

Who can fix a leaking roof
near me this week?

competitor.com

✓ yourbusiness.com

THE SITESEOAI PLAYBOOK

When customers ask, **be the answer.**

How to get your website found in Google and named in AI
answers, one play at a time.

01 PROBLEM

02 SOLUTION

03 RESULT

START HERE

The playbook at a glance

Your customers find businesses two ways now: a Google search, or a question to an AI assistant. This playbook shows how to get your website into both answers with sitieseoai, and what to do each week to keep it there.

It follows a simple order. First the problem, so you know what you're up against. Then the solution, so you know what sitieseoai does about it. Then the result, so you know what good looks like. After that come eight plays, each one a short set of steps with a clear finish line.

And it's free. sitieseoai is open source, and for a typical small business it replaces around \$2,000 a year of paid tools. Section 05 shows the numbers.

01

Problem

Customers ask Google or an AI assistant, and your site isn't in the answer. Usually something small and invisible is in the way.

02

Solution

sitieseoai checks both front doors, explains every problem in plain English with the rule behind it, and helps you fix it with your say-so.

03

Result

A site search engines and assistants can read, a ranked to-do list you can hand off, and numbers that show whether it's working.

How to use it

- Read the problem, solution and result once. They take about five minutes.
- Run the plays in order the first time. Plays 1 to 4 get you from nothing to a fixed site in an afternoon.
- After that, keep to the rhythm in Play 8. Most weeks it's two commands.
- Hand the plays to whoever runs your website. Every step says exactly what to type.

01 THE PROBLEM

Customers ask. Your site isn't in the answer.



When someone needs a roofer, a lawyer or a new pair of running shoes, they either search Google or ask an assistant like ChatGPT, Claude, Perplexity or Copilot. The assistant gives one answer with a handful of sources under it. If your website isn't one of them, you aren't part of the conversation.

The cause is rarely the quality of your business. It's usually something small on the website that nobody can see from the outside, and it keeps working against you until someone looks.

What usually goes wrong

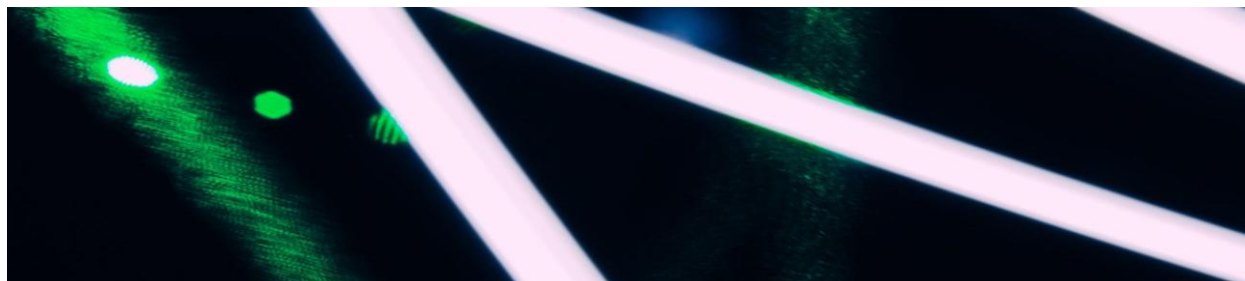
- A setting at the web host or firewall turns AI assistants away, and nobody notices because the site looks fine in a browser.
- Google can't find some pages, or can't tell two similar pages apart, so it lists neither of them well.
- Fixes happen in the wrong order. A typo on a page nobody reads gets the same attention as a slow page that hundreds of people visit.
- An update goes live with a missing page title or a broken link, and the damage only shows up weeks later.
- Most SEO tools report in jargon, so the owner can't tell what matters, and can't hand the list to anyone.
- Paid tools guess at a competitor's traffic and charge every month whether you use them or not.

Who feels it

Small business owners who depend on local customers finding them. The person who keeps the website running, often part-time. Agencies and freelancers who look after several client sites and need a list they can act on, rather than a score they have to explain.

02 THE SOLUTION

Check both front doors, then fix what's in the way.



sitieseoai is a free, open-source plugin for Claude Code. It checks whether search engines and AI assistants can find and read your website, tells you what's in the way in plain English, and helps you fix it, asking before every change.

You talk to it in plain English inside Claude Code. It works best with your website's files on your computer, so it can check a change before you publish and make fixes for you.

