


# Get Recommended by ChatGPT: the AI-search visibility playbook

Find out how often ChatGPT, Google's AI Mode and Perplexity name your products and link your shop when shoppers ask, then fix the product data and reviews behind it in 30 days.

ONLINE SHOPS EDITION · FREE SAMPLE

NEUROVA AI
SOFTWARE DEVELOPMENT

## About this guide

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| GUIDE | Get Recommended by ChatGPT: the AI-search visibility playbook |
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This free sample contains chapter 01. The full guide has all 6 chapters, plus the prompt library and the checklist.

**The promise.** Over one week, in about an hour in total, you'll measure how often each assistant **names your products** and **links your shop** when shoppers ask in your category, and whether it gets your product facts right. Then, in 30 days of short tasks, you'll fix the product pages, product data, reviews and outside mentions those answers draw on, and re-run the same test.


**Licence.** This is a free sample. You are welcome to share it as it is.


**Examples.** The worked-example business in this guide is fictional. The build is real: every step was carried out on the tools named, on the date above. Case studies from real companies are cited with their source.

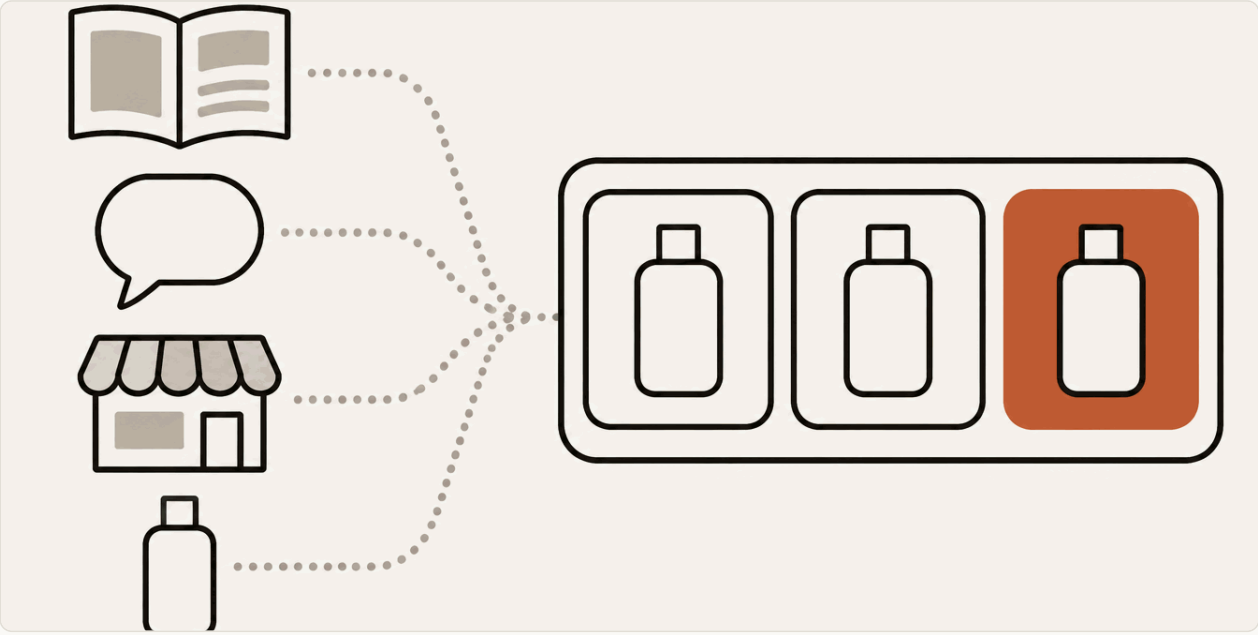
**Tools change.** AI products update often. If a screen looks different from the one described, the method still applies; owners get free updated versions in their library.


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CHAPTER 01

# How AI assistants pick products

When a shopper asks ChatGPT what to buy for their skin, the assistant reads what editors, communities, brands and shops have written, picks a few products and links a few shops. This chapter shows where it reads, so you know what to fix.

