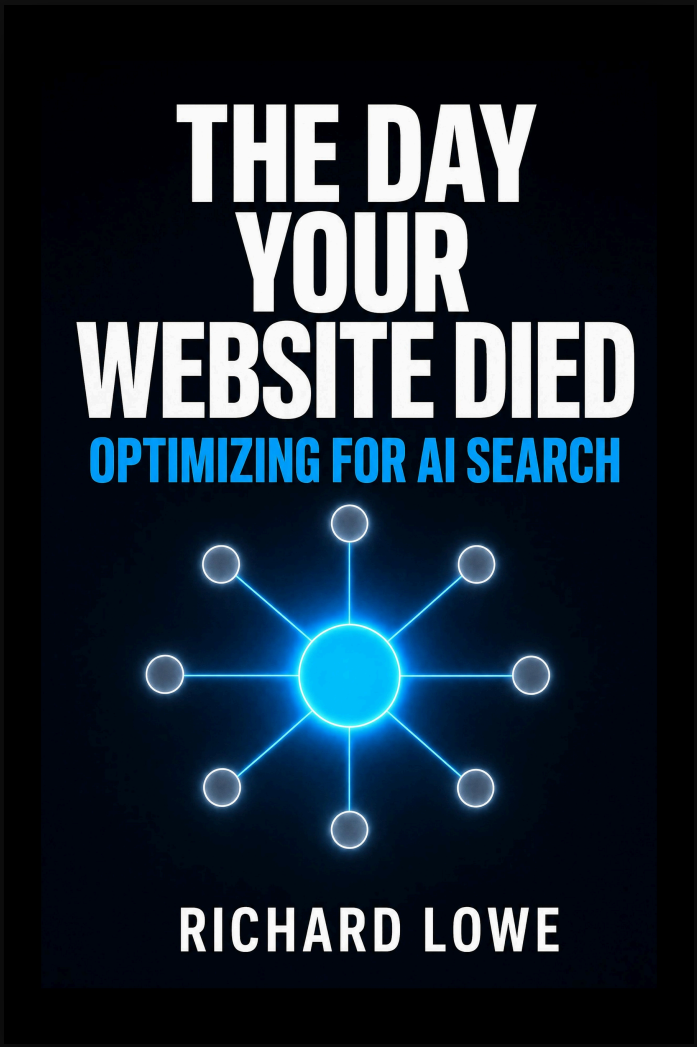
A FREE COMPANION TO THE DAY YOUR WEBSITE DIED

Be the Answer

A fill-in workbook for making the true facts about you easy for an AI engine to find, confirm and name.



RICHARD LOWE

How to Use This Workbook

Work it from the top, and stop when you run out of time. The top of the list pays the most.

The Day Your Website Died explains why the AI engines now confirm businesses and people instead of ranking pages, and how to build an identity they can confirm. This workbook is the hands-on half. It gives you the forms to fill in, the checks to run and the logs to keep.

As you go, sort every task into one of two buckets, the way the book asks:

MINE: ONLY I CAN DO IT	HAND OFF: TECHNICAL MACHINERY
Deciding the settled facts about my business Writing the real answers my customers ask for Listing the topics I actually know Claiming my profiles and earning real reviews Watching what the engines say about me	Building the schema (a plugin does it from a form I fill in) Domain and DNS settings Fixing a page the crawlers can't read Reading the server logs, if I don't want to Clearing the cache after changes

For the hand-off column, your job is to know what a working result looks like, ask for it, and check that it got done.

If you do only five things, do these, in this order

1. **Plant the anchor** on your own site: one machine-readable statement of your organization and you as a person (Parts 1 and 3).
2. **Claim the registries**: Wikidata and the hard identifiers (Part 3).
3. **Fix your listings and gather real reviews** (Part 4).
4. **Rebuild your most important pages** so a machine can lift them, starting closest to your money (Part 2).
5. **Read your logs** to confirm the AI crawlers can reach you (Parts 2 and 5).

> *The machines have stopped ranking you and started confirming you.*

Part 1: Your Master Record

Decide these facts once. Then every page, profile, listing and schema field copies them exactly.

To you, “Roger's Photoshop Factory” and “Rogers Photoshop Factory LLC” are the same business. To a machine cross-referencing records, they are a smear of slightly different entities. Write the one true version here.

FACT	THE EXACT FORM I WILL USE EVERYWHERE
Business name, character for character	
Address (decide on suite numbers and abbreviations)	
Phone number	
Primary domain (one, with the prefix settled)	
Founding year	
Business category	
What we do, in one plain sentence	
My name as the named author or founder	
My job title	
My real credentials (only ones that are true)	

My topics (knowsAbout)

Broad terms describe everyone. “Photography” is too wide to be a handle. “Photo retouching, color correction, product photography editing, image restoration” are precise enough to be the subjects of real questions.

SPECIFIC TOPIC	A QUESTION A REAL PERSON ASKS ABOUT IT

Part 2: Reachable, Readable, Liftable

You can do everything else perfectly and stay invisible if the crawler never arrives, or arrives and finds a blank page.

The plumbing

- [ ] One primary domain, in my own hands, matching the name I use everywhere
- [ ] Domain registration details are accurate (a privacy proxy in front of them is fine)
- [ ] The site resolves to one secure address; every other version is sent cleanly to it
- [ ] Checked my provider's bot settings (Cloudflare blocks AI training bots on new sites)
- [ ] Search and retrieval crawlers allowed; training crawlers decided on purpose

The two-minute blank page check

Most AI crawlers don't run JavaScript. Google's does, so your Google rankings can look healthy while ChatGPT, Claude and Perplexity see empty shells. View the page source (the raw code, not the inspector), or turn JavaScript off and reload.