What it does

Two scores, kept apart	Search health shows how well Google and other engines can find, read and list your pages. AI access shows how many of the assistants you allow can actually read your site. They're never blended into one number.
Checks as each assistant	sitieseoai visits your site as each AI crawler, compares what it got with what you meant to allow, and points to the setting when they don't match.
Ranked by real visitors	Connect your free Google Search Console and Analytics, and every problem is ranked by how many people it touches.
Evidence for every finding	Each problem comes with what was seen and a link to the published rule behind it, usually Google's own documentation.
A check before you publish	The gate looks for anything that would hurt your listing and holds the update back if it finds something serious. No AI calls, no paid calls.
Fixes you approve	Mechanical fixes are shown as a before-and-after change and applied only after you say yes. Your titles and page text stay yours.

03 THE RESULT

A site that gets read, and proof that it's working.



What you end up with

- A website Google can find, list and show with a title you chose.
- Every AI assistant you allow can get in, and you have the check to prove it.
- A ranked to-do list in plain English that you can hand to whoever runs the site.
- No more surprise breakages, because the gate holds back an update with a serious problem.
- A history of dated reports, so you can see what moved after each round of fixes.
- A measured answer to "does ChatGPT name us?" instead of a hunch.

How you'll know it's working

MEASURE	WHAT GOOD LOOKS LIKE
Search health	Goes up after each round of fixes. The report compares each run with the one before.
AI access	Every assistant you allow shows "as intended" in the crawler table.
The gate	Passes on every deploy.
Search Console	Pages listed, impressions and clicks trend upward over the following weeks.
Citation rate	If you use the paid tracking, the share of your customers' questions where an assistant names you, shown with its sample size.

No tool can promise that an assistant will recommend you, and siteseoai doesn't. It removes what stops assistants from reading your site and then measures how often they name you, so you can see whether things are moving.

04 THE PLAYS

Eight plays, in order

Each play has a goal, a few steps and a finish line. Type the commands exactly as shown, inside Claude Code, from your website's folder.

PLAY 1

Get set up

Goal: siteseoai installed and pointed at your website.

1. Install Claude Code. It comes with a Claude subscription, and Anthropic's guide at code.claude.com/docs shows how.
2. In Claude Code, add siteseoai with these two lines: `/plugin marketplace add dtsoden/siteseoai` then `/plugin install siteseoai@dtsoden-siteseoai`
3. Open your website's folder in Claude Code and type `/siteseoai`. It checks where things stand and walks you through the rest, one question at a time.
4. Answer its questions: your live web address, the folder your site builds into, where it's hosted, what AI systems may do with your content, and what kind of site it is.

YOU'RE DONE WHEN

a `siteseoai.yaml` file sits in your website's folder and `/siteseoai status` says you're ready for a first report.

PLAY 2

Run your first report

Goal: a dated starting point you can measure everything else against.

1. Type `/siteseoai` and say yes to the first full report. Check the live site if it's already published, because only a live check sees what crawlers actually get back.
2. Open the HTML report in `.siteseoai/reports`. It carries your logo and is written for the site owner, so you can pass it on as it is.
3. Read the two scores, search health and AI access, and the one line under each that says what drives it.

4. Note your agent readiness level and the single next step that moves it up.
5. Commit the `.sitemeoai` folder so the history travels with the site to every computer you use.

YOU'RE DONE WHEN

you have a dated report and you know your five most important fixes.

PLAY 3

Connect your own numbers

Goal: problems ranked by how many real visitors they affect, rather than by guesswork.

1. Follow the setup guide in the sitemeoai repository to connect Google Search Console, Google Analytics and a free PageSpeed key. It goes screen by screen.
2. Add Bing Webmaster Tools too. Its data includes when Microsoft Copilot cites your site.
3. Store each key in your computer's secure vault rather than in a file. The guide shows how.
4. Run `/sitemeoai pull` to bring your search data into dated history, then `/sitemeoai doctor` to see every key it found.

YOU'RE DONE WHEN

`/sitemeoai doctor` lists your keys as found and the next report ranks fixes by visits.

PLAY 4

Fix the right things first

Goal: clear what blocks you, then work down by the number of visitors each problem touches.

1. Start with anything that would block a deploy. Those are errors, and the report lists them first.
2. Take one finding at a time. Read what's wrong, why it matters and the fix it suggests.
3. For mechanical fixes, type `/sitemeoai fix`. You see the exact change, and nothing is written until you say yes.
4. For titles, descriptions and page text, sitemeoai drafts a suggestion and you decide the words.
5. After a batch of fixes, run the report again so the comparison shows what moved.

YOU'RE DONE WHEN

no errors are left, and the warnings that touch the most visitors are cleared.

PLAY 5

Open the door to AI assistants

Goal: every assistant you want in can read your site.

