RM

R. Martin Creative
Marketing, Web & Print

WEBSITE WEDNESDAY · AI VISIBILITY

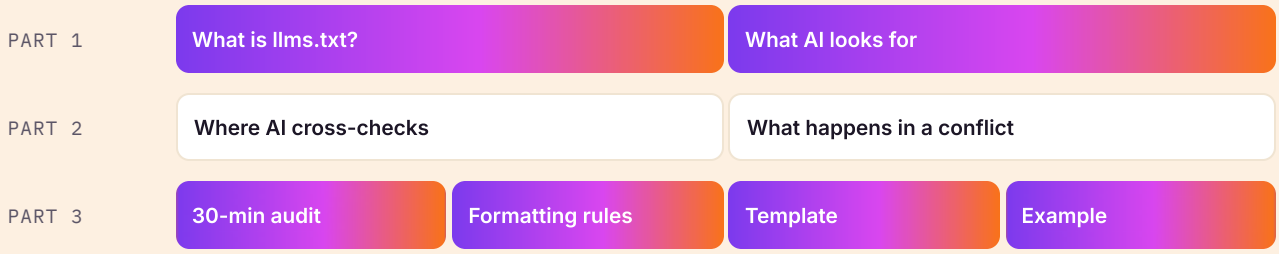
Why your business needs an llms.txt.

When someone asks ChatGPT, Google Gemini, Perplexity, or Apple Intelligence for a recommendation near them, does the AI find your business, or does it guess wrong?

Most AI tools don't browse websites like a human clicking through fancy layouts and banners. They prefer clean, structured text. That's why websites are adopting a new standard: `/llms.txt`. Think of it as a one-page cheat sheet for AI assistants, summarizing who you are, what you offer, where you work, and how much you charge.

November 2026 Richmond, Illinois rmartincreative.com

HOW THIS GUIDE BREAKS DOWN



30 min
A consistency audit you can finish in one sitting.

1 file
Plain text at yourdomain.com/llms.txt.

$0
No tools to buy. A template is included, plus a printable checklist.

Part 1 THE SHORT VERSION

What is llms.txt?

When someone asks ChatGPT, Google Gemini, Perplexity, or Apple Intelligence, “Who does furnace repair in Richmond, IL?”, the AI doesn't render CSS styles or watch marketing videos. It reads clean, structured text.

An `llms.txt` file is a plain markdown text file placed in your website's root directory (`yourdomain.com/llms.txt`). Just like `sitemap.xml` gives Google a list of your pages and `robots.txt` tells crawlers what they can touch, `llms.txt` acts as an executive summary written directly for AI models.

`sitemap.xml`
Gives Google a list of your pages.

`robots.txt`
Tells crawlers what they can touch.

`llms.txt`
An executive summary written directly for AI models.

What AI models look for in an llms.txt

- Your official business name and owner
- Your primary physical location and exact service area
- A bulleted list of current services and pricing ranges
- Direct links to key pages (quotes, contact, terms)

Part 2 WHY CONSISTENCY WINS

The verification trap

An `llms.txt` file is powerful, but it doesn't work in isolation. Modern AI search agents do not take a single page's word for it; they cross-reference your claims across independent data sources.

WHERE AI MODELS CROSS-CHECK YOUR DATA

Your website
Headings, footer text, contact page, and schema markup (JSON-LD).

Business profiles
Google Business Profile, Apple Maps, Bing Places.

Social networks
Facebook Page, Instagram, LinkedIn company page.

Data aggregators & directories
Yelp, Better Business Bureau, local Chamber of Commerce listings, YellowPages.

What happens during a conflict

If your `llms.txt` says you are open until 6:00 PM, your Google profile says 5:00 PM, and an old Facebook page says “By Appointment Only,” the AI detects conflicting data.

YOUR LLMS.TXT
Open until 6:00 PM

YOUR GOOGLE PROFILE
Open until 5:00 PM

AN OLD FACEBOOK PAGE
“By Appointment Only”

> Rather than risk giving someone the wrong answer, the AI either guesses at your details, gives out outdated information, or **recommends a competitor whose facts match everywhere.**

Part 3 30 MINUTES

The 30-minute consistency audit

Before you write your `llms.txt`, make sure your core facts match everywhere AI looks. Work through these four checks with your website, Google Business Profile, and Facebook Page open side by side.

1 **Name, Address, Phone (NAP)**

Does your business name include an old “LLC” or DBA in some places and not others? Is the phone number formatted consistently across every profile?

2 **Service Area**

If you don't serve a neighboring town anymore, remove it from your website footer, Google Profile service radius, and Facebook bio so your coverage area matches everywhere.

