

12 actions for AI Search

Belgium 2026

A working guide for freelancers and SMEs who want their business to be easier to understand and discover.

Revised edition, 24 September 2026.

Kanexio · Digital strategy consultancy · Brussels

Practical checks, identifiable sources and reporting that distinguishes observations from promises.

These actions are our proposed method. They are not twelve requirements imposed by search engines and do not guarantee citations. Effort depends on the website, available content and technical access.

<https://kanexio.com/en/> · ask@kanexio.com

The Belgian context

Statbel reports that 34.5% of Belgian enterprises with ten or more persons employed, within its survey scope, used at least one AI technology in 2025. This does not measure generative search, ChatGPT or B2B recommendations.

<https://statbel.fgov.be/fr/themes/entreprises/tic-et-e-commerce-dans-les-entreprises>

What this guide helps you do

Organise visibility work around evidence, distinguishing website quality, access for systems and observed business results. These statistics do not let us predict revenue gains or how soon you will be cited.

The programme

- 01 · Describe your business accurately
- 02 · Decide whether llms.txt is useful
- 03 · Check identity references
- 04 · Answer real questions
- 05 · Choose crawler access
- 06 · Provide useful content
- 07 · Earn legitimate mentions
- 08 · Check more than one search engine
- 09 · Identify who is responsible for content
- 10 · Make answers understandable
- 11 · Measure using a stable protocol
- 12 · Connect useful pages

ACTION 01/12**Describe your business accurately**

Check the displayed name, address, contact details and services. If Organization markup is present, compare it with the page. Accurate information is more useful than numerous properties filled without evidence.

A verifiable deliverable

A reference identity sheet and a correction list. Use <https://validator.schema.org/> to identify syntax errors, then compare with visible content. Passing the test does not guarantee a citation.

ACTION 02/12**Decide whether llms.txt is useful**

This file is a documentation proposal to consider for an identified use. Google does not use it to improve search visibility. Do not present it as a compulsory step.

<https://developers.google.com/search/docs/fundamentals/ai-optimization-guide>

A verifiable deliverable

A reasoned decision: a real use, an owner and a maintenance cost, or no identified need that justifies creating it.

ACTION 03/12**Check identity references**

Link only to profiles that genuinely belong to your business. Wikidata has eligibility criteria: creating an entry is not an automatic step in a commercial project. Do not present an identifier as current without checking it.

<https://www.wikidata.org/wiki/Wikidata:Notability>

A verifiable deliverable

A list of valid, accessible profiles. Remove deleted or incorrect references. Promise neither acceptance nor a review deadline on behalf of an external community.

ACTION 04/12**Answer real questions**

Select recurring questions asked before a decision: scope, price, conditions, process and follow-up. Write answers that make sense on their own, with necessary qualifications. There is no magic quota of questions or words.

A verifiable deliverable

A FAQ that helps the visitor. Do not promise Google's former FAQ rich results, withdrawn in May 2026.

<https://developers.google.com/search/updates>

ACTION 05/12**Choose crawler access**

Separate search, user-requested retrieval and training. OpenAI distinguishes OAI-SearchBot from GPTBot. Perplexity documents its own search crawler, PerplexityBot.

<https://developers.openai.com/api/docs/bots>

<https://docs.perplexity.ai/docs/resources/perplexity-crawlers>

A verifiable deliverable

An access matrix by provider and purpose, consistent across robots.txt, hosting and firewall rules. Verify crawler identity using the provider's methods. Do not allow every crawler merely as a commercial principle.

ACTION 06/12**Provide useful content**

Start from a precise question and gather the information needed to answer it. An article can be short or long depending on the need. Do not add paragraphs to reach a supposedly AI-friendly threshold.

A verifiable deliverable

An original page, sourced where needed, that helps readers decide or act. Kanexio's suggested structure may include context, method, an authorised real example, limitations and a next step.

ACTION 07/12**Earn legitimate mentions**

A professional publication can introduce your work to its audience. Propose a useful, documented subject connected to your experience. Clearly distinguish an editorial contribution from advertising.

A verifiable deliverable

A list of relevant publications and an evidence-backed angle. Measure observable visits and enquiries afterwards without automatically attributing every change to the mention. Fabricate neither reviews nor recommendations.

ACTION 08/12**Check more than one search engine**

Google, Bing and assistants have distinct systems and access arrangements. Presence in one does not prove presence in another. Perplexity documents its own crawler: visibility there cannot be reduced to Bing alone.

<https://docs.perplexity.ai/docs/resources/perplexity-crawlers>

A verifiable deliverable

A dated record of important pages in available tools, with the method used. Submit valid sitemaps where supported, without promising indexing or citation timelines.

ACTION 09/12**Identify who is responsible for content**

Present the author or responsible team with an actual role. A biography should explain relevant skills. An updated date should reflect a real revision.

A verifiable deliverable

An owner, date and correction process for each priority item. If Article markup is used, its fields should match the page. Do not invent expertise or human approval to create an appearance of authority.

ACTION 10/12**Make answers understandable**

Choose a precise statement over a vague promise. Preserve units, period, scope and relevant qualifications. An isolated sentence should not reverse the paragraph's meaning.

A verifiable deliverable

For each published figure, a source supporting the exact claim. For example, retain “enterprises with ten or more persons employed” when referring to that Statbel population. Do not turn AI use into purchase intent or correlation into causation.

ACTION 11/12**Measure using a stable protocol**

Choose a few relevant questions for each language. Save the exact question, date, platform, context and response. Distinguish name mentions, website links, accuracy and usefulness.

A verifiable deliverable

A log of repeated observations. The share of mentions in this sample remains specific to the protocol; it is neither market share nor commercial return. Compare observations with measured visits and enquiries.

ACTION 12/12**Connect useful pages**

A service page can lead to a method, a case study and an article addressing an objection. Each link should serve a reader's purpose. Avoid near-identical pages created solely to multiply variants.

A verifiable deliverable

A coherent journey with no broken links, usable on mobile and with a keyboard. For multiple languages, maintain equivalent-page mappings and assign an update owner. The number of pages to create depends on actual needs.

Apply this to your website

Choose three actions that address problems you have actually observed. Assign an owner, date and validation criterion. Then revisit your baseline measurements.

Talk to Kanexio

The audit form sets out current arrangements. The scope and deliverables of further support are agreed after examining the project.

<https://kanexio.com/en/free-audit/>

Contact

Hani Kanaftchian · Kanexio

Rue Vanderkindere 524, 1180 Brussels, Belgium

ask@kanexio.com · +32 485 87 88 42

VAT BE 0541.771.724

<https://kanexio.com/en/>

Sources and scope

Primary sources consulted on 24 September 2026 are linked beside relevant claims. The work lists are Kanexio recommendations. This edition excludes unverifiable statistics, multipliers, visibility timelines and client results from earlier versions. It is not a performance study of the Belgian market.

To report a correction: ask@kanexio.com.