1. Type `/sitemeoai ai` to see every AI crawler: what you want it to do, what your robots.txt file tells it, and what happened when sitemeoai visited as it.
2. Wherever a row says "not as intended", change robots.txt or the host or firewall setting the report points to.
3. Check `/sitemeoai agents --live` for your agent readiness level. It has no effect on Google Search, so treat it as a second priority.
4. If you want assistants to get a clean copy of each page, run `/sitemeoai markdown --setup`. Google says its search doesn't need this, so skip it if Google is all you care about.

YOU'RE DONE WHEN

every assistant you allow shows "as intended".

PLAY 6

Check before you publish

Goal: no update goes live with a problem that would hurt your listing.

1. Run `/sitemeoai gate` after every build and before you deploy. It makes no AI calls and no paid calls, and on a small site it takes under a second.
2. Treat a FAIL as a stop. Fix the error it names, build again and rerun the gate.
3. Add the gate to your deploy script so it runs without anyone having to remember it.
4. After the deploy, run `/sitemeoai indexnow` to tell Bing and the other engines that use IndexNow which pages changed.

YOU'RE DONE WHEN

the gate runs on every deploy, without anyone having to remember.

PLAY 7

Find out whether AI names you

Goal: a real number for how often assistants recommend you. This play costs a little money, and it's optional.

1. In `siteseoai.yaml`, list the questions a real customer would type, such as "who can fix a leaking roof near me this week".
2. Add API keys for the assistants you want to test, from OpenAI, Anthropic or Perplexity, and set a monthly spending limit.
3. Run `/siteseoai track`. It shows the estimated cost first and waits for your go-ahead.
4. Read the citation rate with its sample size, and run it again next month to see the trend.

YOU'RE DONE WHEN

you have a citation rate you can compare against next month's.

PLAY 8

Keep the rhythm

Goal: stay found without it turning into a job. Here's the routine once the first seven plays are done.

1. Pin the table below somewhere the person who runs your site will see it.
2. Commit the `.siteseoai` folder after every report so the trend keeps building.

YOU'RE DONE WHEN

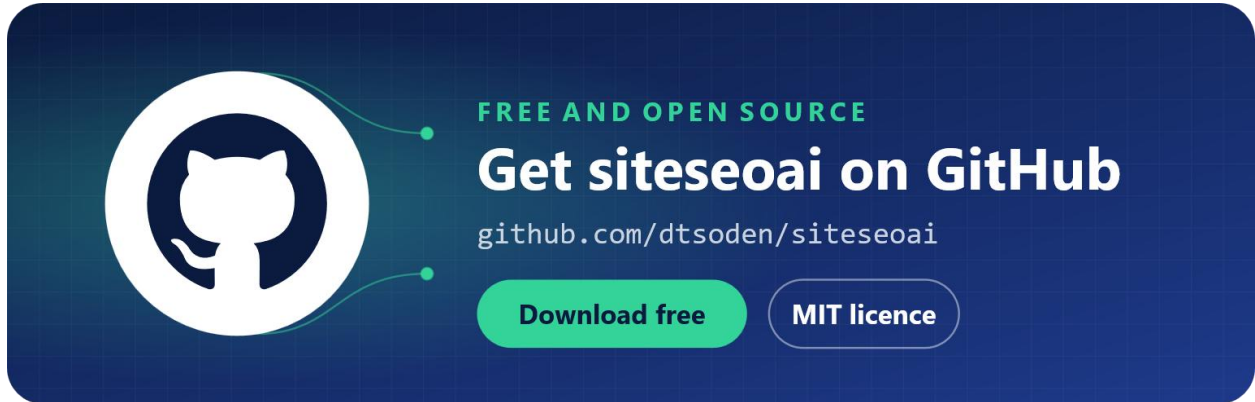
the routine below happens without anyone chasing it.

WHEN	DO THIS
Every build	<code>/siteseoai gate</code>
After each deploy	<code>/siteseoai indexnow</code>
Every week	<code>/siteseoai pull</code> for fresh Search Console and Bing numbers.
Every month	A full report with <code>/siteseoai</code> , then work the top fixes from Play 4. Run <code>/siteseoai track</code> too if you use it.
Every quarter	<code>/siteseoai doctor</code> and <code>/siteseoai sync</code> to keep keys and reference rules current. Recheck what you allow AI systems to do.

05 FREE AND OPEN SOURCE

Free to use. Open to read. Yours to keep.

siteseoai costs nothing. The code is public on GitHub under the MIT licence, so you can read every check it runs, change it to suit you, and keep using it whatever happens to the project.



