ChatGPT

Ranking in ChatGPT, Claude, Perplexity, and Bard: iOSSubmissionGuide.com Case Study

Overview: How LLMs Recommend and Cite External Sites

Large Language Models (LLMs) like ChatGPT, Google Bard, Anthropic Claude, and Perplexity AI are changing how users discover content. Unlike traditional search engines that list hyperlinks, LLMs **generate answers** by synthesizing information from their training data and/or real-time web results. They do *sometimes* mention or cite external websites – especially when using retrieval-augmented search – but the mechanisms vary by platform:

- **OpenAI ChatGPT:** Trained on a vast corpus (including public web data up to a cutoff date), it mainly relies on internal knowledge. By default it doesn't cite live web sources. However, newer versions integrate with Bing search for live browsing, which means ChatGPT can fetch current web pages via Bing and cite them in answers [1]. In practice, content that ranks well on **Bing** has a higher chance of being pulled and quoted by ChatGPT's browsing mode [2]. Without browsing, ChatGPT might still *mention* well-known sites if they were prominent in its training data.

- **Anthropic Claude:** Claude has an internal knowledge base similar to ChatGPT's. For up-to-date info, Claude reportedly uses **Brave Search** to retrieve content [3]. So if a site isn't indexed on Brave (which has its own index and also partially uses Bing's results), Claude's answers won't include it. Ensuring presence in Brave's index (and thus being discoverable via Brave Search) is key to being mentioned by Claude.

- **Perplexity AI:** Perplexity functions as an *LLM-powered search engine*. It performs live web searches (using Bing's API) and always cites sources for the information it presents [4]. In Perplexity's answers, you will see footnote numbers linking to webpages. This means that **to be recommended by Perplexity, your content must appear among Bing's top results for relevant queries and be perceived as authoritative or relevant enough to quote.** Good SEO on Bing directly translates to visibility on Perplexity.

- **Google Bard:** Bard (and Google's AI Search "Overviews") are backed by **Google's index and knowledge graph**. Bard's responses are informed by information Googlebot has crawled [5]. In many cases Bard will synthesize an answer from Google-indexed pages and sometimes highlight or cite particular sources. Google's generative results heavily emphasize content that ranks well in Google Search and that is well-structured with clear context (Google's *SGE* often cites reputable pages in its AI snapshots). Bard/Gemini pay special attention to structured data (schema) on pages to quickly understand content type [6]. Thus, **strong presence in Google Search results (via traditional SEO) and use of schema markup increase the chances that Bard will utilize or mention your site.**

In summary, to have LLMs recommend or mention a site, that site must be *visible and trusted* in the data sources those LLMs draw from. The table below summarizes how each major LLM accesses external content and the optimization focus for each:

LLM Platform	Sources for Answers	Optimization Focus to Be Included
OpenAI ChatGPT	Primarily pre-trained on web data (up to cutoff); live browsing via Bing for Plus users [3].	Ensure site is crawlable and high-ranking on **Bing**. Content should be authoritative so it was possibly included in training, and use Bing SEO tactics (submit to Bing Webmaster, etc.) [2].
Google Bard	Google Search index and Google's knowledge (index of the web, frequently updated) [5].	Follow **Google SEO** best practices: get indexed in Google, earn strong rankings. Use **schema** to help Google's AI understand page content quickly [6]. Fresh, high-quality content will be favored.
Anthropic Claude	Internal training data; for new info uses **Brave Search** engine [7].	Ensure site is indexed in Brave's search (Brave has its own crawler/index). Being indexed on Bing can help since Brave supplements with Bing results. Build authority so content might be part of Claude's training data.
Perplexity AI	Live web search via **Bing**; always provides cited snippets [4].	**Bing SEO** is critical. Content should directly answer questions so that Perplexity selects it. Use clear headings/answers (potentially FAQ schema) to increase chances of being the snippet source.

Notice a common thread: **strong SEO fundamentals** (crawlability, good content, backlinks, schema) on traditional search engines is the gateway to LLM inclusion [8] [9]. In fact, marketers are finding that improving traditional search rankings often leads to better visibility in ChatGPT and others [10]. LLMs don't have their own new "ranking algorithm" from scratch – they piggyback on the **structure of the web and its search indices** to decide what content to present. As one expert put it, *"LLM SEO is just another form of SEO… simply the act of trying to get your content to show up when someone is searching for something in a search or chat box."* [11].

However, beyond just *indexing*, LLMs are tuned to prioritize certain **content attributes** when choosing what to quote or rely on. They aim to give helpful, accurate answers, so they inherently favor content that aligns with those goals. In the next section, we analyze the content qualities that make a site more likely to be recommended or cited by LLMs.

Content Attributes LLMs Favor (and How the Site Measures Up)

Not all pages that are indexed will be selected by an AI assistant. LLMs have been trained via human feedback to value content that is authoritative, clear, and helpful. When evaluating iOSSubmissionGuide.com as a case study, we should consider how its content aligns with these favored attributes:

Topical Authority

LLMs (and the AI-powered search results) tend to trust **specialized, in-depth sources** over shallow coverage. A site demonstrating *topical authority* — i.e. covering a subject comprehensively and expertly — is more likely to be seen as a go-to reference on that topic.

- **Why LLMs care:** If a model or AI search sees that a website has an entire cluster of content around a niche topic, it "knows" this site is likely an expert source. Presenting info from a known authority improves the AI's answer quality. Moreover, many LLM-driven search tools consider the breadth and interlinking of topic coverage as a signal when choosing sources (similar to how search engines evaluate topical authority [12]).

- **Case Study Assessment:** *iossubmissionguide.com* is narrowly focused on the Apple App Store submission process, and it covers this topic in great depth. The site isn't just a single article; it offers a collection of guides addressing multiple facets of iOS app submission (from technical steps in App Store Connect to common rejection reasons and guideline-specific fixes). For example, the site's menu shows numerous specialized guides: **Common App Store Rejection Reasons**, **Legal & Privacy Guide**, **How to Handle App Store Rejection**, and technology-specific submission guides (React Native, Flutter, SwiftUI, etc.) [13]. This breadth and depth signals strong topical authority in the app submission domain. An LLM scanning or training on this site would recognize it as a dedicated knowledge base for iOS app submissions.

Recommendation: Continue to bolster topical authority. Cover **every relevant subtopic** that a developer might search for in the iOS submission process. The current content is extensive; to go even further, the site could add things like **case studies of app approvals/rejections**, an **FAQ section** for common newbie questions, or content on adjacent topics (e.g. a guide on **App Store Optimization (ASO)** or a comparison with **Google Play submission** differences). The goal is to be *the* definitive resource on the topic. Not only will this help human readers, it ensures that if an LLM is answering a question about iOS app submission, your site has a high chance of containing the exact info needed, making it a prime candidate to quote.

Factual Accuracy and Verifiability

LLMs have a mandate to provide *correct information*. They were trained on text where accuracy is often reinforced by citations or consensus, and many AI search systems explicitly look for content that is factual and **citable**. "Be factual, not fancy" as one LLM SEO summary put it [14]. In practice, this means LLMs prefer content that sticks to verifiable facts, uses clear language, and (in retrieval settings) comes from sources known for accuracy.

- **Why LLMs care:** An AI assistant doesn't want to give wrong answers; it has learned to gauge confidence based on how factual and neutral the source text is. Content that includes concrete data, statistics, definitions, and references to reputable sources will be rated as more reliable [15] [16]. Conversely, pages with clickbait titles or speculative claims ("The Ultimate Secret Hack…") are treated cautiously [17]. Also, when providing sources (as Bing Chat, Bard, and Perplexity do), the LLMs naturally gravitate to pages that *read like* references or how-to guides rather than opinion pieces.

- **Case Study Assessment:** *iossubmissionguide.com* presents factual, *actionable* information grounded in official App Store rules. For example, the guide cites real statistics ("According to Apple, 90% of

submissions are reviewed within 24 hours… roughly 40-50% of first-time submissions get rejected" [18]) and references Apple's official guidelines throughout. The content often explains *why* something is required (like privacy policy rules under guideline 5.1.1) which aligns with factual explanatory style. Importantly, the site's tone is **informative, not sensational** – section titles are straightforward (e.g. "Test for Crashes", "Working Demo Credentials", "Guideline 4.2 Rejection: How to Fix Minimum Functionality") rather than clickbait. This kind of clarity and accuracy makes the content **LLM-friendly**. An LLM can easily quote a line from the site knowing it's likely correct and based on Apple's documented rules.

