

ShippedAndSeen

The Quotable Kit

23 prompts and a fill-in fact sheet to make your vibe-coded app easy for AI to understand, describe, and quote.

A. Quotable description

B. Brand voice

C. llms.txt + FAQ

D. AI self-check

Free from ShippedAndSeen · shippedandseen.com · Works with ChatGPT, Claude, Gemini, Cursor, Lovable, Bolt, Replit, v0, Claude Code

Why this kit exists

When someone asks ChatGPT or Perplexity "what's a good tool for X?", the AI pulls from what it can read and what it can repeat. If your site doesn't say, in plain words, what your app is, who it's for, and why it's different, the AI has nothing clean to quote. So it quotes someone else.

This kit fixes the "nothing clean to quote" part. You'll:

- **(A)** Write a crisp, quotable description of your product
- **(B)** Set a brand voice that every AI tool you use follows
- **(C)** Generate an llms.txt draft, an FAQ block, and the basic page tags
- **(D)** Check for yourself how ChatGPT and Perplexity describe your app today

No tricks, no keyword stuffing. Just making your app easy to understand, for humans and machines.

How to use it

1. **Fill in the Fact Sheet first** (next page). Every prompt pulls from it, and it keeps your facts consistent everywhere.
2. **Paste prompts into any capable AI chat** (ChatGPT, Claude, Gemini, or similar), or into your coding tool (Cursor, Lovable, Bolt, Replit, v0, Claude Code) where noted.
3. **Replace anything in [BRACKETS]** with your details. Where a prompt says [PASTE FACT SHEET], paste the whole filled-in sheet.
4. **Edit the output.** AI drafts are a starting point. Cut anything that isn't true about your app.

Honest note: Nothing here guarantees AI engines will mention you. These prompts remove the common reasons they can't find, read, or describe your app. That improves your odds. It doesn't buy a spot.

The Fact Sheet (fill this in first)

Copy this into a doc and fill it in. Short, plain answers beat clever ones.

PRODUCT FACT SHEET

App name:

URL:

One-line description (draft, you'll improve it with Prompt 2):

Category (the words a buyer would type, e.g. "habit tracker app"):

Who it's for (be specific):

Who it's NOT for:

The main problem it solves:

Top 3 features, each with the outcome it gives the user:

- 1.
- 2.
- 3.

What makes it different from the obvious alternatives:

Main competitors or alternatives people use today:

Pricing (free tier? paid plans? exact prices):

Platforms (web, iOS, Android, Chrome extension, API...):

Launch date / current status (beta, live, etc.):

Founder or team name (if you want to be named):

Proof you can actually back up (real user counts, reviews, press). Leave blank if none:

Words or claims to AVOID (things that aren't true or you can't prove):

Links: pricing page, docs, changelog, contact:

Tip: If you can't fill a line in, that's a finding. AI can't describe what your own site doesn't say.

PART A

Write a description AI can quote

PROMPT

01

The Fact Sheet interview

What it's for: Filling in the Fact Sheet when you're too close to your own product to see it clearly.

How to use it: Paste into any AI chat. Answer its questions one at a time. At the end you get a completed sheet.

You are a sharp product marketer interviewing a solo founder. Your goal is to fill in the Product Fact Sheet below with clear, specific, true answers.

Rules:

- Ask me ONE question at a time. Wait for my answer.
- If my answer is vague ("it helps people be productive"), push back once and ask for something concrete: who, what, how much, compared to what.
- Never invent facts, numbers, or features. If I don't know, write "unknown".
- When every field is filled, output the completed Fact Sheet in plain text.

My app's URL is [URL]. You can start by asking what the app does in my own words.

[PASTE THE BLANK FACT SHEET]

The quotable one-liner

What it's for: The single most important sentence on your site. This is the line you want AI to repeat when it describes you.

How to use it: Paste with your Fact Sheet. Pick the winner, then use it word for word in your homepage intro, meta description, social bios, and directory listings.

Using the fact sheet below, write 10 one-sentence descriptions of my app.

