

Does ChatGPT recommend your shop?

Tsari Bombelli · Meet Magento Germany · Mainz, 22 October 2026

B **Your boss** Monday, 9:02

Quick one: are we in ChatGPT? 🙏

Hands up if you got this message, or asked it yourself.

Is your shop in it?



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BOMBELLI
Analytics

Two views

“Good SEO is good GEO”

Brendon Kraham, Google · Think with Google, 17 June 2026, headline

“No action is needed for publishers to benefit from AI Overviews.”

Google Search documentation · May 2024

“There are no additional requirements to appear in AI Overviews or AI Mode, nor other special optimizations necessary.”

Google Search documentation · 2025, live today

“Simply use normal SEO practices. You don’t need GEO, LLMO or anything else.”

Gary Illyes, Google, shared by John Mueller · July 2025



Danny Sullivan, Google · Toronto, April 2026

“...optimizing for generative AI search is optimizing for the search experience, and thus still SEO.”

Google Search documentation · May 2026

“...the way to optimize for AI Search is the same way to optimize for Search: Create great content.”

Nick Fox, Google · Think with Google, June 2026

“That’s why good SEO is good GEO (or AEO, or AI SEO, or whatever).”

Brendon Kraham, Google · Think with Google, June 2026

“...from our POV there’s nothing really special you need to do for generative AI responses in search.”

John Mueller, Google · Bluesky, August 2026

Times Google said it

8

“As always, what I’m talking about is specific to how Google operates.”

Danny Sullivan, Google · Search Off the Record podcast, episode 102

This talk is about **ChatGPT**
and all the other AI answers.



Growth Guy 🚀 · 3rd+

Founder | AI Visionary | GEO Evangelist | Ex-SEO (RIP) 📄

3h · Edited · 🌐

413 comments · 89 reposts

Parody

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SEO is dead. 💀

I analyzed 10,000 ChatGPT answers.
Here are **7 GEO hacks** that will
10x your AI visibility. 👉 ...more

Comment "GEO" and I'll DM you the playbook. ✉️

[#GEO](#) [#AI](#) [#SEOisDead](#) [#ThoughtLeadership](#)



2,847

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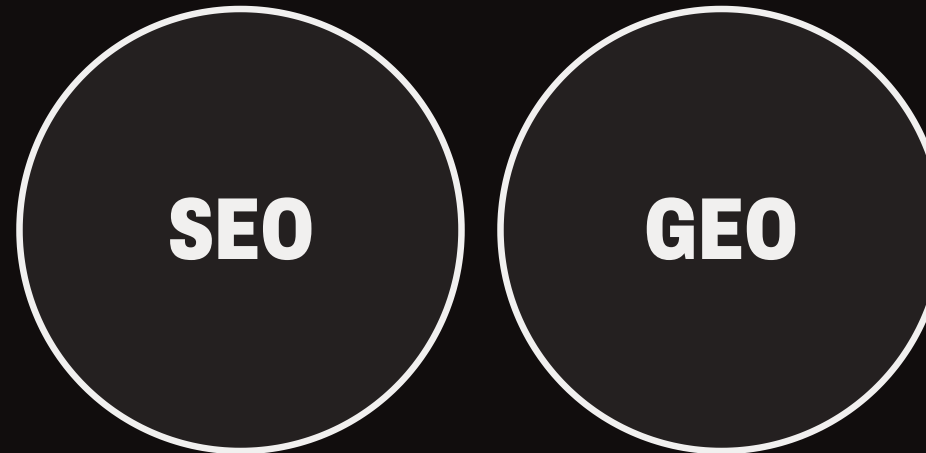
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 Send



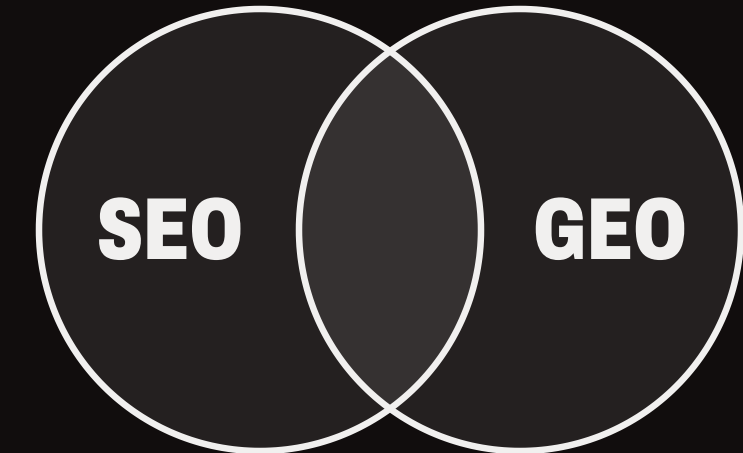
 Google

**Keep doing good
SEO.**



 Growth Guy

SEO is dead.