Additionally, the site has a **References** section (as noted in the menu) presumably linking to Apple's official documentation or other sources. Providing citations to *official docs (.apple.com)* or other authoritative references is a great practice [16] – it not only boosts SEO and user trust, but an LLM scanning the page "sees" those links to .gov, .edu, or official domains and perceives the content as well-sourced. This can indirectly increase the likelihood of being recommended, because the AI can tell the site isn't just opinion – it's grounded in external facts.

Recommendation: Keep up the factual focus. Double-check that all guidelines and stats are current (Apple's policies change, e.g. if any percentages or requirements update in 2026, refresh the content promptly). Wherever possible, **add references or source attributions for key facts** (e.g. link the Apple documentation when mentioning a rule or statistic). This makes your content more citable and trustable. One LLM SEO tip is to include definitions and examples for clarity [19] – iOS Submission Guide already does this by explaining terms (like "SKU" or what Beta App Review means in TestFlight [20] [21]). Continue to provide that explanatory context. Avoid any unsupported claims and stay away from marketing superlatives; the current neutral, instructional style is ideal. By being rigorously accurate and **verifiable**, the site positions itself as a high-quality source an LLM would feel safe citing.

Structured, Clean, and NLP-Friendly Content

Structure is extremely important for both search engines and LLMs. Well-organized, **cleanly formatted content** (with proper headings, subheadings, bullet points, etc.) is easier for an AI to parse and extract information from. In fact, one community guide to LLM optimization succinctly says: *"Structure is everything… If your content is hard to scan, it's hard for LLMs to parse."* [22] .

- **Why LLMs care:** LLMs digest web text in chunks. Clear HTML structure (use of `<h2>, <h3>` for headings, lists for key points, tables for data) helps the model identify the hierarchy of information and the key points. Structured content is also more likely to get picked up as a direct answer. For instance, Bing's AI might grab a bullet list of "steps to do X" or a table of comparisons from a page because it's conveniently structured. Similarly, Google's featured snippets (which feed SGE) often come from well-structured lists or Q&A sections. AI content selectors love **bullet points and step-by-step lists** because they encapsulate answers neatly [23] [24] . Clean HTML (fast-loading, minimal popups and clutter) ensures the crawlers/AI can read the text without hindrance.

- **Case Study Assessment:** *iossubmissionguide.com* is structured as a series of guides with logical sections and subsections. From the excerpts, we see that it uses headings for each major topic (e.g. "## Safety & Content" as a section, with nested sub-points like "Content That Gets You Instantly Rejected" as a ### subheading) and lists for emphasis (e.g. a checklist of items to test, or the four bullet points under User-Generated Content moderation requirements [25]). The paragraphs are

reasonably short and scannable. This is positive — for example, an LLM might easily quote the list of four requirements for UGC moderation from the site because it's in a concise bullet format, rather than buried in a wall of text [26]. The content also uses **step-by-step formatting** where appropriate (we see numbered steps for using Xcode or Transporter in the submission process [27]). All of this is *exactly* the kind of formatting recommended for AI visibility.

Furthermore, the site's design appears clean. It's mostly text-based with few distractions. There is a top banner for a toolkit, but the core content loads as plain text (which is great—less risk of being missed by crawlers). We didn't detect heavy scripts or inaccessible content; it appears even the **menu is HTML-based** (with anchor links), which means crawlers can follow all sections easily. This simplicity likely contributes to fast load times and easy crawling.

Recommendation: Ensure all pages maintain this high level of structured formatting. Use semantic HTML tags for headings (H1 for the page title, H2 for major sections, etc.) — it appears the site does this already (the presence of multiple `##` level sections in the Markdown suggests proper heading hierarchy). Consider adding structured *summaries* or highlight boxes for each guide – for instance, a **"Key Takeaways"** box with bullet points at the top or bottom of each article. Such a summary could be what an LLM grabs to answer a quick question (especially if marked up as an HTML list or an FAQ). Also, leverage **FAQ schema** or **HowTo schema** where applicable (more on schema in Technical analysis). Essentially, continue to make the content as *machine-readable* as possible: clear sections, lists, short paragraphs (3-5 sentences is a good target per paragraph), and descriptive headings that include relevant keywords. This not only helps human readers scan, but also aligns perfectly with LLMs' preferences for digestible, well-ordered information [28].

Educational and Utility-Focused Intent

LLMs were primarily trained to assist and inform. Content that is **educational, helpful, and focused on solving the user's problem** will naturally be favored in LLM responses. In contrast, content that is overtly promotional or shallow in utility gets filtered out. One guideline for LLM optimization is "Write like a teacher, not a marketer" [29] – meaning the tone and intent should be to educate the reader (or user asking a question), as opposed to trying to sell something or simply entertain.

- **Why LLMs care:** The RLHF (Reinforcement Learning from Human Feedback) training for models like ChatGPT explicitly rewarded helpfulness, correctness, and completeness. When deciding what external text to include, the AI will "look for" content that directly addresses the query in a useful way. Educational or how-to content (think tutorials, step-by-step guides, FAQs) aligns perfectly with the type of answers LLMs are expected to give. If a page clearly intends to *teach* or to provide utility (checklists, instructions, explanations), it's more likely to be chosen over a page that might bury the info in storytelling or marketing language. Essentially, pages with a **clear instructional or informational purpose** map to the LLM's goal of answering users' questions effectively [29].

- **Case Study Assessment:** *iossubmissionguide.com* is highly utility-driven. The very purpose of the site is to help developers navigate a complex process (App Store submission). The content is written in an **approachable, tutorial style** – almost like a friendly mentor giving you advice. For instance, the introduction addresses the reader in a collegial tone ("Let's be honest: getting rejected… sucks. … I've been there. … here's what I learned…" [30]). This establishes an educational, empathetic vibe rather than a corporate or salesy vibe. Throughout the guides, the tone remains **practical and encouraging** ("Don't be that developer," it warns, while also giving step-by-step fixes [31]). The author

often explains not just *what* to do, but *why* – which is key for learning. For example, explaining *why* Apple cares about privacy string wording, or *why* test on airplane mode, etc., gives valuable context to the reader. These are hallmarks of teacher-like content.

Another aspect: the site seems free of marketing fluff. Aside from a mention of a premium AI toolkit (an upsell), the guides themselves don't attempt to sell services or go off-topic. They stay *on-task* about helping the user pass review. This singular focus on utility means if someone asks an LLM "How can I avoid App Store rejection?" the site's content directly answers that with clear tips (e.g. test for crashes, check metadata, etc.), without digressions. That makes it more likely to be excerpted by the AI. In contrast, a content farm article that mixes a bit of advice with self-promotion or unrelated info might be less attractive for citation.

Recommendation: Continue writing in the **second-person, instructional tone** that educates the reader. This aligns with how LLMs frame answers ("You should do X… One should check Y…"). Make sure each guide has a clear **purpose** (which they currently do). If adding new content, ensure it addresses a real question or need developers have (for instance, *"How do I handle App Store rejections?"* is clearly answered by one guide, *"What are Apple's legal/privacy requirements?"* by another). Structuring content around actual questions (even using those questions as headings) can be beneficial. For example, a heading like "**How long does Apple's app review take?**" directly matches a user query, and the site does have a guide on *App Store Review Time 2025* which likely answers that question. Consider framing more headings in a **question format**, which is "NLP-friendly" – LLMs often respond in Q&A form, so if your content already looks like Q&A, it's easier for them to grab it. (This tip is supported by SEO experts: adding common "People Also Ask" questions as H2s and answering them helps both Google and LLMs [32] [33].)

Overall, keep content educational. Avoid any shift toward a sales pitch. The more your pages feel like tutorials or reference documentation (with a human touch), the more they'll resonate with LLM algorithms geared toward helping users.

Trust Signals and Reputation

Just as humans gravitate to trustworthy sources, LLMs have been designed (and trained) to do the same. **Trust signals** include indicators of expertise, authoritativeness, and legitimacy. In SEO terms, this is known as **E-E-A-T** (Experience, Expertise, Authority, Trustworthiness) [34]. For LLMs, high "trust" content is that which likely comes from an expert source and has gained recognition or mentions across the web. Key trust factors might include the author's credentials, the presence of references, site security and professionalism, and external reputation (backlinks, mentions by other reputable sites, etc.).

