Quick Start Tutorial

AI Visibility (GEO) for WordPress & WooCommerce

From install to a finished catalogue in about fifteen minutes.
Version 1.7.11

Before you start

You need:

- A WordPress site you can log into as an administrator
- The plugin `.zip` file
- Your licence key from the purchase email

That is all. No developer, no code, no server access.

Minute 1–2: Install

Plugins → Add New → Upload Plugin → Choose File → Install Now → Activate

A new **AI Visibility** item appears in the left menu.

> **If activation fails** with a message about PHP or WordPress versions: you need PHP 7.4+ and WordPress 6.0+. Your host can raise the PHP version in one click.

Minute 3: Activate the licence

AI Visibility → Licence

Paste your key. Click **Activate**.

Status should read **Active**. You will also see how many sites the licence covers and how many you have used.

An active licence also turns on updates: new versions appear in **Dashboard → Updates** like any other plugin, and you install them with one click. Nothing is sent except the key, your site address and the version you are on.

Minute 4–6: Tell it about your business

AI Visibility → Business

Pick how you sell:

- **Online store**, customers pay on the website
- **Local business / by appointment**, you show products online and sell in person
- **Content site**, no products

Then fill in the name, one sentence about what you do, and, if you are a local business, the address, phone and opening hours. That address is what lets an assistant answer "*where can I see this in person?*".

Set your currency. Leave **Price in the AI summary** switched on.

Then fill in delivery, returns and warranty. These take a minute and answer the questions a shopper asks an assistant before they ask about the product. Write "2-4 working days", not "fast", and "24 months", not "24". The plugin publishes exactly what you type. If delivery differs between a sofa and a cushion, tick **delivery varies by product** and no single figure is published.

Save changes.

Minute 7–8: Point it at your catalogue

AI Visibility → Modules

You will see a table of every content type on your site.

1. Tick the ones that matter. Your products, your pages, your blog.
2. In the **"Describe it to AI as"** column, set your catalogue to **Product**.

> This is the single most important setting in the plugin. If your dresses, furniture or bikes live in a custom content type, which is very common, this is what turns them from "some page" into a product with a price, availability and comparable attributes.

Save changes.

Minute 9–10: Check the dictionary

Still on the Modules tab, scroll to **Read attributes from the description**.

The box below it is a plain list: an attribute label, a colon, the words to look for. It arrives filled in for fashion. If you sell something else, replace it. It takes a minute:

```
Material: oak, walnut, pine, MDF, glass, steel, fabric, leather
Style: modern, scandinavian, industrial, classic, rustic
Dimensions: width *, height *, depth *
Colour: white, black, grey, natural, walnut | default: natural
```

Click **Save changes**, then **Test the dictionary**.

You get a report: how many items had each attribute found, and how many had nothing. If a number looks low, add the words your descriptions actually use. Two minutes here is worth more than an hour anywhere else in this plugin. Attributes are what put you in comparison answers.

Minute 11–13: Fill everything

AI Visibility → Fill everything

1. **Check what is missing**, a report of what is there and what is not, including your images.
2. **Fill everything now**, a progress bar, then a list of what was written.

A few hundred items take a couple of minutes. With the overwrite box off, nothing you wrote by hand is touched. Ticked, that box replaces everything, including your own edits and alt text a person wrote, with no undo, so treat it as a start-over switch, not a refresh.

Minute 14: Look at the result

Open any product in the editor. Under the content you will find the **AI / GEO** panel, in the same place as Yoast or Rank Math.

Each field shows a badge: **Auto** means the plugin keeps it in sync with your content. Type anything and it becomes **Custom**, yours from then on. **Reset to auto** gives it back.

Read the summary. If it says what you would say to a customer, you are done. If not, fix that one item and move on.

If you reuse photographs across products, check them now. Alt text is stored on the image, not on the product. When one photograph is attached to several products, the description written for the first one stays with it and the others inherit it. Open **Media → Library** and look at the alt text on any image used more than once. Correct anything wrong directly there: the plugin never overwrites what a person has written.

Minute 15: Prove it works

Three checks, all quick.

1. Can crawlers reach you? AI Visibility → Status → Run the check. Five green dots means GPTBot, OAI-SearchBot, ChatGPT-User, Claude-SearchBot and PerplexityBot all get through. Red means something in front of your site is blocking them, usually Cloudflare.

2. Is the clean text there? Open any product URL with `/md/` on the end: `https://yoursite.com/your-product/md/` You should see plain text with a data block at the top. The same page also answers at `/index.md`, the address form used by the llms.txt specification. If you get 404: **Settings → Permalinks → Save Changes**.

Worth opening once: `https://yoursite.com/llms.txt`. It is the index an assistant reads first, and every link in it points at these text versions rather than at the normal pages.

3. Is the structured data valid? Paste a product URL into validator.schema.org. You want a **Product** with price, availability, image and your attributes, and 0 errors.

What to do next week

Write your listing pages. This is the biggest remaining win and the plugin cannot do it for you.

AI Visibility → Listings, or edit a category directly. Each one gets:

- A **summary**, what this group is, in 40–80 words
- **How to choose**, the criteria a buyer weighs, one per line
- **Questions**, three real ones customers ask

Tick **Show a comparison table** and the plugin builds one from the attributes of the items in that listing.

Why this matters: when someone asks "*what kinds of X are there*" or "*which one suits me*", the listing page is what gets read. A grid of images gives an assistant nothing to quote. Twenty minutes per category, and you own the answer to every comparison question in your market.

Look at AI Traffic once a week. The tab shows, on one screen, whether AI crawlers read you, whether anybody arrived from an assistant, and how much of your catalogue is ready. Pick a period at the top; everything follows it. **Download spreadsheet** saves that period, one row per day, if you report to somebody. Nothing is expected in the first days: crawlers come first, visitors follow.

Consider the Preferred Source button. In **Features**, at the bottom: a small button that lets a returning visitor add your site as a preferred source in Google, which makes your content more likely to carry a "preferred" badge in AI Mode and AI Overviews for that visitor. It is a plain link, loads nothing from Google, and is off by default. Before enabling it, open **Diagnostics** and record the eligibility check. Do not expect movement in the first weeks; it works one loyal visitor at a time.

Keeping it healthy

When	What
Every new product	Nothing. The panel fills itself on save.
After bulk edits	Re-run **Fill everything**. It only touches empty fields.
Monthly	**Run the check** in Status. Firewall and CDN rules change without warning.
When you change a module	Purge your cache.

If something looks wrong

The AI / GEO panel is missing. The content type is not ticked in Modules. If it is ticked, check **Screen Options** at the top right of the editor.

Changes do not show on the site. Purge your cache. LiteSpeed, WP Rocket and Cloudflare all serve the old page otherwise.

`/md/` **gives 404. Settings → Permalinks → Save Changes**. If it persists, add the cache exclusions from the documentation.

Two Product blocks in the validator. Your SEO plugin is also writing product markup. Set its schema type for that content type to "Off" or "Article".

Crawler check shows red. Cloudflare **Security → Bots**, or your host's firewall. Fix this before anything else. Nothing else in the plugin matters if crawlers cannot get in.