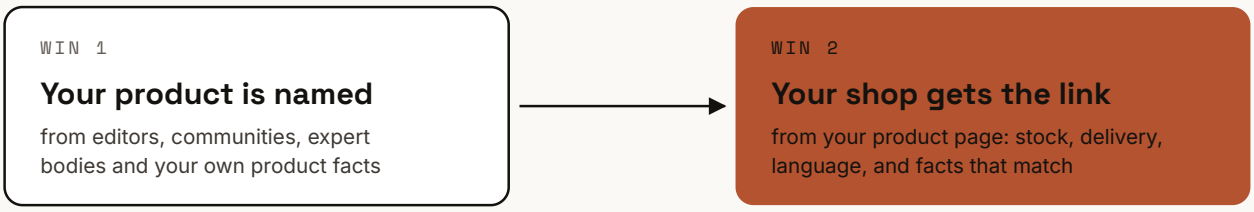


| | |
|---|---|
| YOU'LL HAVE | The two wins to measure, the five places AI assistants look for products, and the three facts that change how you measure success |
| TIME | 15 minutes |

Shoppers who arrive from an AI answer come ready to buy. In September 2026, Adobe measured visits from AI assistants to US retail sites converting **90% better** than other visits, with AI-referred traffic up 71% on a year earlier.

## Two wins, not one

In an AI shopping answer you can win twice. Your product can be **named**, and your shop can be **where the link goes**. They don't come together. In our own test, ChatGPT named the same two products in three runs of one question and linked different shops each time; Google's AI Mode did the opposite, naming different products but the same two drugstore chains.




Brand owners need both wins. A shop that resells other brands competes for the second.

**Fig 1.1** The two wins in an AI shopping answer

## The five places AI looks

On 17 November 2026 we asked ChatGPT, Google AI Mode and Perplexity the questions a shopper in the Netherlands would ask about skincare. Across 15 answers they cited or linked 107 pages. This is where those pages came from.

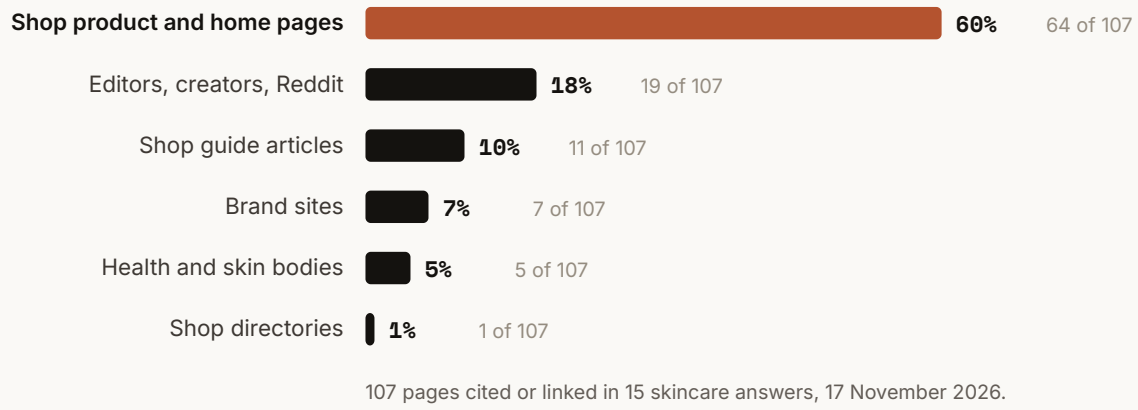



**Fig 1.2** Every page the assistants cited or linked in our skincare test, by type. The AI Mode answers came from a signed-in browser and may be personalised

That gives you five places to work on:

1. **Your shop's own pages.** Seven in ten of everything cited: product and category pages, and shops' own guide articles. The assistants quoted what the pages said: "fragrance-free", the size, stock, the delivery cut-off time.
2. **Brand sites.** If you make your own products, your brand pages are where the product facts start.
3. **Expert and health bodies.** For "what should I use for…?" questions, ChatGPT took its advice from dermatology societies, then named products.
4. **Editors and communities.** In Novi's analysis of 10.7 million ChatGPT citations for beauty products, **Reddit came first**, followed by an editorial magazine, Wikipedia and a beauty retailer; for skincare, editorial outlets and major retailers weighed more. In our test, AI Mode also drew on salon blogs and Instagram creators. These sources decide which products get named.
5. **Google's Shopping Graph.** Google's AI Mode draws its product listings from the Shopping Graph, built from the product data shops send to Google Merchant Center and from the web.