- **Why LLMs care:** The training data for many models included tons of content and signals about what sources are considered reputable (for example, Wikipedia content, .edu and .gov sites, well-known publications, etc.). During training and fine-tuning, the model learns to associate certain cues with reliability. In a live retrieval scenario, the AI also uses the underlying search engine's ranking (which heavily factors authority and trust) – so indirectly the LLM is inheriting the search engine's trust assessment. Moreover, when LLMs decide to explicitly cite a source, they prefer one that *sounds authoritative*. For instance, ChatGPT's search mode tends to cite sites that have established reputations in their domain (e.g. it might cite **Stack Overflow for a programming question**, **Mayo Clinic for a medical query**, etc., rather than a random unknown blog). To be among these, a site needs to cultivate that reputation.

- **Case Study Assessment:** *iossubmissionguide.com* is a relatively new, niche site (the "Edition 2025" suggests it's updated to 2025, possibly first created recently). It likely does not yet have the same level of online reputation as, say, Apple's official developer docs or long-standing communities. This means it has to work a bit harder to prove its trustworthiness. Let's examine current trust signals:

- **Expertise/Experience:** The content itself conveys the author's experience ("I've been there… after shipping dozens of iOS apps" [35]). This is a good E-E-A-T indicator right on the page – it tells readers (and indirectly, the AI) that advice is coming from someone who has hands-on experience with app submissions. If the site has an "About" page or author bio, that should emphasize the author's background in iOS development (e.g. *X years of iOS development, Y number of apps published*, etc.). Clear author info can be a trust signal. If not present, adding it is recommended.

- **Site professionalism:** The site uses a dedicated domain (which is good; a branded domain looks more serious than a free host). It appears well-designed and free of spammy ads. It's likely secured with HTTPS (the URL is HTTPS). These basics (HTTPS, no malicious scripts, no intrusive pop-ups) are table stakes for trust. Accessibility and good UX (fast, mobile-friendly) also contribute to user trust and thereby search engines' trust.

- **Citations/External links:** As noted, the site references official guidelines and presumably links out to Apple resources in the References section. Citing authoritative sources is a trust booster [16]. Also, linking to relevant high-quality external resources (like Apple's own documentation, or perhaps a WWDC talk on app review if any) shows that the site isn't insular or afraid to send readers to official info. This transparency can improve credibility in the eyes of both users and algorithms.

- **Backlinks and mentions:** Being a case study, we consider how *iossubmissionguide.com* is perceived externally. Does it have backlinks from other websites? A quick search shows it hasn't yet become widely referenced on forums or large blogs (since it's quite specific). Right now, the site might not be *known* to LLMs due to fewer mentions in the wild. For example, if you ask ChatGPT or Bard "What are some resources for App Store submission?", they might default to mentioning Apple's guidelines or Stack Overflow threads rather than this site (simply because it's new and not in the model's original training data or widely linked yet). Building that reputation will be important so that over time, the site is recognized as *the* authority.

Recommendation: Proactively strengthen trust signals:

- **Show Expertise:** If not already done, include a brief author or site blurb that establishes credibility (e.g. "This guide is written by an iOS developer who has successfully published X apps and helped dozens of others through App Store review."). Even a one-liner in the footer or header can help. In the content, continue to include first-hand insights ("I once saw an app rejected because… [36]") – these demonstrate real experience which LLMs and readers both find valuable.

- **Build Reputation:** Work on getting the site mentioned or linked by other reputable sources. For instance, contributing a guest post on a well-known iOS dev blog or answering questions on developer forums with a link to your guide can generate quality backlinks. Being cited in community Q&As (Stack Overflow, Reddit's r/iOSProgramming, etc.) is especially useful; such communities are frequently scraped for AI training, so a mention there could literally enter the model's knowledge. As one LLM SEO strategist notes, *"focus on getting mentioned in blog articles and publications related to*

your topic… general mentions help LLMs understand what products and services to mention" [37]. Essentially, **earn mentions on other sites** to raise the profile of your content in the broader dev community. Even without a hyperlink, a text mention of "iOS Submission Guide" on a popular site can signal to AI that your site is a known reference [38].

- **Leverage Branded Searches:** Encourage users who find your content valuable to search for your site by name. For example, if you have a presence on Twitter or developer newsletters, mention the site. An increase in people specifically querying "iOS Submission Guide" or "[YourSiteName] app store guide" in Google/Bing is a strong indicator of brand authority. High branded search volume is viewed favorably by search engines and by extension will make the site more likely to appear in AI results [39]. It "snowballs" – the more people talk about or search your brand, the more others will pick it up [40], including LLMs in their future iterations.

- **Maintain Trustworthiness:** Continue to avoid any practices that could harm trust. For example, don't include any misleading info or black-hat SEO stuff (AI detectors might penalize content if it appears auto-generated or keyword-stuffed – not an issue now, as the writing is very natural). Keep the site up (downtime could lead crawlers to drop pages temporarily). Ensure your content is **your original writing or properly credited** – plagiarism would be a huge red flag. So far, the content seems original and high-quality.

By bolstering these trust and reputation factors, *iossubmissionguide.com* can transition from a great niche resource into an acknowledged authority in the eyes of both developers and AI systems. When an LLM sees the site being linked by **trusted sources**, or notices that the site consistently delivers accurate info (perhaps even appears in multiple search results pages), it will be more inclined to include it as a cited source. In essence, you want to cultivate the same signals that make a site a top result in traditional search: **expert, authoritative, trustworthy content** [34].

Having examined the content and its alignment with LLM-friendly attributes, we see that *iossubmissionguide.com* is fundamentally strong in quality. The next step is ensuring that this quality content is technically accessible and optimized for both search engine crawlers and AI algorithms. In the following section, we'll do a technical analysis of the site (structure, SEO markup, performance) and how it can be improved to maximize LLM visibility.

Technical Analysis of iOSSubmissionGuide.com (SEO and AI Optimization)

Even the best content won't get cited by an AI if the site has technical roadblocks that prevent it from being discovered or understood. Here we review the key technical aspects of *iossubmissionguide.com* and how they relate to both traditional SEO and the emerging AI search landscape:

Page Structure and HTML Semantics

A well-structured HTML page helps web crawlers and LLMs interpret the content correctly. This includes proper use of headings, sections, lists, and other semantic elements:

- **Current State:** The site's HTML appears to be clean and properly structured. Each guide page is organized with headings for each section (as seen in the text snippets which show `#` for main title, `##` for major sections, etc.). For example, the *Mastering App Store Connect & TestFlight* page uses numbered section headings ("## 1. Setting Up the App Record", "## 2. Uploading the Binary", etc.), and further subheadings within those (like "#### Bundle ID Match" under section 1) [41]. This hierarchy likely translates to `<h2>` and `<h4>` tags in HTML, giving a clear outline of topics. Lists are used for steps (the numbered lists for method A vs B of uploading, bullet lists for test audiences, etc. [42] [43]).

This structural soundness is beneficial. It means search engine bots can easily parse the page outline and an LLM can more readily navigate to the relevant part of the text when looking for an answer. There are no signs of content hidden behind scripts or within images – everything important is plain text. Also, internal linking is present via the menu and in-page anchors, helping crawlers reach all sections.

- **Recommendations:** Continue using descriptive headings and consider adding **HTML anchor IDs** for key sections so that AI answers could even deep-link if needed. For instance, if the site has a section "# Common Rejections", ensure it's a linkable section (it likely is, given the table of contents style menu). Also, verify that each page has **one unique** `<h1>` **(the main title)** and then subsequent `<h2>`, `<h3>`, etc. in order – a logical hierarchy with no skips (e.g., don't jump from `<h2>` to `<h5>` without reason). This is already mostly in place.

If not present, adding **BreadCrumb markup** or a sidebar linking related guides can also help structure. For example, on each guide page, have a small "Part of the iOS Submission Guide" with links back to the main guide or other deep dives. This cross-linking reinforces topical context.

Lastly, ensure the **HTML is valid** (no missing closing tags, etc.) and lightweight. The simpler the DOM, the easier for both bots and AI parsing. Avoid injecting large unrelated scripts. A quick check didn't show extraneous scripts (no analytics or ads clutter from what we saw), which is good for speed and parsing. Maintaining this clean structure will ensure nothing interferes with content consumption by AI agents.

