Aralas Creative

FREE PLAYBOOK 02

Be the brand *the answer recommends.*

How to get your products found on Google and named in ChatGPT and other AI answers, using pages and product data you already own.

For jewelry, home, print, gift and craft brands

15 pages

What's inside

1 The short version
What's changed in how people shop, and what to do about it.

2 How AI answers choose products
What we know, without the hype.

3 Run your own AI answer check
Ten questions, three tools, 30 minutes. Your starting point.

4 Fix your product data
The fastest win: Google Merchant Center and your store catalog.

5 Turn product pages into answers
The facts block, and a full before-and-after.

6 Collection pages and buying guides
The five guides every creative brand should have.

7 Get mentioned elsewhere
Why other sites decide whether AI trusts you.

8 The technical basics, measuring and your 90 days
Plus two worksheets.

WHO THIS IS FOR

Brands with their own online store, most likely on Shopify, who make or curate products people research before buying. You don't need to be technical. Where something needs a developer, we say so.

WHO WROTE IT

Aralas Creative is a marketing studio run by makers and publishers. Our own craft publishing has earned 3.9 million website visitors and more than 900,000 citations in AI answers. This is what we've learned doing it.

CHAPTER 1

The short *version.*

Shoppers used to type "gold hoop earrings" into Google and scroll. Now many of them ask a full question, in Google or in ChatGPT: "What's a good everyday gold earring that won't tarnish, under $80, as a gift for my sister?" The answer names a few products. You want to be one of them.

1. **Check where you stand.** Ask the questions your buyers ask, in the tools they use, and write down who gets named.
2. **Give the machines clean product data.** Google Merchant Center and your store's catalog are where AI shopping answers get prices, stock and details.
3. **Make every product page answer the buying questions.** Material, size, care, delivery, who it suits. Plainly, on the page.
4. **Write the guides people ask about.** Comparisons, gift guides, sizing and care. Signed by someone who makes things.
5. **Get talked about elsewhere.** AI tools trust brands that other sites mention.

THE GOOD NEWS

There's no secret wording that gets you into AI answers. What works is the same thing that's always worked on Google, done more thoroughly: specific, accurate, helpful pages and a brand other people vouch for.

Small creative brands are often better at this than big ones. You know your materials and your customers' questions in detail. Most of that knowledge just isn't written on your website yet.

WHAT TO EXPECT

Product data fixes can show up within weeks. Page rewrites usually take one to three months to move on Google. Guides take three to six. Anyone promising to put you in ChatGPT by next week is guessing.

CHAPTER 2

How AI answers *choose products.*

Nobody outside these companies knows exactly how they rank, and the details change often. But the broad picture is clear enough to act on.

They read the web, then summarise it

When someone asks a shopping question, ChatGPT, Google's AI Mode, Perplexity and Copilot search the web, read a handful of pages, and write an answer from what they find. If your pages don't contain the facts that answer the question, you can't be in the answer.

They lean on product feeds

Google says its AI shopping features draw on its Shopping Graph, which is fed by the product data merchants send through Google Merchant Center. In spring 2026, Shopify began making eligible US merchants' products available in ChatGPT by default through its catalog, with checkout on the merchant's own store.

So your product titles, descriptions, prices and stock aren't only for your website any more. They're your listing inside these tools.

They trust what others say about you

AI answers often cite gift guides, review sites, magazines, forums and Reddit threads. A brand that appears in several independent places looks more trustworthy than one that only talks about itself.

They prefer specifics

"Beautiful handmade earrings" gives an AI nothing to work with. "14k gold-filled, nickel-free, 12mm, safe to shower in, ships in 2 days" answers four questions at once.

WHAT THIS MEANS FOR YOU

- Your product data has to be complete and correct.
- Your pages have to answer real questions in plain words.
- Other credible sites need to mention you.

The rest of this playbook takes these one at a time.

CHAPTER 3 · 30 MINUTES

Run your own *AI answer check.*

Before changing anything, find out where you stand. Ask the questions your buyers ask and write down what comes back. This becomes your baseline and your to-do list.

The ten questions

Fill in the brackets with your own products. Use your customers' words.

1. What's the best [product] for [use or person]?
2. Gift ideas for [person] who loves [interest], under [price]
3. Where can I buy handmade [product] in [country]?
4. Small independent [product] brands worth knowing
5. [Material A] or [material B]: which is better for [product]?
6. [Product] that is [attribute: nickel-free, dishwasher safe, vegan]
7. How do I care for [product or material]?
8. Is [your brand] good?
9. [Your brand] reviews
10. [Your brand] or [a competitor]?

