

Search and AI answers checklist

What Google's own pages say to do, and not do, for a practice site in 2026. Each line points at the page it comes from; the lesson has the links.

Skip these

- ☐ Skip llms.txt: Google staff say Google does not use it, and OpenAI has published nothing saying ChatGPT does
- ☐ Skip FAQPage markup: Google no longer shows the FAQ rich result for any site (May 2026 changelog)
- ☐ Skip any service that promises placement in AI Overviews, AI Mode or ChatGPT; Google says no special optimization exists
- ☐ Skip anyone who guarantees a ranking: Google's hiring page says no one can

Do these

- ☐ Make sure each service page is indexed; that is the only eligibility rule for AI Overviews and AI Mode
- ☐ Use the general local business structured data with name and full address; there is no Physician-specific result
- ☐ Write what a person cannot get from ten other pages: who you see, how a first session goes, what it costs
- ☐ Put a real byline, credentials and license on anything you publish; Google says trust matters most on health topics
- ☐ Keep your name, address and phone identical on your site, your Business Profile and every directory
- ☐ Claim and verify your Google Business Profile (checklist on the local SEO lesson)

Expectations

- ☐ Ask any SEO you consider: what results, in what timeframe, in writing
- ☐ Read impressions, position and clicks in Search Console once a month
- ☐ Judge changes in months, never days

Sources: Google Search Central's AI optimization guide, AI features page, FAQ changelog, Do you need an SEO, and helpful-content page; Google Business Profile Help on local ranking. All accessed September 24, 2026.