IMPORTANT PAGE	REAL WORDS IN THE RAW SOURCE?	IF NOT, HANDED TO

The fix goes to whoever builds your site: the content, the schema and the key facts must be present in the server's first response.

Pages the machine can lift

Start with the pages closest to your money. Write a page in each column and check what it has.

THE PAGE HAS	PAGE	PAGE	PAGE	PAGE
Answer first: answer in the first 40 to 75 words of each section				
Questions as headings: asked the way a person asks				
Summary up top: right after the title				
One idea per block: each piece stands alone				
Real evidence: sourced numbers, named experts, tables				
Only I can say it: my own data or findings				
Named, real author: consistent everywhere				
Last real refresh: new substance, not only a new date				

Part 3: The Witness Ledger

Every confirmation is a witness. The method is a crowd of witnesses who all say the same true thing, wired so the engine can see they agree.

Two rules govern your sameAs list: authority over volume, and every link must be real and must actually be you. Add to the list as you earn each one. Never remove old entries to make room.

WITNESS	GET IT	ADDRESS OR ID	MATCHES MASTER RECORD	POINTS BACK TO MY SITE	IN MY SAMEAS
Wikidata item (QID)	Today, free				
ORCID	Today, free				
ISNI	Request it				
VIAF	Earned by being cataloged				
Library of Congress or Open Library	Earned through cataloged books				
LinkedIn	Claim it				
Crunchbase	Claim it				
Google Business Profile	Claim and fill completely				
YouTube	Claim it				
GitHub (technical fields)	Claim it				

Before you create the Wikidata item

- [ ] Wikidata asks for verifiable existence, which is a lower bar than Wikipedia's notability
- [ ] I have at least one solid, independent source other than my own site: a business database, registry, industry directory, or professional or library record
- [ ] My site names the Wikidata item, and the Wikidata item names my site

Wikipedia and the discussion platforms are earned. You position yourself to deserve them over time. Forcing them backfires.

Part 4: Listings and Reviews

Consistency beats quantity. Eighty listings that match perfectly beat two hundred where forty percent are wrong.

Copy the name, address and phone from Part 1 into every listing, character for character. Start with Google Business Profile and fill it completely: category, real hours, an honest description, real photos, services. Then the major directories and the data aggregators that feed smaller directories automatically.

PLATFORM	CLAIMED	NAME MATCHES	ADDRESS MATCHES	PHONE MATCHES	REVIEWS	FIXED ON
Google Business Profile						

- [ ] Old phone numbers and old addresses hunted down and corrected
- [ ] Correct details sent to the aggregators, so the clean version spreads on its own
- [ ] Real customers asked for real reviews on the platforms the engines read

Where the time goes: the book's payoff ranking

1. **The owned core**: the anchor, the consistent identity, clean schema.
2. **Buildable off-site work**: Wikidata, identifiers, listings, reviews, consistent profiles.
3. **Durable long-form**: a substantial video, a real article.
4. **The earned giants**: deserve them over time. Daily posting comes last, and only as marketing.

Part 5: Measure and Watch

Your logs prove a crawler visited. They can't prove you were cited. Watch both.

The monthly log check

MONTH	TRAINING CRAWLER HITS	SEARCH CRAWLER HITS	ON-DEMAND FETCHER HITS	AI BOTS BLOCKED (TARGET: ZERO)

An on-demand fetcher hit means a real person asked an engine something and the engine came to your site to answer. After any important change, clear the cache through every layer and confirm a fresh visitor gets the new version.

Watch your reflection

Ask the major engines about yourself and your business the way a real person would. Check three things: is it accurate, is it complete, and which sources is it leaning on?

DATE	ENGINE	QUESTION I ASKED	NAMED ME?	ACCURATE?	SOURCES IT LEANED ON

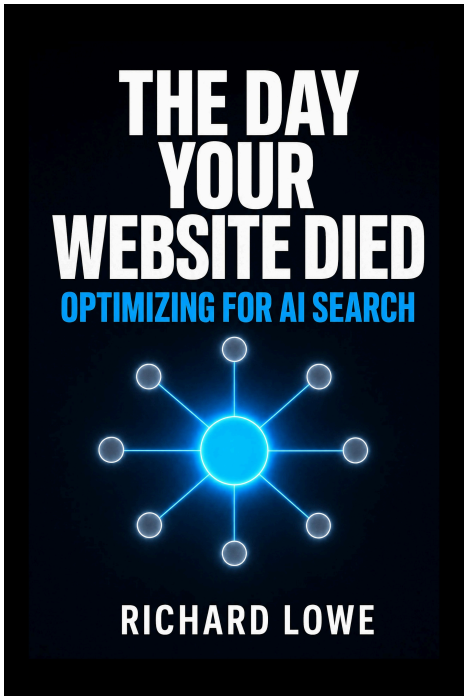
If the water turns

- [ ] Don't panic, and don't amplify the false claim while denying it
- [ ] Strengthen my own authoritative account so the truth is the best corroborated thing available
- [ ] Address the false content at its source through the platform, preserving evidence as I go
- [ ] Close every data void: no fact about me left for the engine to guess

The truest measure: a real person, sent by a machine, showing up. Ask every new client how they found you.

The Whole Story

This workbook gives you the worksheets. The Day Your Website Died gives you the reasons and the detail behind every line: how the two kinds of search differ, how to build the anchor and the schema, Wikidata and the hard identifiers, pages the machine can lift, listings, reviews, profiles, logs, freshness, attacks on your entity, and the honest limits of all of it.



The Day Your Website Died:
Optimizing for AI Search
The Publishing Series

Get the full book

thewritingking.com/library/the-day-your-website-died/

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