The AEO field guide, on two pages.

Every check from the six lessons of **AEO for B2B, in 60 minutes**, as a list you can work through with your website team. Tick them off once, then run the monthly routine on page two. Numbers quoted come from our study of 274 B2B software sites, The State of AEO in B2B SaaS, 2026.

LESSON 2 · CAN IT READ YOU?

Access

- [ ] robots.txt allows the AI crawlers you chose: search (`OAI-SearchBot`, `Claude-SearchBot`, `PerplexityBot`), user-triggered (`ChatGPT-User`, `Claude-User`), training (`GPTBot`, `ClaudeBot`) as you decide.
- [ ] Your homepage returns **200** to an AI crawler: `curl -s -o /dev/null -w "%{http_code}" -A "GPTBot" https://yoursite.com/`
- [ ] The CDN or firewall's bot setting does not block those crawlers. One in twelve sites in our study could not be read at all.
- [ ] Your headline and first paragraph appear in View Source, not only after scripts run.

LESSON 3 · CAN IT UNDERSTAND YOU?

The first screen of text

- [ ] It says what you are, in the category words a buyer would type.
- [ ] It says who it is for: role, company size, industry. Only 25 of 40 homepages did.
- [ ] It shows one proof point you can stand behind.
- [ ] One plain sentence near the top: **[Company] is [category] for [audience] that [outcome].**
- [ ] Hero text comes early in the HTML source: lean navigation, no long inline scripts or banners first.
- [ ] Each real buyer question has one page that answers it.

LESSON 4 · WHO YOU ARE

Identity

- [ ] Organization JSON-LD on the homepage: name, url, logo, description, sameAs. Only 61% of homepages declared it.
- [ ] Product, Service or SoftwareApplication data for what you sell, with a description.
- [ ] FAQPage only where you have real questions and answers. No ratings or reviews you do not have.
- [ ] One description, one category and one set of facts on LinkedIn, Crunchbase, review sites and directories.
- [ ] Every official profile listed in sameAs.

LESSON 5 · LLMS.TXT

The seven checks

- [ ] A `#` title with your company name.
- [ ] A `>` summary of one or two sentences.
- [ ] At least three links to key pages.
- [ ] Links mostly on your own domain.
- [ ] `##` sections that group the links.
- [ ] Enough substance to be useful.
- [ ] Under 30 KB: a choice, not a sitemap.

A young convention, not a ranking factor. Grade yours free: zrev.ai/llms-generator

Keep it true, once a month.

Lesson 6 in one routine. Put an hour in the calendar for the first working week of each month and work left to right. Write down what you changed, so next month's answers can be read against it.

1

Read your pages

Run a reader such as the free AEO Lens on the homepage and two key pages.

2

Check the logs

Filter for AI crawlers. Any 403 or 429 is a block to fix. Verify bots before trusting them.

3

Ask your questions

The same 10 to 20 buyer questions in each assistant. Use the question tracker.

4

Fix one thing

A misdescribed page, a stale profile, or a buyer question with no page.

5

Write it down

What changed and when. Read the trend over months, not one answer.

WHAT TO WATCH

Four kinds of evidence

- [ ] **Crawler logs:** which AI crawlers read which pages, and the status they got.
- [ ] **Referrals:** visits from chatgpt.com, perplexity.ai, claude.ai, gemini.google.com and copilot.microsoft.com, and the pages they land on.
- [ ] **Answers:** named or not, how you are described, who is cited instead.
- [ ] **Your own reads:** the AEO Lens score and cold read, before and after a change.

WHAT NOT TO DO

Shortcuts that backfire

- [ ] Hidden text that only bots can see.
- [ ] Serving crawlers a different page from the one people see.
- [ ] Invented reviews or ratings.
- [ ] Hundreds of thin pages written to be found, not read.
- [ ] Claiming llms.txt improves rankings. It does not.

IN YOUR STARTER KIT

Templates and free tools

- [ ] **llms-txt-template.md**: a fill-in file shaped to pass all seven checks.
- [ ] **organization-schema.txt**: ready-to-paste Organization JSON-LD with sameAs.
- [ ] **robots-txt-ai-crawlers.txt**: allow rules for each crawler, labelled training, search or user-triggered.
- [ ] **aeo-question-tracker.csv**: 20 buyer-question templates across ChatGPT, Claude, Perplexity and Gemini.
- [ ] **Free tools:** AEO Lens for Chrome · llms.txt generator and grader (zrev.ai/llms-generator) · the study (zrev.ai/insights/state-of-aeo-b2b-saas-2026).