FREE AND OPEN SOURCE

Get siteseoai on GitHub

github.com/dtsoden/siteseoai

Download free **MIT licence**

Download it or read the code: github.com/dtsoden/siteseoai

- No subscription, no seat fees and no charge per website.
- Your reports stay in your website's folder, never on someone else's server.
- Every finding links to the published rule behind it, and the code that decided it is there to read.
- Updates come through Claude Code. What changed in each version is on the GitHub releases page.

WHAT YOU'D PAY ELSEWHERE

The money you keep

Most small businesses that take search seriously pay for an SEO suite, a site crawler and, lately, a tool that watches AI answers. Here's what those cost at list price, and what sitemeoai costs for the same jobs.

WHAT A YEAR COSTS

Keep about \$1,835 a year

Typical paid setup

Semrush, Screaming Frog, Otterly

\$2,035

sitemeoai

Free, plus Claude Pro if needed

\$200

List prices in US dollars as published in October 2026. Details in the table below.

TOOL	WHAT IT'S FOR	LIST PRICE	A YEAR
Semrush Pro	All-in-one SEO suite: audits, keywords, rank tracking	\$139.95 a month	\$1,408 billed yearly
Ahrefs Lite	All-in-one SEO suite with a backlink index	\$129 a month	\$1,290 billed yearly
Moz Pro Starter	Entry-level SEO suite	\$49 a month	\$588
Screaming Frog SEO Spider	Desktop crawler for technical audits	\$279 a year	\$279
Otterly.AI Lite	Tracks whether AI assistants mention you	\$29 a month	\$348
sitemeoai	Audits, AI access, the publish check, your Google and Bing data, AI citation tracking	Free	\$0

Prices are each vendor's published list prices in US dollars as of October 2026, at the cheapest plan that does the job. Vendors change prices, so check before you buy or cancel.

The math for a typical setup

ITEM	A YEAR
Semrush Pro, billed yearly	\$1,408
Screaming Frog SEO Spider	\$279
Otterly.AI Lite, billed monthly	\$348
Paid setup total	\$2,035
sitieseoai	\$0
Claude Pro, if you don't already have it, billed yearly	\$200
What you keep	\$1,835 a year

What it covers, and what it costs to run

JOB	IN SITESSEOAI	COST
Full site audit: technical, on-page, structured data	Included	Free
AI crawler access, tested as each assistant	Included	Free
Agent readiness level	Included	Free
Check before you publish	Included	Free
Search Console, Analytics, Bing and PageSpeed data	Included	Free, with your own free accounts
Plain-English fix list and fixes you approve	Included	Free
Whether AI assistants name you	Included	You pay the AI services directly, capped at your monthly limit
Keyword and competitor research	Included	Pay as you go through DataForSEO, capped
Links from other websites	Reads the link reports you export and add	Free

Be fair about the trade. sitieseoai doesn't estimate a competitor's traffic, because nobody outside a business can measure it, and it doesn't keep its own index of every link on the web. If you rely on those, one paid suite still has a place. The savings above assume you drop the rest.

06 GROUND RULES

What sitieseoai won't do

It's built to be trusted with your website. These four rules hold every time it runs.

Make up numbers	It never guesses a competitor's traffic, because nobody outside a business can measure it. Every result links to its source.
Rewrite your words	Titles, descriptions and page text stay yours. It suggests changes, and you decide.
Spend without asking	The paid extras show the cost first, wait for your go-ahead, and stop at a monthly limit you set.
Keep your data elsewhere	Reports and history are saved in your own website's folder, so they move with your site.

07 QUICK REFERENCE

The commands you'll use

COMMAND	WHAT IT DOES
<code>/sitereoai</code>	Guided start. Works out where your site stands and walks you through the next step.
<code>/sitereoai status</code>	Where things stand: setup, config, last report, next step.
<code>/sitereoai audit</code>	A full report. Add a web address to check the live site.
<code>/sitereoai ai</code>	The AI crawler table on its own.
<code>/sitereoai fix</code>	Proposes changes for the fixable findings. Nothing changes without your yes.
<code>/sitereoai gate</code>	The check before you publish.
<code>/sitereoai pull</code>	Brings in Search Console and Bing data.
<code>/sitereoai track</code>	Asks AI assistants your customers' questions, after a cost estimate.
<code>/sitereoai indexnow</code>	Tells Bing and others which pages changed.
<code>/sitereoai doctor</code>	Checks setup and keys on this computer.



When your customers ask, be the answer.

Free and open source. siteSEOAI.davidsoden.com

github.com/dtsoden/siteSEOAI

SITeseoAI IS A BRAND OF

David Soden

davidsoden.com