Each sentence must:

- Name the app and its category in plain words a buyer would search for
- Say who it's for
- Say the main outcome or difference
- Be under 25 words
- Contain zero hype words (no "revolutionary", "seamless", "game-changing", "powerful", "ultimate")
- Be something a journalist or an AI assistant could quote as-is without editing

Format: "[App] is a [category] for [audience] that [outcome/difference]."

Then score each one 1 to 5 on clarity, specificity, and quotability, and recommend the best one with a one-line reason.

[PASTE FACT SHEET]

Find your real category words

What it's for: AI matches your app to questions using category language. If you call yourself a "momentum engine" but buyers ask for a "habit tracker", you're invisible to that question.

How to use it: Run it, then make sure your top 1 or 2 category phrases appear in your title, H1, and intro.

```
I'm going to describe my app. List the 10 category phrases a real buyer would most likely type or say when looking for something like it (for example "habit tracker app", "Notion alternative for small teams").
```

```
For each phrase:
```

- Say whether it's broad, medium, or niche
- Say whether my current description below actually uses those words

```
Then recommend the 1 primary and 2 secondary category phrases I should use consistently across my site. Do not invent new jargon. Use the words buyers already use.
```

```
My current description: [PASTE YOUR HOMEPAGE HEADLINE AND FIRST PARAGRAPH]  
[PASTE FACT SHEET]
```

Who it's for (and not for)

What it's for: AI assistants love recommending tools "for" a specific person. A sharp audience line makes you the obvious answer to "best X for Y" questions.

How to use it: Use the output in a short "Who it's for" section on your homepage or pricing page.

```
Based on the fact sheet below, write:
```

1. "Best for" list: 3 to 5 specific audiences, each in one short line (e.g. "Solo founders who track habits on their phone").
2. "Not a fit for" list: 2 or 3 audiences who should use something else, with what they should use instead if obvious.
3. One sentence that combines the top audience and the main outcome, in the style: "Built for [audience] who want [outcome] without [common pain]."

```
Be honest. Saying who it's not for builds trust and helps AI match me to the right questions.
```

```
[PASTE FACT SHEET]
```

Features into outcomes

What it's for: "Has AI coach" is a feature. "Get a daily nudge based on the habits you actually skip" is something a person (and an AI) can repeat as a reason to choose you.

How to use it: Use the results as feature bullets on your homepage.

Turn each feature below into a one-line benefit a user cares about.

Format for each: "[Feature]: [what it lets the user do or stop doing], [concrete detail]."

Keep each under 20 words. No hype words. Do not add capabilities that aren't listed.

Features:

1. [FEATURE]
2. [FEATURE]
3. [FEATURE]
4. [FEATURE]

Context: [PASTE FACT SHEET]

Honest comparison lines

What it's for: "Alternatives to [big competitor]" is one of the most common questions people ask AI. If your site never mentions the competitor, you're hard to connect to that question.

How to use it: Use the lines on a comparison section or an "alternatives to X" page. Keep them fair. AI and humans both distrust trash talk.

Write fair, factual comparison lines between my app and each competitor listed.

For each competitor:

- One sentence on what the competitor is genuinely good at
- One sentence on where my app is a better fit, and for whom
- One "choose [competitor] if... / choose [my app] if..." line

Rules: no claims I can't back up, no insults, no invented numbers. If the fact sheet doesn't give you enough to compare a point, say "needs info" instead of guessing.

Competitors: [COMPETITOR 1], [COMPETITOR 2], [COMPETITOR 3]
[PASTE FACT SHEET]

The answer-first intro

What it's for: The first 2 or 3 sentences of your homepage, written so that if an AI only reads the top of your page, it still gets the full picture.

How to use it: Put the winner directly under your H1, as real text in the HTML (not inside an image or an animation).

```
Write 3 versions of an answer-first intro paragraph for my homepage.
```

```
Each version:
```

- 40 to 60 words
- Sentence 1: what the app is and who it's for (use my one-liner if provided)
- Sentence 2: the main problem it solves or the key difference
- Sentence 3: the most important practical fact (pricing, platform, or how it works)
- Plain, specific, no hype, no questions, no "Welcome to"

```
My one-liner: [PASTE YOUR CHOSEN ONE-LINER]  
[PASTE FACT SHEET]
```

The questions your buyers ask AI

What it's for: A list of real buyer-style questions. You'll use it for your FAQ (Part C) and for testing how AI answers today (Part D).