Site Speed and Performance

Site speed can indirectly affect LLM visibility. While an LLM won't "wait" for a site like a human would, the search engine indexing the site does care about performance (Google's ranking includes Core Web Vitals). Also, Bing's content fetcher for ChatGPT or Perplexity will have an easier time retrieving fast-loading pages.

- **Current State:** The site appears to be mostly text and likely loads quickly. We did not see large images or heavy scripts. The presence of an external toolkit banner is minor; unless it loads huge assets, it shouldn't impact much. The site being static (it reads like a static generated site or simple CMS) is good for speed. Without a formal speed test, we assume it's reasonably optimized (but it's worth verifying with tools like Google PageSpeed Insights or GTmetrix).

- **Recommendations:** Optimize any images (if there are diagrams or screenshots in some guides, compress them and use modern formats). Enable caching headers via your hosting so that repeat crawls fetch faster. Use a CDN if not already, especially if you have global audience – Bing and Google crawlers operate from various locations. Also ensure **mobile performance** is good (since Google primarily indexes mobile version; more on mobile below). Avoid any render-blocking scripts or CSS that isn't necessary. Given the simple nature of the site, achieving near-instant load times should be feasible. A fast site can be crawled more frequently and thoroughly by search engines, meaning updated content gets picked up by LLMs sooner.

Schema Markup and Metadata

Schema markup (structured data in JSON-LD or microdata format) is becoming crucial in the age of AI. It provides explicit context to search engines and LLMs about your content. In fact, Bing has confirmed that schema helps their AI understand content, and Google's AI results heavily use schema as well [44] [6]. Schema can describe the type of page (Article, FAQ, HowTo, etc.), the author, publication date, and even highlight specific question-answer pairs.

- **Current State:** It's not clear if *iossubmissionguide.com* currently implements schema markup. Our quick text search didn't show obvious JSON-LD blocks. It's possible the site has minimal or no structured data on its pages right now. This is an opportunity for improvement. For example, each guide page could have an **Article schema** with properties like `"headline": "How to Pass the App Store Review Process (2025 Guide)"`, `"author": "Your Name"`, `"datePublished": "...", "dateModified": "..."`, and `"keywords": ["App Store review", "iOS submission guide", ...]`. This alone gives AI crawlers a quick info summary.

More importantly, consider adding **FAQPage schema** for pages that can be presented as question-answers. If there's a section like *"Common App Store Rejections – Q: What is Guideline 4.2? A: Minimum functionality means..."*, marking that up as an FAQ schema could make it directly retrievable as a Q&A chunk. Similarly, a *HowTo schema* could be added for a stepwise guide (for instance, the App Store Connect guide might be tagged as a HowTo with steps, since it literally has a sequence for uploading an app). Google's documentation shows that HowTo schema can encompass steps and tips, which aligns with the content [45] [46].

- **Why it matters:** As noted by an expert, **"having [schema] on your web page gives you a higher likelihood of an LLM citing your content. In fact, when you look at sources in ChatGPT's search, almost all of them have schema markup on their pages."** [47] Structured data feeds directly into how AI systems pick content – it's like giving them an outline on a silver platter. For example, if ChatGPT's browsing function sees schema on a page indicating it's a Q&A about "How long does app review take?", it might prioritize that as a source to answer a user asking the same question.

- **Recommendations:** Implement relevant **schema markup** across the site:

- Use **Article schema** on blog/guide pages (to define title, author, date, description). Make sure to include the `"dateModified"` and keep it updated when you refresh content – ChatGPT's citations often display a page's date, and having a recent date can actually help rank higher in its source list [48]. (This is because up-to-date content is preferred for fast-changing topics. While app guidelines are relatively stable, indicating freshness for the year 2025 content is still beneficial.)

- Use **FAQ schema** for sections that are naturally Q&A. If not already structured that way, you could create an FAQ section like "**Q: What percentage of apps get rejected on first try?** A: ~40-50% according to Apple…" or "**Q: What are top reasons for rejection?** A: Crash bugs, guideline violations…". Some of this info is already in the prose; you'd repurpose it into an FAQ format (which can be collapsible on page for users but still in HTML for crawlers). An LLM might directly pull one Q&A pair to answer a user question, with a citation.

- Use **HowTo schema** for any step-by-step guides. For example, the "Mastering App Store Connect" page has steps to upload binaries, etc. Mark that as a HowTo: each "Method A: Xcode (Standard)" can be a "step" with an explanation, and "Method B: Transporter" another step. This could get your content featured in Google's AI for queries like "How do I upload my app to App Store Connect?".

- If possible, implement **Organization schema** on the site (perhaps on the homepage or in a global template). This would specify the site name ("iOS Submission Guide"), publisher (if you have a company or personal brand), logo, and URL. It's less directly related to being cited, but it helps establish the site's identity to search engines.

Technically, adding schema can be done by inserting `<script type="application/ld+json"> ... </script>` in the HTML head or body. There are tools to generate schema JSON (for example, Yoast's plugin or TechnicalSEO.com's generators [49] [50]). Since the site may not be on WordPress, manual addition might be needed – but it's worth the effort.

In summary: **Implement proper schema markup site-wide**. This step is consistently recommended by AI SEO experts [51] [52] because it speaks directly to AI crawlers. It's a relatively easy win to make the site more "AI-friendly." Once done, you can actually check if ChatGPT search picks it up by asking a query and seeing if your site shows up as a source – many have noted that top-cited articles in ChatGPT have schema, whereas some top Google articles without schema were *not* cited [53].

Crawlability and Indexability

Ensuring that search engine bots can fully crawl and index your site is fundamental. If a page isn't indexed in Google's or Bing's search index, it essentially doesn't exist as far as Bard, ChatGPT/Bing, or Perplexity are concerned.

- **Current State:** The site is already indexed by Google (it appears in Google search results for relevant queries). The content is accessible at straightforward URLs (e.g. `/connect-guide`, `/` for main guide). There's likely no login or firewall blocking crawlers. We didn't see a `robots.txt` disallowing anything critical – it's good to double-check that `robots.txt` allows all user-agents to crawl the guides. Also, check for a sitemap.xml; if one isn't in place, generating one would help search engines discover all pages (especially if new guides are added).

One area to look at is whether the site has **canonical tags** set properly (in case of overlapping content or if the same content is accessible via multiple URLs). Probably not an issue here, but worth ensuring each page self-canonicalizes to its primary URL.

- **Recommendations:**

- **Submit to Search Consoles:** If not done, add the site to **Google Search Console** and **Bing Webmaster Tools** immediately. This allows you to submit your sitemap, monitor indexing status, and see if any crawl errors exist [54] [2]. Bing Webmaster in particular is important because of ChatGPT's reliance on Bing's index; one SEO expert observed that ranking well on Bing led to appearing in ChatGPT answers [2]. By verifying the site on Bing Webmaster, you can directly submit URLs and ensure Bing knows about every page.

- **Create and submit a Sitemap:** A sitemap.xml listing all important pages (and update frequencies) will guide crawlers. This is SEO 101, but also helps AI systems quickly map your site. With GSC and Bing Webmaster, you can submit the sitemap for faster indexing.

- **Monitor Indexing:** Use the Search Console coverage report to confirm all key pages (the main guide and all deep-dives) are indexed. If any are not, use the URL Inspection tool to request indexing. Also search on Google like `site:iossubmissionguide.com` to see all indexed pages. Do the same on Bing (Bing has a similar `site:` operator). This ensures no page is left behind.

- **Allow All AI Crawlers:** Besides Googlebot and Bingbot, consider that other AI-specific crawlers might emerge. For instance, OpenAI had an `OpenAI GPTBot` that some site owners blocked or allowed via robots meta. Since you *want* to be included, ensure you're not blocking known AI agents. If you have a `robots.txt`, do **not** disallow GPTBot or the like. In fact, the opposite: you might include an `Allow: /` for those if needed. (At the same time, be mindful of not accidentally exposing something you don't want – but given the site's purpose, you likely want everything indexable.)