How to run it

- Ask each question in **ChatGPT**, **Google** (look at the AI Overview or AI Mode) and **Perplexity**.
- Use a private browser window, logged out, so your own history doesn't skew the answers.
- Record the results in the scorecard on page 14.

What to write down

Named?	Does your brand appear at all?
Linked?	Is there a link to your site?
Accurate?	Are the price, materials and claims right?
Who instead?	Which brands get named in your place?
Sources cited	Which websites does the answer quote?

> THE COLUMN THAT MATTERS MOST
>
> The sources cited. These are the sites the AI already trusts for your category. They become your outreach list in chapter 7.

CHAPTER 4 · THE FASTEST WIN

Fix your *product data.*

Most small brands have never looked at what Google and their store actually send out about their products. It's often thin, and it's the quickest thing to improve.

Google Merchant Center

It's free, and it lets your products appear in Google's Shopping tab, image results and AI shopping answers without paying for ads.

- ☐ On Shopify, install the **Google & YouTube** app and connect Merchant Center. It syncs your products automatically.
- ☐ Open Merchant Center and fix every product it flags as **disapproved** or **limited**.
- ☐ Set up **shipping and returns** in Merchant Center so Google can show them alongside your products.
- ☐ Handmade products rarely have barcodes (GTINs). That's fine. Make sure the feed says so instead of leaving it blank.
- ☐ Fill in **colour, material, size and product category** wherever they apply. Shopify's category metafields feed these.

Your Shopify catalog

In 2026 your Shopify product data also feeds AI tools directly. Check in your Shopify admin which AI channels are switched on for your store. Then make sure every product has a category, clear variant names and real descriptions.

Product titles that machines understand

Your product title is the most important field in your feed. A good title says what the product is before anything else.

THE FORMULA

Product name + product type + key material + key attribute + size or colour

BEFORE	AFTER
The Luna	Luna Huggie Hoop Earrings, 14k Gold-Filled, 10mm
Forest Floor	Forest Floor Soy Candle, Cedar and Moss, 8oz
Sunday Mug	Sunday Handmade Stoneware Mug, Speckled White, 12oz
Bloom print	Bloom Botanical Art Print, Giclée on Cotton Rag, A4

You keep the name you love. You've just added the words a shopper, and an AI, would use to look for it.

> REVIEWS COUNT TOO
>
> If you collect product reviews, use a review app that shares them with Google. Star ratings show in Shopping results, and AI answers often mention them.

CHAPTER 5

Turn product pages *into answers.*

A good product page answers every question a shopper would otherwise message you about. That's exactly what makes it useful to Google and quotable by AI.

Where the questions are hiding

Open your inbox, DMs and reviews. Write down every question customers ask before they buy. These are your page's missing paragraphs. Most brands find the same five or six coming up again and again:

- Will it tarnish, fade, chip or crack?
- How big is it, really?
- Can I wash it, shower in it, put it in the dishwasher?
- How long until it ships?
- Will it arrive in time for the birthday?
- Can I return it if it doesn't suit?

The page, top to bottom

1. **A title** that says what it is (chapter 4).
2. **Two opening lines:** what it is, who it's for, and the one true thing that makes it different.
3. **Photos** that show scale, detail, the product in use and the packaging.
4. **The facts block** (right).
5. **Answers** to your real customer questions, written out in full.
6. **Links** to related products and the relevant guide.

THE FACTS BLOCK

A short, scannable list near the top of every product page. It's what shoppers check and what AI tools quote.

Material	14k gold-filled, nickel-free
Size	10mm inner diameter, 2mm thick
Weight	1.2g each
Water	Safe to shower and swim in
Care	Polish with the cloth included
Made	By hand in our Leeds studio
Ships	Within 2 working days
Comes in	Recycled gift box, ready to give
Returns	30 days, unworn

ONLY WRITE WHAT'S TRUE

Words like hypoallergenic, sustainable or waterproof are claims. Use them only when you can back them up. AI tools repeat what you write, mistakes included.

CHAPTER 5, CONTINUED

A real *before and after.*

Here's a typical candle description, and the same product rewritten so it answers what shoppers actually want to know.

BEFORE

Forest Floor

Escape to the woods with our beautiful Forest Floor candle. Lovingly hand-poured with the finest ingredients, this luxurious candle will transform any space into a peaceful sanctuary. The perfect gift for someone special.

