

THE PROFESSIONAL EDIT




RESCUE

GUIDE

GET YOUR BUSINESS MENTIONED BY
CHATGPT



WHAT ON EARTH IS CHATGPT, AND WHY SHOULD I CARE?

- 
- ChatGPT = a talking search box. People ask it things like “Who fixes leaking roofs near me?”
 - If ChatGPT quotes your website, you jump straight in front of those people - no ads, no cold calls.
 - Getting mentioned is easier than you think. A few small tweaks and you're set.



HOW DOES CHATGPT PICK WHO TO MENTION?



What ChatGPT Does	Plain Explanation	Your Job
Looks at your website	A little robot (“GPTBot”) reads your pages	Make sure the robot is <i>allowed in</i>
Checks live search	It double-checks with the Bing search engine	Make sure Bing can find you
Grabs clear answers	It likes short, straight facts	Write answers your customers are already asking



The Professional Edit



THREE THINGS TO CHANGE ON YOUR WEBSITE

MAKE SURE:

“Let GPTBot in.”

Add this line in your site settings:




> User-agent: GPTBot - Allow: /, <

“Send Bing our sitemap.”

A sitemap is just a list of your pages. Takes five minutes in Bing Webmaster Tools.

“Check our site on a phone.”

If it's slow or the text is tiny, ask for a tune-up.

 (Confused already? The Professional Edit can do all three in one mini-package.)  



WRITE ANSWERS CHATGPT LOVES

Bad

“We offer comprehensive plumbing solutions.”

Good

Q: “How much does it cost to unclog a kitchen sink in 2025?”

A: “Most jobs in Joburg cost between R600 and R900, parts included.”

Recipe for every page:

1. Put the question in the title.
2. Answer in one clear sentence.
3. Add details, photos, and a call button underneath.



The Professional Edit





ONE-WEEK, 20-MINUTE-A-DAY PLAN





Day	Task	Who Can Do It?	Time
Mon	Get your website to allow GPTBot	You/The Professional Edit	5 min call
Tue	Sign up for Bing Webmaster Tools	You / The Professional Edit	10 min
Wed	Submit sitemap	The Professional Edit	5 min
Thu	Write one Q-and-A page	You	20 min
Fri	Add two customer photos to that page	You	10 min
Saturday	Open site on your phone- does it load fast?	You	5 min
Sun	Celebrate with coffee	You	Free




The Professional Edit





REAL-LIFE WIN



“Joe’s Handyman” added a page titled “How much to paint a two-bedroom flat in Durban?”

ChatGPT now quotes Joe’s price range. He’s booking 4 extra jobs a month—all because of one clear answer page.

Recipe for every page:

1. Put the question in the title.
2. Answer in one clear sentence.
3. Add details, photos, and a call button underneath.



The Professional Edit



KEEP THIS SHEET HANDY

- ☐ **Robot allowed**
- ☐ **Sitemap sent**
- ☐ **Fast on phones**
- ☐ **One clear answer per page**

Tick all four and you're discoverable inside ChatGPT.

Need it done for you?

Service	Handled By	Result
Robot & Bing setup	The Professional Edit	Your site is visible to ChatGPT
5 ready-to-post Q-and-A pages	The Professional Edit	ChatGPT has facts to quote
Monthly check-ups	The Professional Edit	Stay visible, spot new ideas



The Professional Edit





HELP!



OVERWHELMED?



(I DON'T BLAME YOU)

Book a quick chat:
theprofessionaledit.co.za - We
speak business owner, not tech
jargon.



CALL US

- Kath: +27 72 636 7672
- info@theprofessionaledit.co.za

- www.theprofessionaledit.co.za



The Professional Edit