- **Implement `llms.txt` (AI-specific sitemap):** A very new idea in AI SEO is the use of a `llms.txt` **file** at the root of your site [55]. This is a proposed unofficial standard (pioneered by tools like Yoast SEO) to specifically guide LLM crawlers to your most important content. The concept is akin to a mix of robots.txt and sitemap: you list your top pages and provide short summaries for each in a simple text/Markdown format [56]. For example, an `llms.txt` might list:

```
# LLMs Site Map for iOSSubmissionGuide.com
/guide (Main App Store Review Guide) - Summary: Tips to pass Apple's app
review, covering pre-submission checklist and key guidelines.
/connect-guide (App Store Connect & TestFlight Guide) - Summary: Step-by-
step on using App Store Connect, uploading builds, and managing TestFlight.
/rejections (Common Rejection Reasons) - Summary: Explains frequent App
Store rejection reasons and how to avoid them.
...
```

The idea is to signal to AI crawlers (like maybe OpenAI's GPTBot, etc.) which pages to prioritize and what they are about. This can speed up the AI's understanding of your site's content hierarchy [57]. While not all LLMs use `llms.txt` yet, there's a proposal for major LLM providers to adopt it as a unified standard [58]. Early adoption could give you an edge. If using WordPress, Yoast SEO plugin can generate it automatically [59], but if not, you can manually create a text file. It won't harm anything even if not yet widely used; it's simply a hint file.

So, adding an `llms.txt` now can future-proof your site for AI crawlers. Make sure it's accessible at `iossubmissionguide.com/llms.txt`. You can follow Yoast's format suggestions [60]. It's wise to update this file whenever you add a major new guide.

In summary, treat AI visibility as an extension of SEO fundamentals: **get everything indexed, and provide extra cues (like `llms.txt` and schema) to highlight your key content.** By doing so, you ensure that whenever an LLM or AI search tool is trying to find info on iOS app submission, it cannot miss your site.

Mobile Optimization and Accessibility

Mobile optimization is important not only because Google uses mobile-first indexing, but also because many users interact with AI assistants on mobile devices (and the AI might favor mobile-friendly content for answers). Accessibility (e.g. proper alt text, ARIA labels) ensures that your content can be parsed in all contexts and also is a proxy for good semantic structure.

- **Current State:** The site appears to be responsive. The presence of a "Menu / Menu Close" toggle in the HTML suggests a mobile-friendly navigation is in place [61]. It likely uses CSS media queries to show a hamburger menu on small screens. Assuming the design is modern, it probably passes Google's mobile-friendly test. Text content is purely textual (so it will reflow on mobile nicely). We did not see any wide tables or elements that might break on small screens. Also, font sizes seemed reasonable.

On accessibility: since the content is mostly text, there are few images that would need alt text. If there are icons (like the warning or lightning symbols in the Connect guide [62]), those should ideally have an accessible label or be purely decorative. There wasn't evidence of any glaring accessibility issues in the snippet we saw.

- **Recommendations:** Double-check mobile usability. Use Google's Mobile-Friendly Test or simply view on various devices to ensure everything (code blocks, lists) is readable without horizontal scrolling. For AI purposes, a mobile-optimized site means Google's index will rank it better (hence Bard will trust it more) and users clicking through from an AI recommendation won't bounce due to poor mobile experience (which could indirectly signal lower quality).

Ensure a meta viewport tag is present (like `<meta name="viewport" content="width=device-width, initial-scale=1">`). This is usually included by default in modern sites; just verify it's not missing.

For accessibility: - Add **alt attributes** to any images or icons that convey meaning. For example, if there's an image showing an App Store Connect dashboard, alt text should say "Screenshot of App Store Connect dashboard" or similar. If images are decorative, alt can be empty. - Use descriptive link text for in-text links (avoid "click here"; use "Apple's App Review Guidelines [63]" as the linked text, for instance). - Ensure color contrasts are sufficient and fonts are legible. This might not directly impact crawling, but it ensures any AI using text-to-speech or other accessible tech on your site (like screen readers feeding content to an AI agent) can handle it well.

While these may seem tangential to LLM ranking, they contribute to overall site quality. And notably, well-structured, accessible HTML often overlaps with the needs of AI parsing. For instance, proper alt text on

images means an AI can even understand images on your page (though not crucial in this case, since content is textual). In any case, a technically polished site with good mobile and accessibility scores underlines the **Trust** aspect we discussed: it shows the site owner cares about quality and users, which tends to correlate with better search performance.

Security and Metadata

Though not explicitly mentioned in the prompt, it's worth noting a couple more technical points:

- **Security (HTTPS):** Make sure the site is always served over HTTPS without mixed content. A secure site is favored by search and by users (and some browsers/AI might not want to fetch insecure content). It appears the site is on HTTPS (since we accessed `https://iossubmissionguide.com` successfully). Just ensure your SSL certificate is up to date and all resources load securely.

- **Meta Tags (Titles/Descriptions):** Each page should have a unique, descriptive `<title>` tag and a meta description. These affect how your site appears in search results and possibly how it's presented by AI. For example, Bing Chat often displays the page title when citing a source. A clear title like *"How to Pass the Apple App Store Review (2025) – iOS Submission Guide"* is both user-friendly and keyword-rich. The meta description might not be used by the AI directly, but Google's SGE sometimes takes snippets from it. Write meta descriptions that succinctly summarize each guide (you likely have done so for SEO).

- **Open Graph/Twitter Cards:** For completeness, implementing Open Graph tags (og:title, og:description, og:image) helps when your link is shared on social or possibly referenced by certain AI systems that generate previews. It's more for user experience than ranking, but good to have.

In summary of technical analysis: *iossubmissionguide.com* already has a solid foundation (clean structure, likely fast and responsive). By adding **structured data (schema)**, adopting new standards like **llms.txt**, and rigorously managing indexing via **search consoles**, the site can send all the right signals to both search engine algorithms and AI systems. These optimizations ensure that nothing technical will impede the site from being discovered and utilized by LLMs in their answers.

Next, we'll compare this site and content with other sources that LLMs often rely on for the same topic, to identify how to differentiate and position *iossubmissionguide.com* as a preferred reference.

Comparison with Competing Content in LLM Responses

To strategize effectively, it helps to know what *other* content LLMs might use or mention when users ask about iOS app submissions. The goal for iOSSubmissionGuide.com is to stand out among these and possibly replace or supplement them in AI-generated answers. Here's a look at the landscape:

Commonly Favored Sources for iOS Submission Info

1. **Apple's Official Documentation:** The Apple Developer site (notably the *App Store Review Guidelines* [64] and *submission tutorials on developer.apple.com*) is the primary authority. LLMs, if unsure, will lean on the official rules. For instance, if asked "What are Apple's criteria for app review?", an LLM

might literally quote or paraphrase the five guideline sections (Safety, Performance, Business, Design, Legal) from Apple's docs [64] . Apple's content is highly authoritative (though not always user-friendly). It's likely included in training data and definitely indexed in search. That said, official docs can be very terse or legalistic, so there is room for explanatory guides like ours to be mentioned as a *complement* ("According to iOSSubmissionGuide.com, here's how you address those guidelines in practice..." would be a great outcome).

2. **Developer Q&A Forums:** Platforms like Stack Overflow, Reddit (r/iOSProgramming, r/learnprogramming), or the Apple Developer Forums have countless Q&As on app submission problems. ChatGPT was partly trained on Stack Overflow content, so it often *knows* common issues (like the fact that missing demo login is a common rejection, or that Guideline 4.2 relates to minimum functionality). It might not cite Stack Overflow by name in answers (unless using retrieval mode), but the *knowledge* from these has informed its answers. In retrieval mode, Bing Chat sometimes does surface Stack Overflow threads as sources for technical questions. Similarly, Perplexity might show a Reddit thread if it's highly relevant. These community sources have the advantage of being *specific and experience-based*, but they are fragmented (one QA might not cover the whole process).

3. **Blog posts and tutorials by other developers or companies:** A number of companies and indie devs have written "How to submit to the App Store" articles. For example:

4. The search results showed a dev.to article [65] , a blog on openforge.io about 2025 guidelines, and sites like techaheadcorp.com and bhumikaios.com with step-by-step guides. Some of these might be generic, some outdated.
5. If any of those have high Google ranking or lots of backlinks, they could be picked up by AI. For instance, a blog post titled "A Step-by-Step Guide to iOS App Store Submission (2023)" on a popular site might still be referenced by Bard or Bing if the user doesn't specify year.

6. However, many such posts are one-off and not as comprehensive. They might cover the basics (creating an App Store Connect record, uploading, etc.) but not the nuanced rejection reasons. In contrast, iOSSubmissionGuide is more comprehensive and up-to-date. This is an advantage if leveraged correctly.

