

BUILT A WEBSITE?

Do these 5 things right after you launch, or nobody finds it. Replace yourdomain.com with your site.

1

GOOGLE SEARCH CONSOLE

Go to search.google.com/search-console → Add property. Choose **Domain** (verify with a DNS TXT record at your domain provider) or **URL prefix** (verify with an HTML tag or file). Once verified, submit your sitemap and watch which searches bring people to your site.

2

SITEMAP

A list of all your pages for search engines. Put it at `/sitemap.xml`, add this line to `robots.txt`, and submit it in Search Console.

```
Sitemap: https://yourdomain.com/sitemap.xml
```

Next.js: create `app/sitemap.ts`

```
export default function sitemap() {  
  return [  
    { url: 'https://yourdomain.com', lastModified: new Date() },  
    { url: 'https://yourdomain.com/about' },  
  ]  
}
```

3

LLMS.TXT

A plain Markdown file at `/llms.txt` that tells AI tools what your site is about and which pages matter.

```
# Your Name / Brand
> One-line summary of what your site is.

## Pages
- [Projects](https://yourdomain.com/projects): what you built
- [Blog](https://yourdomain.com/blog): articles and guides
```

It's a proposed standard (llmstxt.org), and AI tools don't all use it yet. Cheap to add, but don't expect guaranteed results.

4

OPEN GRAPH TAGS

These control the title, image and description when your link is shared on WhatsApp, LinkedIn and others. Put them in your page `<head>`. Use an image around **1200 × 630 px**.

```
<meta property="og:title" content="My Portfolio" />
<meta property="og:description" content="Web developer · projects & blog" />
<meta property="og:image" content="https://yourdomain.com/og.png" />
<meta property="og:url" content="https://yourdomain.com" />
<meta name="twitter:card" content="summary_large_image" />
```

Next.js:

```
export const metadata = { openGraph: { title, description, images: ['/og.png'] } }
```

Test by sharing the link in a chat. LinkedIn's Post Inspector refreshes its cached preview.

5

BING WEBMASTER TOOLS

Go to bing.com/webmasters, sign in, and add your site. The quickest way is **Import from Google Search Console** (it copies your verified site). Otherwise verify by DNS or HTML tag, then submit the same sitemap. Bing also feeds other search products, so it's worth ten minutes.

THE ORDER

Launch site → verify in Search Console → publish sitemap + robots.txt → add llms.txt → set Open Graph tags + test share → import into Bing Webmaster Tools. Then wait: indexing can take days to weeks.