How to use it: Save the list. It's the backbone of the rest of the kit.

```
List 20 questions a potential customer might ask ChatGPT or Perplexity when they're  
looking for a product like mine, but before they know my app exists.
```

```
Mix these types:
```

- "Best [category] for [audience]" style questions
- Problem-first questions ("how do I stop forgetting to...")
- "Alternatives to [competitor]" questions
- Comparison and pricing questions ("free [category] with [feature]")

```
Rules: do NOT include my app's name in any question. Write them the way a normal person  
types, not like SEO keywords. Group them by type.
```

```
[PASTE FACT SHEET]
```

PART B

Set a brand voice every AI tool follows

PROMPT

09

Extract your voice from what you've already written

What it's for: You already have a voice in your tweets, launch posts, or README. This pulls it out into rules.

How to use it: Paste 3 to 5 samples of writing you like that sounds like you.

Analyze the writing samples below and describe the voice in them as a practical style guide.

Give me:

1. 5 adjectives that describe the voice, each with a one-line "this means..." explanation
2. Sentence style: typical length, use of contractions, use of questions, humor level
3. 10 words or phrases this voice uses naturally
4. 10 words or phrases this voice would never use
5. A "this, not that" table with 5 rows showing a bland sentence rewritten in this voice

Base everything on the samples. Don't flatter. If the samples are inconsistent, say where.

Samples:

[PASTE 3 TO 5 SAMPLES]

Build a reusable brand voice file

What it's for: One file that holds your facts and your voice, so every AI tool writes about your app the same way. Consistency across your site, docs, and posts also means AI engines see the same description everywhere.

How to use it: Save the output as `brand.md` in your project. Point your coding tool at it (Cursor rules, Claude Code's CLAUDE.md, Lovable or Bolt project knowledge, Replit or v0 project instructions), and paste it at the top of any chat where you write copy.

Create a concise brand voice file (under 400 words) in Markdown that any AI writing tool can follow. Use the fact sheet and voice notes below.

Sections:

1. Canonical facts: app name (exact spelling and capitalization), one-liner, category, audience, pricing. Mark these "use exactly as written".
2. Voice: 4 to 6 short rules
3. Always: 5 rules (e.g. "lead with the outcome")
4. Never: 5 rules, including never inventing stats, testimonials, or features
5. Words we use / words we avoid
6. One example paragraph written in this voice

Write it as instructions to an AI ("Write in...", "Never...").

[PASTE FACT SHEET]

[PASTE VOICE NOTES FROM PROMPT 9, OR DESCRIBE THE VOICE YOU WANT]

Consistency audit

What it's for: Finding the places where your site, App Store listing, social bios, and directory profiles describe you differently. Mixed signals make it harder for AI to settle on one clear description.

How to use it: Paste every description of your app you can find.

```
Below is my brand voice file, followed by every description of my app I could find online
(homepage, app store, social bios, Product Hunt, directories, README).
```

```
For each description:
```

- Flag anything that contradicts the canonical facts (name spelling, category, pricing, audience, features)
- Flag outdated info
- Rate its consistency with the one-liner from 1 to 5
- Write a corrected version that fits the platform's length limits

```
End with a short list of the 3 most important fixes.
```

```
[PASTE BRAND VOICE FILE]
```

```
Descriptions:
```

```
[PASTE EACH, LABELED BY WHERE IT CAME FROM]
```

Rewrite a page in your voice

What it's for: Bringing an existing page (homepage, pricing, about) in line with your facts and voice.