7. **Tutorial sites and e-learning platforms:** Sites like Ray Wenderlich (Kodeco) or Medium posts by known authors sometimes cover app submission as part of broader iOS courses. Also, YouTube tutorials (though LLMs don't use video directly, transcripts might exist). If any of these are extremely popular, an AI might have "seen" their content during training. But likely, none of these singularly outrank Apple docs or community Q&As for this topic.

8. **Search engine "featured snippets":** Not a source per se, but it's worth noting that Google's featured snippet (or People Also Ask answers) for a query like "how to submit an iOS app" might come from a site like **Medium** or **StackOverflow answer**. If Bard is formulating an answer, it might echo those snippets. For example, a Google query yields headjack.io's blog (for 2023) or a Medium article – if Bard was based on those results, it might mention content similar to them.

How iOSSubmissionGuide.com Stacks Up

- **Depth and Accuracy:** Compared to random blog posts or older tutorials, iOSSubmissionGuide is **more in-depth and specific**. It doesn't just enumerate steps; it provides insight into *why* apps get rejected and how to avoid that. This is a unique value. Many generic guides might not discuss Apple's rejection guidelines in detail; they might just outline the technical upload process. Our site goes into the *review criteria*, which is a strong differentiator. LLMs love comprehensive answers, so a comprehensive source is gold.

- **Recency:** The site explicitly labels content as updated for 2025. That means it covers the latest rules (e.g., account deletion requirements, latest screenshot sizes, etc.). Competing content from 2021 or 2022 may have outdated info (like old iOS SDK requirements or outdated App Store Connect UI). LLMs, when aware of dates, often favor the more recent source if the info is expected to have changed [48]. Bing's AI especially will show the year or date next to sources. iOSSubmissionGuide having current year in the title is advantageous; it signals freshness. We should ensure to keep that up to date (and in schema as discussed).

- **Authority and Recognition:** Apple's official site obviously has maximum authority. Community answers (like an accepted StackOverflow answer by a veteran developer) also carry implicit authority. iOSSubmissionGuide is not yet as *recognized* as these. It's not on the first page of Google for "App Store submission guide" yet (depending on the query – though it might rank for some longer queries). Bridging that gap is necessary. Essentially, we need to *become* as trusted as the official guide, in the eyes of the AI, by increasing our external profile.

- **Content Gaps:** Are there things the site doesn't cover that others do?

- The official docs list *all* rules but don't explain how to meet them. We explain many, but double-check if any guideline sections are missing. For example, Apple's 5 sections (Safety, Performance, Business, Design, Legal) – the site seems to structure around those (Key Focus Areas 1–5 correspond to those sections [66]). Good.
- Perhaps the site could add more on **design guidelines** specifics or **App Store metadata tips** (though there is a Metadata Best Practices guide listed [67], so that exists).
- Maybe content on **TestFlight beta review best practices** – though it's touched on in Connect guide (Beta App Review mentioned [68]).
- One possible area: **Post-approval marketing or maintenance** – likely out of scope, but some competitor content might not have it either.

- iOSSubmissionGuide already has unique topics like *"Guideline 4.2 Minimum Functionality – how to fix"* and *"Guideline 3.1 In-App Purchase issues"*, which not many blogs cover. This specificity is a strength: if an LLM search user asks "How do I fix a Guideline 4.2 rejection?", your site might be the only dedicated source aside from Apple's brief blurb. Being the singular authoritative answer on a niche query is a sure way to get cited (Perplexity or Bing would likely surface it).

- **Quality of Writing:** The site's writing is clear and engaging, whereas some forum posts might be terse or require reading long threads. LLMs might prefer to use a well-written explanatory chunk from our site over having to piece together a messy forum answer (especially if both are available via search). That clarity gives an edge, provided the AI *finds* our site.

To illustrate, if a user asks **ChatGPT**: "My app was rejected for guideline 5.1.1, what should I do?", ChatGPT (with browsing) might search and find maybe an Apple forum discussion or – ideally – your site's *Privacy Policy Requirements 2025: Complete Guide*. If your guide clearly explains guideline 5.1.1 and how to comply (which presumably it does, given that guide's existence), it would be an excellent source to cite. But if that guide isn't indexed or isn't ranking, the AI might instead regurgitate the generic Apple text ("Guideline 5.1.1: You must include a privacy policy..."). Our aim is to be the **source of the detailed solution**, not just the statement of the rule.

Strategy to Outperform Competing Content

To have iOSSubmissionGuide.com be recommended by LLMs over others, we should:

- **Surpass Official Docs in Practicality:** We can't replace Apple's own guidelines as the canonical reference, but we can position our site as the *practical supplement*. Encourage LLMs to mention, for example, "According to iOSSubmissionGuide.com, to comply with guideline X, you should do Y." This requires that our content be the one that *answers the "how"*, whereas Apple's just states the "what." We've done this by giving specific advice. Ensuring that language is easily quotable (clear sentences like "Every app needs a privacy policy URL accessible publicly; missing this will result in rejection under 5.1.1 [69] .") means the AI might directly use that line.

- **Stay Fresher than Others:** Commit to updating the content with each Apple policy change or each year's trends. Many old blog posts become stale; by having 2025 and then 2026 editions, etc., we maintain an edge. LLMs picking between sources may prefer the one with the latest timestamp if the info is time-sensitive [70] .

- **Leverage Unique Insights:** Add any **original research or data** that others don't have. For instance, compile an analysis like "Out of 100 recent app rejections in 2025, 30% were for crashes, 25% for guideline 4.0, etc." and publish that on the site (with charts or at least numbers). If an LLM gets a question about common rejection reasons, being able to quote a statistic from iOSSubmissionGuide ("...nearly half of first-time submissions get rejected [18] ") is valuable. We already have that stat (from Apple's statement). Additional unique stats or anecdotes (like the Telegram and Tumblr stories mentioned, which add depth [71] [72]) make the content richer than the competition's.

- **Monitor AI results for gaps:** It might be useful to periodically *ask* these AI systems questions and see what sources they cite. For example, ask Perplexity "How do I avoid App Store rejection?" and see which websites come up. If our site isn't among them, analyze why those that appear are chosen — do they have certain keywords or structure ours lacks? This can inform further optimization. The Reddit TL;DR list even suggests doing this: "Literally ask ChatGPT: 'What are the top sites that cover [your topic]?'" to see if you're mentioned [73] . If not, there's work to do.

- **Collaborate or get listed where possible:** If there are curated lists of resources (for instance, a popular Medium article "Best resources for App Store submission" or a Quora answer listing top guides), try to get iOSSubmissionGuide included. LLMs trained on those might then "learn" that your site is one of the recommended ones.

In conclusion, iOSSubmissionGuide.com's content quality is its strength – it generally **outshines typical competitors** in depth and clarity. The main competitor is the official Apple content (which we can't beat for

authority, but can complement) and the distributed knowledge on forums. The strategy is to become *as visible as possible* in the places the AI looks (search results, linked in discussions) so that the AI picks *our nicely formatted, comprehensive answer* over a piecemeal answer from elsewhere.

Now, with an understanding of the competitive landscape, let's outline concrete implementation recommendations to achieve these goals and improve the site's chances of being cited by ChatGPT, Claude, Bard, and Perplexity.

Implementation Recommendations for Better LLM Visibility

Bringing it all together, here are specific, actionable steps iOSSubmissionGuide.com should take to optimize its content and presence for LLM-generated responses. These recommendations focus on content improvements, structural changes, and external outreach:

1. Refine and Expand Content to Match LLM Priorities

- **Incorporate Q&A Style Sections:** Identify common questions developers ask and ensure the site explicitly answers them. For example, create an FAQ section on the main guide or separate "FAQ" page covering questions like *"What do I need before submitting to the App Store?"*, *"How long does app review take in 2025?"*, *"What are common reasons for rejection?"*, *"How do I appeal a rejection?"* etc. Many of these answers exist in prose on the site, but framing them as Q&A with clear headings will align with how users ask LLMs and how LLMs present info [32]. Use those exact phrasing in headings (e.g. "**Q: How long does Apple's App Store review take?**" as an `<h3>` and then an answer). Then add **FAQ schema** for these (as discussed). This will make your site a prime candidate for any question-form query.

- **Emphasize Step-by-Step and Checklist Formats:** Where appropriate, ensure instructions are in numbered steps or checklists. For instance, the Pre-Submission Checklist is already a list — consider extracting it as a standalone checklist section that could be quoted on its own (with a heading like "Pre-Submission Checklist: 6 Essential Steps Before You Hit Submit", and each item clearly numbered). An AI could then present those steps in order. Similarly, make sure the *How to Handle Rejection* guide perhaps has "steps to respond to a rejection" enumerated. Structured procedures with keywords like "Step 1, Step 2…" might trigger snippet extraction in search or AI.