 Me

Hand in hand.

Everyone sounds very sure.
Nobody shows their data.
So I measured it myself.

20

buying questions

watches, health insurance,
mobile plans, retirement savings

6

AI systems

120

answers

972

sources, 954 of them classified

Switzerland, 15 June 2026, asked in German · six AI systems through their APIs, with web search · sources as each API returns them (Bombelli Analytics, 2026a)

Own site

the provider's own site

Earned

media, blogs, forums,
YouTube

Aggregators

marketplaces, comparison
sites, shops selling
many brands

I'm from Switzerland. **So of course: watches.**

Five questions, the way a customer asks

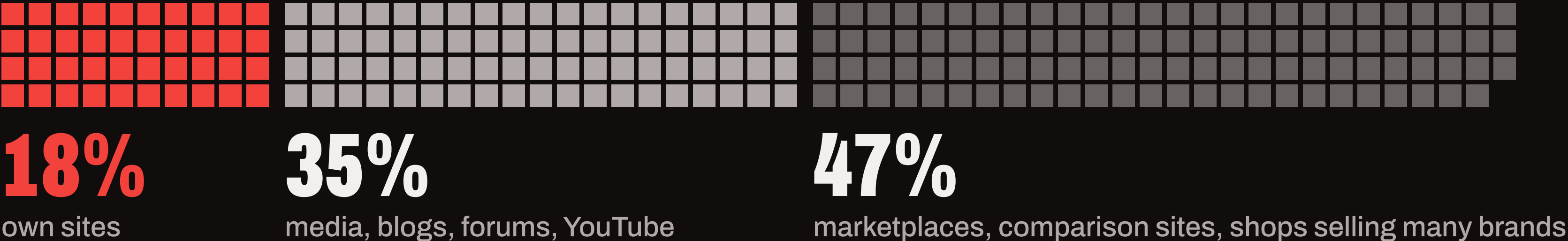
- 1 Swiss watch brands compared: which one offers the best value for money?
- 2 Which Swiss watch brand is worth recommending in the mid-price range?
- 3 Which Swiss watch brand makes a high-quality gift?
- 4 Which Swiss watch brand can you trust most for quality and value retention?
- 5 Which Swiss watch brand is known for independent or sustainable manufactures?

Hands up if you think the brand's own site is AI's main source.

Asked in German, translated (Bombelli Analytics, 2026a).

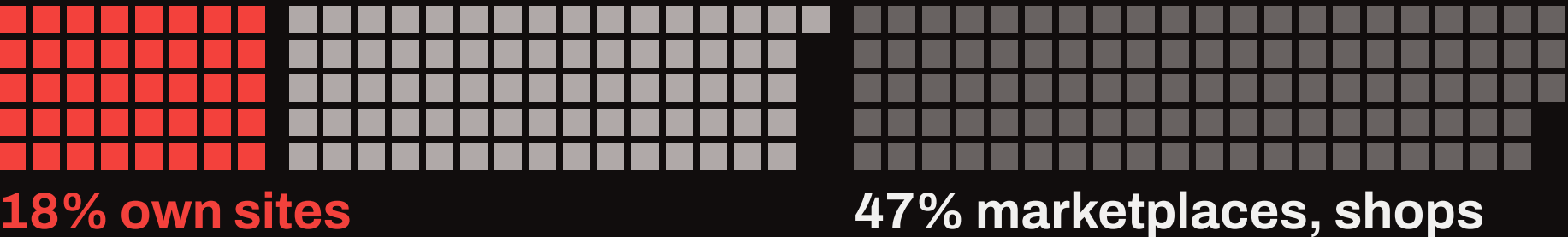
Watches · 5 questions · 219 classified sources

Each square is one source.