How to use it: Works in a chat or directly in your coding tool on the page file.

```
Rewrite the page copy below so it follows my brand voice file exactly.
```

```
Requirements:
```

- Keep every true fact. Remove anything not supported by the canonical facts.
- The first paragraph must be answer-first: what it is, who it's for, the key difference.
- Use my primary category phrase in the H1 or first sentence.
- Keep headings clear and descriptive (an AI skimming only headings should understand the page).
- Do not add testimonials, stats, or features that aren't in the facts.
- Return the copy with headings marked as H1, H2, and so on.

```
[PASTE BRAND VOICE FILE]
```

```
Current page copy:
```

```
[PASTE]
```

llms.txt, FAQ, and page basics

PROMPT

13

Draft your llms.txt

What it's for: llms.txt is a proposed standard: a plain Markdown file at `yoursite.com/llms.txt` that gives AI tools a short, clean summary of your site and links to your key pages. Adoption by AI engines is still uneven, so treat it as cheap insurance, not a magic switch.

How to use it: Save the output as `llms.txt` in your site's public root folder so it loads at `/llms.txt`.

Write an llms.txt file for my website following the llmstxt.org format:

- Line 1: "# " followed by the app name
- Then a blockquote ("> ") with a one or two sentence summary (use my one-liner)
- Then a short paragraph of key facts: who it's for, pricing, platforms, what it does NOT do
- Then "## " sections with Markdown link lists in the form "- [Page title](full URL): one-line description of the page"
Suggested sections: Product, Docs, Pricing, Company
- Then an "## Optional" section for less important links (blog, changelog)

Rules: plain Markdown only, no HTML, no marketing fluff, only URLs I provide. Keep it under 60 lines.

My pages and URLs:

[LIST EACH PAGE: TITLE, URL, WHAT IT COVERS]

[PASTE FACT SHEET]

Build an FAQ block

What it's for: FAQs match the question-and-answer shape of AI search. A clear answer on your page is easy for an AI to pick up and repeat.

How to use it: Add it as a visible FAQ section on your homepage or pricing page. Use real HTML text, not a collapsed widget that only loads with JavaScript.

Write an FAQ section for my homepage with 8 questions and answers.

Use the buyer questions below as inspiration, plus the obvious ones (pricing, who it's for, how it compares to [MAIN COMPETITOR], platforms, data/privacy, getting started).

Each answer:

- Starts with a direct answer in the first sentence (yes/no or the fact)
- 2 to 4 sentences total, under 70 words
- Names the app at least once, so the answer makes sense if quoted alone
- Contains only facts from the fact sheet. If a fact is missing, write [NEEDS INFO] instead of guessing.

Buyer questions: [PASTE YOUR LIST FROM PROMPT 8]
[PASTE FACT SHEET]

JSON-LD schema

What it's for: Structured data that tells machines, in a standard format, what your app is, what it costs, and what your FAQ says.

How to use it: Paste the output into a `<script type="application/ld+json">` tag in your page's `<head>`. Check it with a schema validator (validator.schema.org) afterwards. Note: Google shows FAQ rich results only for a small set of sites now, but the markup still describes your page clearly.

Generate valid JSON-LD for my homepage using schema.org types:

1. SoftwareApplication (or WebApplication if it's browser-only): name, description (my one-liner), url, applicationCategory, operatingSystem, offers (price and priceCurrency for each plan, use "0" for free tiers)
2. Organization: name, url, logo URL, sameAs links to my social profiles
3. FAQPage: using the exact questions and answers from my FAQ below

Rules:

- Only include properties you have real values for. Do NOT include aggregateRating or review unless I provide real data.
- Output one `<script type="application/ld+json">` block using @graph, ready to paste.

[PASTE FACT SHEET]

Logo URL: [URL]

Social profile URLs: [URLS]

FAQ: [PASTE FAQ FROM PROMPT 14]

Title, meta description, and H1

What it's for: The three lines that every crawler reads first.

How to use it: Pick one set and apply it to your homepage.

Write 3 sets of homepage tags for my app. Each set includes:

- Title tag: under 60 characters, includes the app name and primary category phrase
- Meta description: 140 to 155 characters, says what it is, who it's for, and one concrete reason to click
- H1: under 10 words, plain and specific, includes the category or main outcome

No clickbait, no hype words, no claims not in the fact sheet. Show the character count for each title and meta description.