- **Add Summaries or Key Takeaways:** At the end of each major guide, add a **"Key Takeaways"** or "In Summary" box that bullet-points the most important points. For example, the end of the main guide might list: "- Test thoroughly on multiple devices to avoid crashes (30% of rejections). - Ensure all metadata (screenshots, descriptions) is accurate. - Provide a demo login for apps requiring sign-in…" etc. This recap not only helps human readers but gives AI a concise chunk to quote. It can be marked up as an unordered list for easy parsing. An LLM might prefer quoting a summary bullet from you rather than trying to synthesize one itself (especially if explicitly asked for summary or tips).

- **Regularly Update Content (Freshness):** Make a schedule to revisit content at least every few months. Even if Apple's policies haven't changed, consider adding a small update or new example to keep the "last updated" date fresh. As noted, ChatGPT's sources have shown a bias toward recently updated pages in some cases [70]. Update the on-page "Edition 2025" to "Edition 2026" when the year turns, etc., and reflect that in the metadata (and schema dateModified). Each update is also an

opportunity to incorporate any new insights (e.g., "In 2025, Apple started rejecting apps that use certain AI-generated content – if that emerges, include it"). This continuous freshness will help the site maintain an edge over stagnant articles from prior years.

- **Ensure Tone and Clarity Remain Top-notch:** Keep the existing friendly, **teacher-like tone** [29]. As you add content or editors, maintain that voice (avoiding jargon without explanation, keeping sentences concise). Before publishing, ask "Could a beginner understand this?" – this mirrors the RLHF that makes LLMs favor clear content. Also avoid unnecessary fluff introductions; get to the point quickly in each section (LLMs often grab the first few lines of a relevant section – make those count by clearly stating the answer/point).

- **Introduce Unique Value Content:** As touched on, consider producing a piece of **original research or a definitive resource** that others will cite (like a "2025 App Store Rejection Report" summarizing trends, if you have data or can gather community input). Something like "We analyzed 50 rejection cases from 2024 – here's the breakdown" would be highly link-worthy. If this gets traction, not only will SEO improve, but LLMs training on new data might directly ingest that info and attribute it to your site. Even simpler, a curated list like "Ultimate App Store Submission Checklist (Downloadable PDF)" could attract external links (developers love checklists). The content on the site can mirror the PDF. If others link to it as a resource, your authority goes up.

2. Enhance Technical SEO Specifically for LLM Integration

- **Implement `llms.txt`:** As discussed, create an `llms.txt` at your site root with a curated list of your key pages and brief descriptions. Include every guide that you consider high-value for AI queries. Since this is a case study site with a manageable number of pages, you can list them all with one-line summaries. This could help future AI crawlers find and understand your content hierarchy quickly [57]. (Be sure to update it when new guides are added.)

- **Deploy Comprehensive Schema Markup:** Add JSON-LD schema for Article on every guide page (with up-to-date `datePublished` / `dateModified`, author name or organization). Add FAQ schema for the Q&A sections you create, and HowTo schema for any process-oriented pages. Validate the schema via Google's Rich Results Test to ensure no errors. This might yield rich snippets in search immediately (like FAQ dropdowns on Google SERPs), which is a bonus. More importantly, it feeds the machine-readable understanding of your content to AI. Bing's and Google's AI will parse this. (According to one source, "platforms like Bing and Google's AI consider schema one of the main components to understanding the content on your website" [52].)

- **Maximize Search Index Coverage:** Use Google Search Console and Bing Webmaster Tools actively. After making significant updates (or new Q&A sections), use the "Request Indexing" feature to get crawled sooner. Monitor if any page is not indexed (especially any new deep-dive content) – and if so, troubleshoot why (perhaps add more internal links to it, etc.). The aim is that **every relevant query's landing page is in the index and ranking**. For example, if you have a page about "App Store screenshot sizes 2025", verify it ranks for that query; if not, maybe tweak the on-page SEO (title, headings) to target it better. For Bing, since ChatGPT uses it, consider slightly **adapting content to Bing SEO** quirks too: Bing may prefer exact match keywords in headings more than Google does. It might also reward slightly longer content for some topics. Doing well in Bing can directly pay off in ChatGPT citations [2], so don't neglect it.

- **Optimize Meta Titles/Descriptions for AI Snippets:** Ensure each page's `<title>` is both keyword-rich and descriptive of the page's answer. E.g., "App Store Review Process – How to Pass in 2025 | iOS Submission Guide" is clear and enticing. If an AI cites your page, it often uses the title or meta description as the linked text. So a title that reads like a concise answer or clearly indicates relevance can help. For instance, a user asks "How to pass app review," and ChatGPT cites a source titled *"How to Pass the Apple App Store Review Process (2025 Guide)"* [74] – that instantly signals relevance and authority. Similarly, craft meta descriptions as if they were a 1-2 sentence summary an AI could show. (Even though ChatGPT might not show meta descriptions, Bard's search integration might.)

- **Maintain Site Health:** Keep an eye on technical health – no broken links (especially ensure none of your cross-links 404), no duplicate content issues (each guide is unique). Fix any crawl errors reported. Use a tool to ensure your pages return a 200 status and have correct canonical tags. Little technical glitches can sometimes prevent content from being considered by AI. For example, if your page is accidentally noindexed or behind a login (not the case, but hypothetically), it'd never be seen. So periodic audits are good.

- **Speed and Mobile Testing:** After implementing changes, test your site speed. Aim for green on Core Web Vitals. Also test pages on mobile for any layout shifts or cut-off text. For instance, see if the code or example lines in the TestFlight guide are scrollable on mobile or if they overflow. If any improvements can be made (like adding `pre` scroll or wrapping long strings), do them. A polished user experience means if an AI assistant's result leads a user to click your site (in say Bing Chat's citations), the user will stay and possibly upvote or positive feedback that result. Bing's algorithm likely notices user engagement with the cited page, which can reinforce it showing up again.

3. Build External Trust and Backlinks (Off-Page SEO for LLMs)

- **Content Promotion:** Simply having great content isn't enough – it needs to be visible in the right circles. Promote new guides or major updates on platforms like LinkedIn (targeting mobile developers), Twitter (many iOS devs active there), and dev communities. A post like "Just updated my iOS Submission Guide for 2025 – covering the latest App Store guidelines. Check it out [link]" can attract clicks. If thought leaders see it and share or link, that's a win. Even absent direct links, if people talk about "iossubmissionguide.com" on social media or forums, it creates buzz that potentially could feed into training data (public Reddit posts, for example, are part of many datasets).

- **Guest Appearances:** Offer to write a guest article or be mentioned on related sites. For example, an article on *Dev.to* or *Medium* like "Top 5 Tips to Avoid App Store Rejection in 2025" where you give some advice and link back to the full guide. This can funnel readers and also serve as a high-quality backlink. Also consider podcasts or YouTube: If you or someone reviews your guide content on a video/podcast, the transcript (if posted) becomes another avenue of exposure (some LLMs might ingest those transcripts if on YouTube or elsewhere).

- **Community Engagement:** Find questions on Stack Overflow, Reddit, or Quora about App Store submission and answer them thoroughly, referencing your guide. Be transparent (e.g., "I've written a detailed guide on this topic, but in summary, [key insight]. For full details, you can see [Guide Title]."). On Stack Overflow, direct promotion is tricky, but if the content genuinely solves the question, you

can reference it. On Reddit, ensure it's allowed (some subreddits may remove blatant self-promo, so maybe engage as a helpful user first). The payoff is that if these answers remain, future web crawlers (and potentially AI training data) will include a Q&A where *iossubmissionguide.com* is mentioned as a resource. That directly feeds the association in the AI's "mind" that your site is relevant to these questions [37].

- **Get Listed in Curated Resources:** There are newsletters and resource lists for developers (e.g., iOS Dev Weekly, various Medium collections). Try to get your site mentioned in a "roundup of useful developer resources." A mention in a widely read newsletter can drive traffic and also often such newsletters have an archive page that is crawled. If an archived page from "Top iOS Dev Resources 2025" lists your site, that's a new context an LLM might pick up.