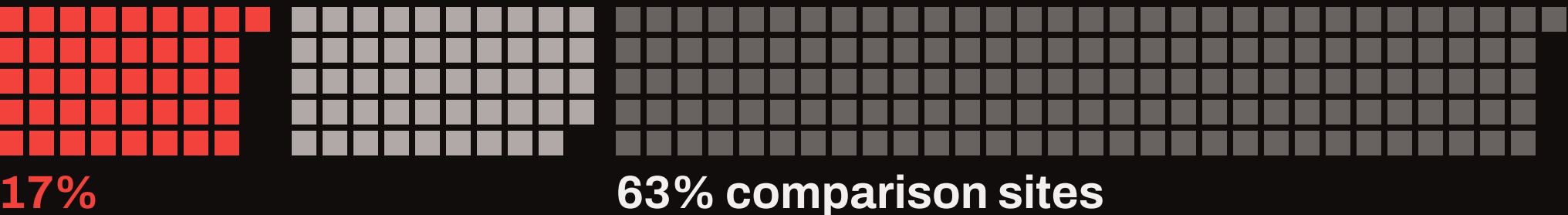


Each square is one source.

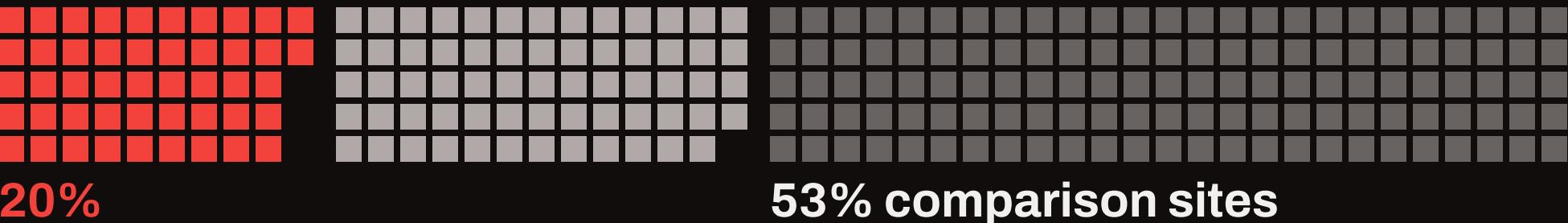
Watches



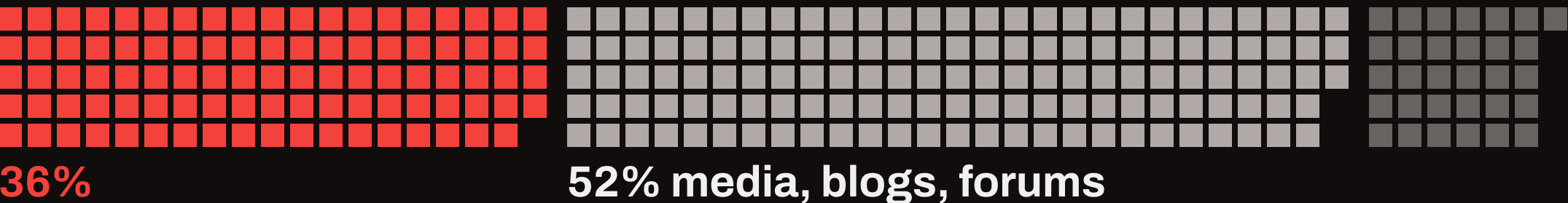
Health insurance



Mobile plans



Retirement savings



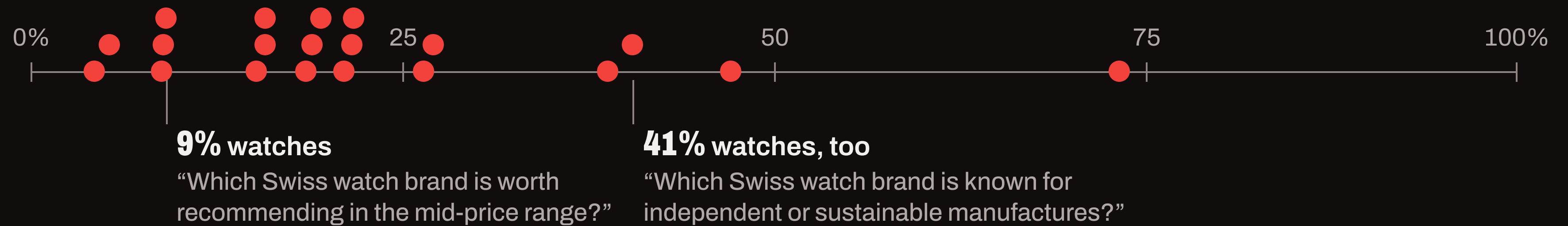
In health insurance, 63 of every 100 sources were comparison sites.