## Three facts that change how you measure

**1. AI shopping answers are not Google Shopping.** In a Productrise study of more than 100,000 identical shopping searches in the US and UK, AI Mode showed products for 23% of queries, against 88% for normal search, and about 4 products instead of 22. Only 0.8% of the products overlapped.

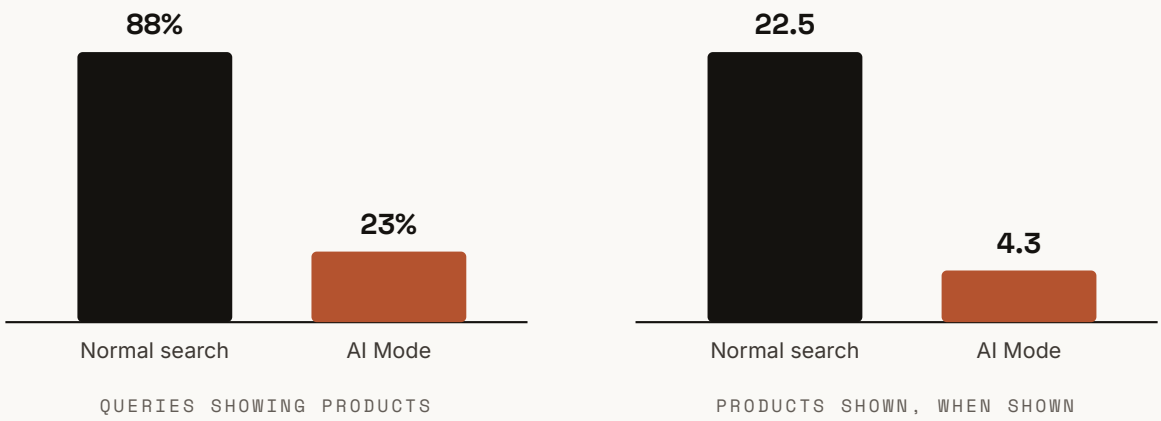



**Fig 1.3** Google normal search vs AI Mode for the same shopping searches. Source: Productrise, July 2026, US and UK

**2. Answers change every time you ask.** In a SparkToro study of about 3,000 runs, ChatGPT and Google's AI had less than a 1-in-100 chance of giving the same list twice. Chapter 2 measures a **rate**, never a single answer.

**3. Buying inside the chat is US-first.** As of November 2026, OpenAI's product feed targets US shoppers, and Google's checkout in AI Mode is for eligible US retailers. For a shop selling in Europe, the way in today is the open web: your product pages, your product data, your reviews and what others write about you. Chapter 3 has a box for shops that also sell to the US.

WHAT THIS GUIDE WON'T DO

There is no trick, no paid placement and no "AI ranking" service that buys your product a spot in the answer. Every step makes true information about your products easier to find, check and quote. That is also why it lasts.

WHAT NEXT

# Get the full guide

You've read the first chapter. The full guide takes you through all 6 chapters of the build, step by step, with every prompt ready to copy and a checklist to work from.


02 **The one-week audit**

Twelve shopping questions, three assistants, three runs, plus a check of what they say about your best sellers.

03 **Week 1: product pages and product data**

Best-seller pages that answer shoppers' questions, product data machines can read, and claims that hold.

04 **Weeks 2–3: reviews and outside proof**

A review routine inside the EU rules, replies that protect privacy, and the editors and communities that get products named.

05 **Week 4: re-test and keep it running**

Measure the change honestly, then turn it into a 30-minute monthly habit that follows the seasons.

06 **Troubleshooting**

The seven snags that come up most, and what to do about each.


SEE THE FULL GUIDE

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