What's missing

- What it smells like
- Size and burn time
- What the wax and wick are
- Who it suits as a gift
- Delivery and safety information

Words like "luxurious" and "finest" sound nice but tell nobody anything. AI tools skip them.

AFTER

Forest Floor Soy Candle, Cedar and Moss, 8oz

A woody, green candle that smells like a walk after rain: cedarwood and oakmoss with a little vetiver. Good for living rooms and studies, and a safe gift for anyone who doesn't like sweet scents.

Scent	Cedarwood, oakmoss, vetiver
Size	8oz in a reusable amber jar
Burn time	About 45 hours
Wax and wick	Soy wax, cotton wick
Made	Poured by hand in small batches
Ships	Within 3 working days

How strong is the scent? Medium. It fills a living room without taking it over.

Can I reuse the jar? Yes. Once it's burned down, pour in hot water, lift out the wax and wash it.

An illustrative example. Your facts and wording will be your own.

CHAPTER 6

Collection pages *and buying guides.*

Product pages answer "is this the one?" Collection pages and guides answer the questions people ask earlier, while they're still choosing. That's where AI answers send most of their attention.

Collection pages

Collections often rank for the broad searches: "gold huggie earrings", "speckled ceramic mugs". Most are just a grid of products with a title.

- Name the collection with the words people search.
- Add 60 to 120 words above or below the grid: what's in it, who it's for, and how to choose between them.
- Link to the guide that helps people decide.

EXAMPLE COLLECTION INTRO

"Our huggie hoops sit close to the lobe, so they're comfortable to sleep in and easy to stack. Every pair is 14k gold-filled or solid sterling silver and nickel-free. Choose 8mm for a second or third hole, 10mm for everyday, and 12mm if you want them to be noticed. Not sure which metal? Read our gold-filled vs vermeil guide."

The five guides every creative brand needs

The comparison	Gold-filled vs vermeil vs plated. Stoneware vs porcelain. Soy vs coconut wax. Giclée vs digital print. These get quoted in AI answers more than anything else.
The gift guide	By person, budget or occasion. "Gifts for a new homeowner under £50."
The size guide	Ring sizing at home, necklace lengths on a real neck, print sizes and frames.
The care guide	How to clean, store and repair. Builds trust long after the sale.
The how-to	How to style it, use it or make something with it. Essential for craft supplies: crafters buy for the project.

Pick your first topics from your AI answer check, your Google Search Console queries and your customers' questions.

CHAPTER 6, CONTINUED

How to write a guide *that gets quoted.*

1. **Answer in the first three sentences.** If someone asks "is gold-filled better than vermeil?", say which and why before anything else. The rest of the guide is the detail.
2. **Use a comparison table.** Tables are easy for readers to scan and easy for AI tools to lift.
3. **Be fair.** Say when the other option is the better choice. Honest guides get trusted and cited. Sales pitches don't.
4. **Show you've done it.** Your own photos, your own tests, what you've learned making the thing for years.
5. **Sign it.** A named author with a short bio and real making experience. Readers and search engines both look for this.
6. **Link to the products** that fit the answer, so a reader can buy without searching again.
7. **Date it and update it.** Prices, materials and products change. A guide updated this year beats one from 2021.

One thorough guide a month beats four thin ones.

EXAMPLE OUTLINE

Gold-filled vs vermeil vs gold-plated: which lasts longest?

The short answer. Gold-filled lasts longest for everyday wear: years, not months. Vermeil is a good middle ground. Plated suits occasional pieces. Three sentences.

The comparison table. Gold content, base metal, how long it lasts, water, price range, best for.

What each one actually is. One short section each, with a close-up photo.

How to tell them apart when you're shopping. Stamps, descriptions, price.

How to care for each.

Which we use and why. Honest, with links to the pieces.

Questions people ask. Four or five, answered in two or three sentences each.

About the author. Name, photo, years making jewelry.

CHAPTER 7

Get mentioned *elsewhere.*

Your own website can only say so much about you. AI tools and Google both pay attention to what independent sites say.

- **Start with your AI check's cited sources.** If a blog's gift guide keeps being quoted for your category, that's the editor to pitch.
- **Pitch gift guides early.** Many publications plan holiday and Mother's Day guides two to three months ahead. Send a short email with one product, the price, a great photo and why it fits their readers.
- **Ask your stockists** to link to your site and describe you accurately on their pages.
- **Collect reviews** on your site and on Google or Trustpilot. Then reply to them.
- **Join the conversation honestly.** If people ask about your craft on Reddit or in forums, answer helpfully as the maker and say who you are. Never post fake recommendations.
- **Keep your story consistent.** Same brand name, same description of what you make and where, everywhere it appears.