Switzerland, 5 questions per market, one run, 954 classified sources. Single questions ranged from 4% to 73% own sites (Bombelli Analytics, 2026a).

So Growth Guy **was right?**

Share of the sources that were the providers' own sites, per question

Each dot is one question. Bright: the five watch questions.



Your shop? Somewhere on this line.

9%

watches, mid-price

41%

watches, independent or sustainable

There are **no general rules.**

Bombelli Analytics (2026a): own sites among the sources, 17% to 36% per market and 4% to 73% per question. Same data, one method.



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SEO is
dead?
**Not in
my data.**

So much for what I found.
**Now: what you can do beyond
classic SEO.**

1 Let AI in

1 Let AI in

For answers

so AI can cite you

0AI-SearchBot

ChatGPT-User

Claude-SearchBot

PerplexityBot

For training

so AI knows you

GPTBot

ClaudeBot

CCBot

A few of the names. Each AI company has its own.

2 Don't hide info

2 Don't hide info

Some shops load price and text with JavaScript, **after the page opens.**

Googlebot

Opens the page, **runs the JavaScript**, then reads it.

Sees your price.

AI crawlers

ChatGPT · Claude · Perplexity

Read the HTML as it arrives. **No JavaScript.**

**See what's in the HTML.
Nothing more.**

2 Don't hide info



Danny Sullivan, Google · Search Central Live, Toronto, April 2026 · photo: J.-C. Chouinard

Google
is right.
For Google.

2 Don't hide info

Oops! JavaScript is disabled.

To browse the [redacted] store, enable JavaScript in your browser.

What the AI gets to read.

71,267 0

bytes of code

words about the product

A public demo storefront, one product page, as an AI crawler gets it.

2 Don't hide info

view-source:yourshop.com/automatic-watch-40mm

```
1 <!doctype html>
2 <html lang="en">
3 <head>
4   <title>Automatic watch, 40 mm</title>
5   <script type="application/ld+json">
6     { "@type": "Product", "name": "Automatic watch, 40 mm",
7       "offers": { "price": "890.00", "priceCurrency": "EUR" } }
8   </script>
9 </head>
10 <body>
11   <h1>Automatic watch, 40 mm</h1>
12   <span class="price">€890.00</span>
```

890.00

1/2 ^ v x

1 Open one of your product pages.

2 View the source: Ctrl+U, on a Mac ⌘+U.

3 Search for your price: Ctrl+F.

Not in there? **Then the AI crawler doesn't see it either.**

3 Describe it

3 Describe it

Mostly there already

Name

Price

Rating

Stock

Add it

Brand

GTIN

Returns

Shipping

Fill in **what a shopping assistant compares.**

Product data in the source code of two common Magento themes, out of the box, October 2026 (Bombelli Analytics, 2026b).

4 Write guides, articles and blogs

4 Write guides, articles and blogs

When an AI cited a comparison site, a marketplace or a multi-brand shop: **which page was it?**

398 of 409

an article, blog post, listicle or comparison page

AI cites the page **that answers the question.**

409 citations of comparison sites, marketplaces and multi-brand shops, all 20 questions: 398 were articles, blogs, listicles and comparison pages, 10 were pages for a single product or offer, one could not be determined (Bombelli Analytics, 2026a).

4 Write guides, articles and blogs

Which guide? **Your market decides.**

Search Console

The questions people already type to find you.

“People also ask”

The questions Google shows for your products.

Your customer service

What people ask you before they buy.

5 Be known

5 Be known

Place yourself **where AI looks for answers.**

Comparison sites

comparis.ch · alao.ch

Be listed. Keep your prices and data current.

Marketplaces

chrono24.de

Complete listings, with the same data as in your shop.

Media, YouTube

watchtime.net · youtube.com

Give them something worth writing about.

