoverability Blueprint™

How to Become the Business AI Recommends First