- **Monitor Brand Mentions:** Set up Google Alerts or use a tool to see if "iossubmissionguide" is mentioned somewhere new. Engaging with those who mention it (thanking them, etc.) might encourage further sharing.

- **Encourage Backlinks from Reputable Sites:** If you have any connections in the dev community or can do some outreach, ask for a link or mention. For instance, an iOS consultant who maintains a blog might be happy to cite your guide in their post about app publishing. Or if a question comes up in an online conference Q&A, drop your link if appropriate.

Remember, from the LLM perspective, a site that is talked about and linked to from multiple trusted domains starts becoming part of the shared knowledge network. It's more likely to then be surfaced by search-driven AI answers. Also, more backlinks improve your Google/Bing rank, creating a virtuous cycle: higher rank → more likely to be seen by AI → AI cites you → more people discover you → potentially more backlinks.

4. Monitor Progress and Adapt

- **Track AI Referral Traffic:** Check your analytics for any spikes or traffic from unusual sources. Sometimes, traffic might come from "bing.com" in referral when people click from Bing Chat, or you might see a user-agent indicative of an AI crawler in your logs (OpenAI's GPTBot, etc.). These are signs your site is being picked up. Tools are emerging to specifically track AI-driven traffic – keep an eye on this space, as it can validate your efforts.

- **Test with AI Queries:** Periodically, use ChatGPT (with browsing), Bard, Bing Chat, and Perplexity to ask common queries your site should answer ("How to avoid app rejection Apple", "steps to publish iOS app", "App Store guideline 4.2 fix", etc.). See what sources they cite or mention. If you find your site appears – great, note for which queries. If not, analyze the ones that do appear:

- Do they have content or formatting you could incorporate?

- Are they simply ranking above you in search? Then maybe you need to improve SEO or produce something even more targeted for that query.

- **Keep an Eye on LLM Developments:** The AI search field will evolve. For example, Google's upcoming model (Gemini) or others might change how they select sources. Keep reading industry

news (SEO blogs, OpenAI/Anthropic updates). If new tags or protocols (like an official "AI meta tag" to include/exclude content) come out, be ready to implement or opt-in. You want to ride the wave of any new feature that can highlight your content. The mention that a unified standard for `llms.txt` was proposed [58] means if that gets adopted, you already have it – advantage you.

- **Avoid Reverting to Old SEO Tricks:** As you optimize for AI, maintain quality. Do not be tempted to generate mass AI-written content or stuff keywords in hopes of catching more queries – those tactics can backfire both in traditional SEO and in AI (LLMs can detect low-quality text and may actually be less likely to use it). Stick to the principle affirmed by experts: *the fundamentals of good content and SEO still apply in the LLM era* [75] . Focus on **helpfulness, clarity, and authority**, not gimmicks.

- **User Feedback:** If you have a way for readers to provide feedback (comments, email, etc.), listen to the questions they ask. For example, if multiple users ask "I'm confused about the paid applications vs free guidelines," that may signal you need to clarify that in content. This not only improves user satisfaction but also preempts what someone might ask an AI. Essentially, let real user queries inform how you expand or tweak content so that it answers even more comprehensively.

By implementing the above recommendations, *iossubmissionguide.com* will significantly enhance its chances of being both **recognized and recommended** by major LLMs. In essence, you will have:

- High-quality, authoritative content that aligns with what LLMs prefer (structured, factual, comprehensive, up-to-date).
- Technical optimizations (schema, llms.txt, indexing) that make the content easily accessible and understandable to AI systems.
- Growing reputation and references across the web that signal to algorithms that this site is the real deal for this niche.

This multi-pronged approach – content, technical, and off-site – is necessary because LLMs consider a combination of factors (text relevance, source authority, and availability in the index). By covering all bases, you position *iossubmissionguide.com* to potentially become as synonymous with "App Store submission help" in AI answers as Stack Overflow is for coding questions or Wikipedia is for general knowledge.

Additional Strategies for Long-Term LLM Visibility

To conclude, here are a few extra strategic considerations to maintain and further improve visibility in the long run:

- **Continue Investing in Topical Authority:** Don't rest on the current content. Think about what an app developer might need beyond submission: maybe **post-launch best practices**, **common reasons for app updates getting rejected**, or even **how to handle App Store appeals**. Expanding slightly (while staying in the app publishing domain) can increase your topical footprint. If you become the authority on "mobile app publishing" broadly, future LLMs might tap your content for related queries as well (e.g., maybe someone asks "How to get my app featured on the App Store?" – if you have a blog on that, you could be cited).

- **Monitor Apple's Changes:** Apple often updates guidelines or processes (for example, introducing new requirements like ATT (App Tracking Transparency) in 2021, or new App Store Connect features). Be the first to update your guide when that happens. If you can publish *analysis of new rules* quickly, you might attract backlinks from news sites or communities discussing it (everyone loves a timely explainer). That not only boosts traffic but also cements your site's relevance in the next training data snapshot that an LLM uses.

- **Use Multi-Format Content (with Caution):** Consider adding infographics, diagrams, or even short videos to your content for users. While LLMs themselves don't use images/videos *yet*, these formats can attract more user engagement and shares (which lead to the site being more talked about). However, always provide an accompanying text description or transcript (so the info is still in text form for crawlers and LLMs). For example, an infographic of "App Store Review Checklist" should be paired with the textual list (which it already is in the guide). A short video "10 App Store Submission Tips" could be on YouTube linking to your site – the transcript of that video might also end up in Google's index (YouTube captions) and indirectly benefit.

- **Consider an "AI Summary" on Pages:** This is speculative, but some sites have begun adding an **AI-generated summary** at the top or bottom of articles ("AI Summary: This article covers X, Y, Z"). While your content is already well-summarized, having a succinct summary might be useful for future AI scraping. If you do this, ensure it's *accurate* and you label it as a summary (and maybe as `<p class="summary">` or an aside). The risk is minimal, and it might actually be used by an LLM as a quick answer. But do maintain human-written quality; don't auto-generate something inaccurate.

- **Ethical and Open Content:** Make sure your site doesn't restrict access (no paywalls, no significant content hidden behind logins). OpenAI and others generally didn't train on paywalled content, and even Bing's AI can't access what it can't load. Keep it open and crawlable. Some site owners are adding "noai" meta tags to opt-out of AI training; obviously you should *not* do that, since your goal is to be included. In fact, you might consider explicitly stating that your content can be shared with proper attribution – perhaps a Creative Commons license or similar. That could, in theory, make AI companies more comfortable including it. (OpenAI has said they respect certain site directives on usage; if you explicitly allow it, even better.)

- **Watch Competitors and Adapt:** If others start copying your strategy (say a competitor site pops up, "AndroidSubmissionGuide.com" or some company blog ramps up their content on this topic), keep an eye. Ensure your content remains the most comprehensive and updated. If a competitor begins to outrank or get cited more, do a mini audit to see why – maybe they introduced a new section or are getting backlinks you could also get.

- **Engage with AI Platforms if Possible:** We're in early days of LLM integration. There may come opportunities to directly influence how certain LLMs treat your site. For instance, if OpenAI or Google ever provide a "webmaster tools" for AI (as hinted might not exist yet [76]), be ready to participate. Bing Webmaster Tools already indirectly does this by letting you see Bing index info – which feeds ChatGPT. If OpenAI launches an "allow my site" or "feed my content" program, you'd want to be early in line.

- **Focus on Quality over Quantity:** Finally, as a long-term ethos, maintain the high quality of content. Resist any urge to churn out thin pages targeting every keyword. LLMs, if they come across low-

quality pages, might reduce trust in the domain overall. It's better to have 20 excellent pages than 100 mediocre ones. Your site's reputation in the AI's "eyes" will be built by consistency of excellence. The fact that even now it's thorough and not spammy is a huge positive – keep that reputation intact as you grow.

By following these strategies, *iossubmissionguide.com* can aim not just to rank in search, but to become a **household name for AI assistants** dealing with App Store submission queries. In other words, when someone in 2025 or 2026 asks their AI, "How do I get my iOS app approved?", the AI might respond: *"According to iOSSubmissionGuide.com, you should double-check X, Y, and Z..."* [77] . Achieving that would mean you've successfully "ranked" within the world of LLMs – turning your site into a trusted reference in the new era of AI-driven search.

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- Others: DataDome (on Bard using Google's index) [5] , and various search results for competitor content (Apple Dev Guidelines [64] , etc.) to contextualize the competitive landscape.

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