Primary category phrase: [FROM PROMPT 3]

One-liner: [FROM PROMPT 2]

[PASTE FACT SHEET]

Apply it all with your coding tool

What it's for: One prompt that takes everything you just wrote and puts it on your site.

How to use it: Paste into Cursor, Lovable, Bolt, Replit, v0, Claude Code, or similar, with your outputs filled in. Review the changes before you publish.

Please update my landing page with the following SEO and AI-readability changes. Make minimal, careful edits and keep the existing design.

1. Set the homepage <title> to: [TITLE]
2. Set the meta description to: [META]
3. Make sure there is exactly one <h1> with the text: [H1]
4. Directly below the H1, add this intro paragraph as plain text: [INTRO FROM PROMPT 7]
5. Add a visible FAQ section near the bottom of the page with these questions and answers, as real HTML text (not loaded only on click): [FAQ]
6. Add this JSON-LD inside <head>: [SCHEMA FROM PROMPT 15]
7. Create a file at the public root so it's served at /llms.txt with this content: [LLMS.TXT]
8. Add a canonical link tag pointing to [HOMEPAGE URL], and make sure a sitemap.xml exists that lists my main pages.
9. IMPORTANT: Make sure the homepage's main text (H1, intro, features, FAQ) is present in the initial HTML the server sends, not only after JavaScript runs. If the page is rendered only on the client, tell me the simplest way to pre-render or server-render this page in this project, and do it if it's low risk.

When done, list every file you changed and anything you couldn't do.

Check what crawlers actually see

What it's for: Many AI-built apps send an almost empty HTML page and fill it in with JavaScript. Some crawlers don't run JavaScript, so they may see nothing. This prompt checks for that and for accidental crawler blocks.

How to use it: Paste into your coding tool inside your project (it can read your files and, in some tools, run commands).

```
Audit my project for AI crawler readability and report back in plain language:
```

1. Rendering: Is my homepage server-rendered, statically generated, or client-side only? If I fetch it with a plain HTTP request (no JavaScript), roughly how many words of real content would be in the HTML? If it's close to zero, propose the simplest fix for this framework.
2. robots.txt: Show me my current robots.txt (or tell me there isn't one). Would it allow or block these user agents: GPTBot, OAI-SearchBot, ChatGPT-User, PerplexityBot, ClaudeBot, Google-Extended, Googlebot, Bingbot? Watch for wildcard rules that block more than intended.
3. Is there an llms.txt, a sitemap.xml, and a canonical tag on the homepage?
4. Is there JSON-LD on the homepage? Is it valid JSON?

```
Do not change anything yet. Just report, then suggest fixes in order of importance.
```

Quick manual check (no AI needed): In a terminal, run `curl -s https://yourapp.com | wc -w`. If the number is tiny compared to what you see in the browser, your page is client-rendered. Also open `https://yourapp.com/robots.txt` in a browser and read it.

Good to know: Google-Extended controls whether Google can use your content for training its Gemini models. It does not control Google Search. Google's AI answers in Search rely on the regular Googlebot, so don't block Googlebot.

PART D

Self-check: how does AI describe you today?

Before you start: AI answers change from run to run and depend on your account history and location. For a fairer test:

- Use a fresh or temporary chat (ChatGPT's Temporary Chat, a logged-out session, or a private window)
- Turn on web search where it's an option
- Ask each question 3 times in separate fresh chats and record every answer
- Write down the date. Retest in about 30 days after making changes.

Keep a simple log: question, engine, run number, were you mentioned (yes/no), what it said, which competitors appeared.

PROMPT

19

Direct recall test

What it's for: Does the AI know your app exists, and is what it "knows" correct?

How to use it: Paste into ChatGPT and Perplexity, in a fresh chat each time.

```
What is [APP NAME] ([URL])? Who is it for, what does it do, and how much does it cost? If you're not sure about any part, say so instead of guessing.
```

What to look for: Wrong category, outdated pricing, missing main feature, or confusing you with a different product with a similar name. Each one tells you which line of your site to make clearer.

PROMPT

20

Category discovery test

What it's for: The real test. When a buyer asks for a tool like yours without naming you, do you show up?