The technical basics

Most Shopify stores get these right by default. Check them once.

- ☐ Your important pages can be found by Google. Search **site:yourstore.com** and see what comes up.
- ☐ **Google Search Console** is set up and your sitemap is submitted.
- ☐ **Bing Webmaster Tools** is set up too. Bing's index feeds Microsoft Copilot and other AI tools. You can import your settings from Search Console in a few minutes.
- ☐ Your robots.txt doesn't block **OAI-SearchBot** (ChatGPT search) or **PerplexityBot**. Blocking GPTBot only stops AI training, which is a separate choice.
- ☐ Product structured data is valid. Test a product page in Google's **Rich Results Test**.
- ☐ Pages load quickly on a phone. Large images are the usual problem.

CHAPTER 8

Measure it, *then keep going.*

What to watch each month

Google Search Console	Impressions and clicks for product, collection and guide pages. The queries you're starting to appear for.
Merchant Center	Free listing clicks, and any new product problems.
AI referrals	In Shopify or Google Analytics, look for visits from chatgpt.com, perplexity.ai, gemini.google.com and copilot.microsoft.com. ChatGPT usually adds utm_source=chatgpt.com to its links.
Your AI answer check	Re-run the same ten questions monthly. Count how often you're named and linked.
Orders	Orders from organic search and AI referrals. The number that pays the bills.

Your 90 days

Week 1	Run the AI answer check. Set up Merchant Center, Search Console and Bing Webmaster Tools.
Week 2	Fix product titles and feed errors for your 20 best sellers.
Weeks 3 and 4	Add facts blocks and customer answers to those 20 product pages.
Weeks 5 and 6	Write intros for your top 5 collections. Publish your first comparison guide.
Weeks 7 to 10	Second guide. Pitch three gift guides or sites from your cited-sources list.
Weeks 11 and 12	Re-run the AI check. Compare with week 1. Pick the next 20 products and the next guide.

> BE PATIENT WITH GOOGLE
>
> Search moves slowly and rankings can shift for reasons that have nothing to do with you. Look at the direction over three months, not the day-to-day swings. The work compounds: every good page you write keeps working.

WORKSHEET 1

Product page scorecard

Score one product page. 0 = missing, 1 = there but thin, 2 = clear and complete. Fix the zeros first.

CHECK	SCORE	NOTE
The title says what the product is, with material and size		
The first two lines say what it is, who it's for and what's different		
Photos show scale, detail, in use and packaging		
A facts block: material, size, care, made, ships, returns		
Answers to the top customer questions, written out		
Every claim on the page is true and can be backed up		
Reviews are shown		
Links to related products and a relevant guide		
Approved in Merchant Center with category, colour and material		
Loads quickly on a phone, and the add-to-cart works		
Total (out of 20)		

16 or more: a strong page. Below 10: start here before writing anything new.

WORKSHEET 2

AI answer check scorecard

Write your ten questions from page 5. Mark C (ChatGPT), G (Google) and P (Perplexity) where you're named. Date: _____

QUESTION	NAMED	LINKED	NAMED INSTEAD	SOURCES CITED
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

Anything inaccurate?

Wrong price, material or claim. Fix it at the source: your page, your feed or the site being quoted.

Sites to approach

The sources cited most often. List the top five here and pitch them.

Want us to *run the check for you?*

We'll ask ChatGPT, Google AI Mode and Perplexity ten questions your customers ask, then show you where your shop appears, who appears instead and what we'd fix first. It's free.

FREE AI ANSWER CHECK

Ten real buyer questions for your category, the three changes we'd make first, and a one-page result in plain English. Ask for yours at aralascreative.com/ai-answer-check.

ORGANIC STARTER · $399 A MONTH (£319)

Eight pages improved and two buying or gift guides a month, signed by a real maker, plus the AI answer check every month. Month to month. Search takes months, not weeks, and we report rankings, visits and orders as they build.

aralascreative.com · hello@aralascreative.com

We usually reply within one business day.

Sources: Google Merchant Center Help on free listings and the Shopping Graph; Modern Retail, "Shopify says purchases are coming inside ChatGPT through agentic storefronts", 12 March 2026; OpenAI's crawler documentation. AI tools change often; this playbook reflects them as of October 2026. © 2026 Aralas Creative.