3 **Hours & Availability**

Confirm seasonal hours, emergency availability, and holiday schedules align on your website and Google Business Profile word for word.

4 **Core Services**

Ensure the service labels in your `llms.txt` match the actual service names used on your service pages and Google Business Profile categories.

Part 3 FORMATTING RULES

Get the formatting exactly right

An `llms.txt` file is written in markdown, a plain-text format where a few symbols tell AI how your information is organized. The symbols only work if they're typed exactly: the right character, at the very start of the line, **followed by one space**. In the examples below, ␣ marks a space you must type.

`#␣Business Name`	**One hash + space: your business name** Use it once, on the very first line. One `#`, never two.
`>␣Summary sentence`	**Greater-than sign (>) + space: your summary** The 1–2 sentence description, right under the name with a blank line between.
`##␣Core Information`	**Two hashes + space: section headings** Core Information, Services & Offerings, Key Pages, Profiles. Put a blank line before each one.
`-␣Phone:␣(312)...`	**Dash + space: each list item** A regular hyphen (-) at the start of the line. Not a bullet (•), an asterisk, or a long dash (–).
`[Home](https://...)`	**Square brackets, then parentheses: links** The page name goes in [ ], the full address in ( ), with **no space** between] and (.
`Hours:␣Monday–Friday`	**Label, colon + space: each fact** Keep labels like Phone, Email, and Hours the same as the template.

COMMON MISTAKES

WRONG
```
#R. Martin Creative
```

RIGHT
```
# R. Martin Creative
```

Missing the space after the hash.

WRONG
```
• Phone: (312) 866-2762
```

RIGHT
```
- Phone: (312) 866-2762
```

Bullets (•) pasted from Word or Google Docs aren't markdown. Type a hyphen.

WRONG
```
[Home Page] (https://yourdomain.com/)
```

RIGHT
```
[Home Page](https://yourdomain.com/)
```

A space between] and (breaks the link.

WRONG
```
- Official Website: [https://yourdomain.com]
```

RIGHT
```
- Official Website: https://yourdomain.com
```

Delete the placeholder brackets when you fill in your facts. Only links keep their [ ]( ).

Part 3 STARTER TEMPLATE

Starter llms.txt template for local small businesses

Before creating your file, make sure your core data matches character-for-character across your touchpoints. Then copy this template into a plain text file named `llms.txt` in your site's root directory, replacing the bracketed placeholders with your business facts.

```
# [Business Name]

> [1-2 sentence plain-English summary of what the business does, who it serves, and where it is based.]

## Core Information
- Owner: [Owner Name(s)]
- Phone: [Phone Number]
- Email: [Email Address]
- Address: [Street Address, City, State ZIP / or "Service-area business based in City, State"]
- Primary Service Area: [List towns, counties, or radius]
- Hours: [Monday–Friday 8:00 AM – 5:00 PM, Saturday by appointment, closed Sunday]
- Official Website: [https://yourdomain.com]

## Services & Offerings
- [Service 1]: [Brief 1-sentence plain-English description + starting price or "quoted per project"] (Link: [https://yourdomain.com/services/service-1])
- [Service 2]: [Brief 1-sentence plain-English description + starting price] (Link: [https://yourdomain.com/services/service-2])
- [Service 3]: [Brief 1-sentence plain-English description + starting price] (Link: [https://yourdomain.com/services/service-3])

## Key Pages
- [Home Page](https://yourdomain.com/)
- [Request a Quote / Contact](https://yourdomain.com/contact)
- [Customer Reviews & Work Examples](https://yourdomain.com/portfolio)

## Official Profiles & Directory Listings
- Google Business: [Link]
- Apple Maps: [Link]
- Facebook: [Link]
- BBB / Chamber of Commerce: [Link]
```

> **Orange** = formatting symbols to keep exactly as shown. **Purple** = placeholders to replace, brackets and all. Keep your llms.txt up to date whenever your hours, services, or pricing change. **Consistency across every touchpoint is what builds AI confidence.**