How to use it: Pick 5 questions from your Prompt 8 list. Ask each one, 3 times, on each engine, in fresh chats.

```
[PASTE ONE BUYER QUESTION, e.g. "What's the best habit tracker app for people with ADHD?
Give me your top options with a one-line reason for each."]
```

What to look for: Count mentions out of total answers (for example "2 of 15"). That rate is far more meaningful than any single answer.

PROMPT

21

Alternatives test

What it's for: Checks whether AI connects you to the competitors your buyers already know.

How to use it: Run for your top 2 or 3 competitors.

```
What are the best alternatives to [COMPETITOR]? I'm a [YOUR TARGET AUDIENCE] and I care
most about [YOUR MAIN DIFFERENCE]. List 5 to 8 options with a short reason for each.
```

What to look for: If you're never listed, an honest "alternatives to [competitor]" page (Prompt 6) is often one of the highest-value pages you can add.

PROMPT

22

Source check (best in Perplexity)

What it's for: Perplexity shows its sources. Seeing which pages it cites tells you where AI is learning about your category.

How to use it: Ask a buyer question in Perplexity, then follow up with this prompt in the same thread.

```
Which sources did you use for that answer? For each source, tell me the site, what kind
of page it is (review site, listicle, Reddit thread, company page, directory), and why it
was useful. Then tell me what a new [CATEGORY] app would need on its own site, or where
it would need to be listed, to be a good source for this question.
```

What to look for: Directories, listicles, or community threads that show up again and again. Those are places worth being listed or mentioned (honestly, following each site's rules).

Score your results

What it's for: Turning a messy pile of AI answers into a simple scorecard and a fix list.

How to use it: Paste your log (all the answers you collected) into any AI chat.

Below is a log of AI answers I collected while testing whether my app, [APP NAME], gets mentioned. Each entry has: question, engine, run number, and the full answer.

Please produce:

1. Mention rate per engine (e.g. "ChatGPT: 2 of 15 answers") and overall
2. Which questions triggered a mention and which never did
3. Every way my app was described, quoted exactly, with anything inaccurate flagged against my fact sheet
4. A table of competitors mentioned instead, with counts per engine
5. The 3 most likely reasons I'm not showing up more, and the 3 fixes I should make first

Count carefully. Only count a mention if my app is named explicitly. Do not estimate or round up.

[PASTE FACT SHEET]

Log:

[PASTE LOG]

Your quick self-check list

- ☐ Fact Sheet filled in, no blank lines you could answer
- ☐ One-liner chosen and used word for word on your homepage, meta description, and bios
- ☐ Primary category phrase in your title tag, H1, and first paragraph
- ☐ Answer-first intro directly below the H1, as real HTML text
- ☐ Homepage shows real text without JavaScript (`curl` check)
- ☐ robots.txt doesn't accidentally block GPTBot, PerplexityBot, ClaudeBot, or Googlebot
- ☐ llms.txt live at /llms.txt
- ☐ Visible FAQ section plus JSON-LD schema
- ☐ Brand voice file saved in your project and used by your AI tools
- ☐ Self-check run (3 times per question), results logged with the date
- ☐ Retest booked for 30 days from now

Want the full picture without doing all of this by hand?

Running the self-check properly takes a while: 15 questions, 3 engines, 3 runs each is 135 answers to collect and count.

The **ShippedAndSeen AI Visibility Report (\$29)** does that for you. We ask ChatGPT, Perplexity, and Google's AI (approximated with Gemini plus Google Search grounding, and labeled that way) about 15 buyer-intent questions, 3 times each. You get your mention rate per engine, the exact words AI uses to describe you, who shows up instead, a technical check (crawlers, rendering, llms.txt, schema), and 3 to 5 fixes ranked by effort and impact.

Want the fixes written for you too? Add the **Fix Pack (\$49)** to your report, or get both as a **bundle (\$69)**. It includes one ready-to-paste prompt for your coding tool. Most reports arrive within 24 hours, and if your report isn't useful, reply within 14 days of delivery and we'll refund you in full.

No fake rankings. No guarantees we can't keep. Just honest numbers and a clear next step.

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