Among the most cited sites in health insurance, mobile plans and watches (Bombelli Analytics, 2026a).

Growth Guy has 7 hacks.
I have 5 chores.



7 GEO hacks

1 Let AI in

✓ robots.txt, firewall, logs: do the AI bots get through?

2 Don't hide info

✓ view the source: is your price in it?

3 Describe it

✓ brand, GTIN, stock, returns, shipping

4 Write articles

✓ one page for each question your customers ask

5 Be known

✓ comparison sites, marketplaces, media: are you listed?

How AI sees you

AI referrals last month

chatgpt.com · perplexity.ai · gemini.google.com

In Analytics: Traffic acquisition › Session source

“Which espresso machine under 500 euros is worth it?”

Question 1 of 10 · your customers’ words, **never your shop’s name**

ChatGPT

☐ named

☐ first

Gemini

☐ named

☐ first

Perplexity

☐ named

☐ first

? %

of the sources
are yours

A quick check. A real measurement needs far more answers.

B **Your boss** Monday, 9:02

Quick one: are we in ChatGPT? 🙏

Y **You** Friday, 16:58

Three numbers:

AI referrals last month: ____

Named in __ of our 10 questions, first in __

Sources that are ours: __ %

B **Your boss** Friday, 16:59

👍 **Same again next month?**

Thank you.



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Be known. Be findable.



Shop Check, slides, LinkedIn
bombelli-analytics.ch/mainz

BOMBELLI
Analyti**cs**

How I measured

When, where	15 June 2026, location Switzerland, questions in German, one run
Questions	20 buying questions, 5 each: watches, health insurance, mobile plans, retirement savings (pillar 3a)
Systems	official APIs with web search: GPT-5.2, Claude Sonnet 4.5, Gemini 2.5 Flash, Grok 4.1 Fast, Mistral Medium, Sonar Pro
Sources	as each API returns them: links in the answer, for Claude and Perplexity also search results · 972 sources from 282 websites
Counting	each link once per answer · shares over 954 classified sources, 18 unclear left out
Classes	own site · earned (media, blogs, forums, video) · aggregator (marketplaces, comparison sites, multi-brand shops)

Each AI system on its own

System	Sources per answer	Own sites
ChatGPT	4.8	37%
Gemini	12.3	29%
Claude	13.4	13%
Perplexity	8.7	22%
Le Chat	4.5	26%
Grok	5.1	24%

20 answers per system, all four markets together, June 2026. ChatGPT: links in the answer only. Claude and Perplexity: plus search results.

The B2B study

When, where	20 July 2026, Switzerland, questions in German
Markets	accountants (5 questions), business software (7), law firms (5)
Systems	GPT-5.4, Claude Sonnet 4.6, Gemini 3.5 Flash, Grok 4.3, Mistral Medium, no Perplexity, 3 runs each
Counted	every source the AI retrieved, not only the ones quoted in the text
Results	accountants 74.9% of 1,153 · software 82.5% of 1,793 · law firms about 60% of 1,097, after moving rankings like Chambers and Legal 500 out
Caveat	unassigned sites counted as provider sites; stricter counting lowers the numbers, counting only quoted links raises them

llms.txt

97%

of llms.txt files got zero traffic in May 2026

Ahrefs, 137,210 domains: “Nothing fetched them at all.” (Linehan, 2026)

Google Search documentation: “Google Search ignores them.”

Magento details

robots.txt in the Admin

Content › Design › Configuration › Search Engine Robots. The default lines arrive with Reset to Defaults, and they say nothing about AI bots.

Fastly module

Abusive Crawler Protection, off by default. When on: more than 100 requests per IP and hour that reach Magento get a 429. Only Googlebot, msnbot and Bingbot are exempt. AI bots are not.

Managed hosting

Some managed hostings block suspected bots by default. Ask your provider which AI bots get through, or check your logs.

Cloudflare

A blanket “Block” for AI training can also stop search bots. To stop training only, use the training-only setting.

Checkout inside AI

29 September 2025	ChatGPT Instant Checkout with Stripe, US only
January 2026	Copilot Checkout starts rolling out in the US
24 March 2026	OpenAI: “Powering product discovery in ChatGPT”
Today	Google checkout via UCP: US, Canada, Australia, selected merchants. ChatGPT product feeds: approved partners, aimed at the US. Germany: not listed

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