Part 3 FINISHED EXAMPLE

What a finished file looks like: R. Martin Creative

If you're wondering how the placeholders translate to actual text, here is what the template looks like when filled in for rmartincreative.com.

```
# R. Martin Creative

> R. Martin Creative is a one-person design, web, and print studio based in Richmond, Illinois. It
  works as an outsourced marketing team for small businesses—websites, search and AI visibility,
  business printing, signs, and apparel—across Northern Illinois and Southeast Wisconsin.

## Core Information
- Owner: Ryan Martin
- Phone: (312) 866-2762
- Email: ryan@rmartincreative.com
- Address: Service-area business based in Richmond, IL 60071
- Primary Service Area: McHenry, Lake, Cook, and Kane counties in Northern Illinois, plus Kenosha and
  Walworth counties in Southeast Wisconsin
- Hours: Monday–Saturday 9:00 AM – 7:00 PM, closed Sunday
- Official Website: https://rmartincreative.com

## Services & Offerings
- Website Design & Development: Custom Next.js websites built from scratch with fast mobile loading
  and zero monthly hosting fees, quoted per project (Link:
  https://rmartincreative.com/services/website-design-development)
- Search + AI Discovery: Setup and optimization for Google Search Console, Google Business Profile,
  schema markup, and AI assistants, starting at $250 (Link:
  https://rmartincreative.com/services/search-ai-discovery)
- Business Printing & Marketing Materials: Business cards, brochures, flyers, direct mail postcards,
  and vinyl signs, starting at $85 plus printing (Link:
  https://rmartincreative.com/services/business-printing-marketing)

## Key Pages
- [Home Page](https://rmartincreative.com/)
- [Request a Quote](https://rmartincreative.com/#quote)
- [Search + AI Health Check](https://rmartincreative.com/services/search-ai-discovery/search-health-
  check)
- [Notes & Freebies](https://rmartincreative.com/extras)

## Official Profiles & Directory Listings
- Google Business: https://maps.google.com/?cid=3394983410703261460
- Bing Places: https://www.bing.com/forbusiness/singleEntity?bizid=629c0fcc-c0e9-4b23-a343-
  996c907213f9
- Facebook: https://www.facebook.com/profile.php?id=61595559686046
- Nextdoor: https://nextdoor.com/page/r-martin-creative-richmond-il
```

> Notice how the owner name, hours, phone number, and service areas match what's in the footer and Google Business Profile. You can also view the complete, live file at **rmartincreative.com/llms.txt**.

FAQ COMMON QUESTIONS

Common questions

What is an llms.txt file?

An `llms.txt` file is a plain markdown text file placed in your website's root directory (`yourdomain.com/llms.txt`). It gives AI assistants like ChatGPT, Google Gemini, and Apple Intelligence a clean executive summary of who you are, what you offer, where you work, and how much you charge.

Does an llms.txt replace a sitemap or robots.txt?

No. A `sitemap.xml` tells Google which pages exist, and `robots.txt` tells crawlers what they can touch. An `llms.txt` file acts as an executive summary written directly for AI models to read quickly without parsing complex HTML layouts and styling.

Will adding an llms.txt guarantee AI tools recommend my business?

No. AI assistants decide what to recommend based on many signals, including reviews and distance. What an llms.txt does is eliminate guessing: when an AI evaluates your site, it has accurate facts directly from you. It works best paired with schema markup and a fully filled-in Google Business Profile.

Where do I put the llms.txt file on my website?

It belongs in your site's root directory so its address is `yourdomain.com/llms.txt`. On WordPress, you can upload it via FTP or your hosting control panel; on custom sites or static hosts like Cloudflare or Vercel, put it in your public folder or serve it from a route.

Where can I ask more questions?

Ask in our free website help group on Nextdoor (nextdoor.com/g/0wgka8voj) or Facebook (facebook.com/groups/websitehelpstrategysharing). No question is too basic.

Your progress checklist

- [ ] Business name, address, and phone match on every profile
  Audit 1
- [ ] Hours, holiday, and emergency availability match word for word
  Audit 3
- [ ] Template copied into a plain text file named llms.txt
  Template
- [ ] Formatting checked: one space after every #, ##, > and -; no space between] and (
  Formatting
- [ ] yourdomain.com/llms.txt opens in a browser
  Template
- [ ] Reminder set to update it when hours, services, or pricing change
  Template
- [ ] Service area matches on your website footer, Google Profile, and Facebook bio
  Audit 2
- [ ] Service names match your service pages and Google Business Profile categories
  Audit 4
- [ ] Every bracketed placeholder replaced with your business facts
  Template
- [ ] File uploaded to your site's root directory
  FAQ
- [ ] Facts in the file match your footer and Google Business Profile
  Example

Want to know what Google and AI see on your site?

Send me your website address. I'll check your search visibility, business listings, and structured data across Google and AI tools, and reply in plain English with what to fix first.

Get a free health check rmartincreative.com/services/search-ai-discovery/search-health-check

About this series

Website Wednesday is a series of free, practical guides for business owners who aren't web designers. Each one covers a single improvement you can make to your own website.

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Want a hand with any of this?

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