SEO ▾   PPC ▾   AI SEO ▾   Platforms ▾   Guides ▾

Search Engine Land

Free SEO & PPC tools ▾   Resources ▾   SMX ▾   Awards   Newsletter

🔍 ▾

Check my site's SEO

SEO » **Article**

Google says normal SEO works for ranking in AI Overviews and LLMS.txt won't be used

Published: July 24, 2025 at 9:29 am | **Read Time:** 2 minutes

Share   f   𝕏   ✉   in   🔴

Written by **Barry Schwartz**

G Add us as a preferred source on Google »

Google said it won't be crawling your LLMS.txt files and just do normal SEO if you want to rank in its AI Overviews.

Google's Gary Illyes recently said that when it comes to ranking in AI Overviews, all you need to do is normal SEO. He also said that Google won't be crawling and using the new LLMS.txt files that have become a popular topic in the SEO space.

He said this at Google's own Search Central Deep Dive event in the Asia Pacific region yesterday.

Normal SEO for AI Overviews. Kenichi Suzuki was at the event and he posted on LinkedIn – "To get your content to appear in AI Overview, simply use normal SEO practices. You don't need GEO, LLMO or anything else."

This makes sense, in order for Google to get content for AI Overviews, they need to be crawled by Googlebot and indexed by Google Search. How Google Search normally ingests content, is how it also works for AI Overviews and AI Mode in Google. It also probably uses many forms of how Google ranks content within Google Search.

So do normal SEO if you want to appear in AI Overviews.

LLMS.txt not for Google. Kenichi Suzuki also posted on [LinkedIn](#) that during a Q&A session yesterday, Gary Illyes said Google won't be crawling the LLMS.txt file. "Gary Illyes clearly stated that Google doesn't support LLMs.txt and isn't planning to," Suzuki wrote.

That doesn't mean that other AI engines won't be doing that. Ray Martinez posted a screenshot of his log files showing how OpenAI is crawling his LLMS.txt file every 15 minutes or so. He posted this screenshot on [X](#) and wrote, "Log file analysis shows that OpenAI crawls my LLMs.txt file on a few sites. It's pinging our servers every 15 minutes looking for freshness."

This is all while John Mueller from Google said that [no AI system is currently using the LLMS.txt file](#). I mean, that was weeks ago and things change fast in the AI world.

Why we care. When it comes to Google – it

appears normal SEO is important. As Lily Ray wrote, [AI search is booming, but SEO is still not dead](). Do normal SEO to rank well within Google's AI platforms, will those lead to clicks is another story.

And LLMS.txt is a topic we [covered here]() a lot, and it seems Google won't be using that text file any time soon.

Search Engine Land is owned by Semrush. We remain committed to providing high-quality coverage of marketing topics. Unless otherwise noted, this page's content was written by either an employee or a paid contractor of Semrush Inc.

About the Author   𝕏   in

Barry Schwartz

Barry Schwartz is a technologist and a Contributing Editor to Search Engine Land and a member of the programming team for SMX events. He owns [RustyBrick](), a NY based web consulting firm. He also runs [Search Engine Roundtable](), a popular search blog on very advanced SEM topics.

In 2019, Barry was

... [Read more]

Get the newsletter search marketers rely on.

Find Your SEO Issues in 30 Seconds

Free technical audit shows what's blocking your search visibility.

Enter domain or URL

Audit My Site

Powered by Semrush • Try TechCrunch

Webinar   **This is What Happens When You Add AI to Your (Fragile) Stack & Processes**

Related Articles

SEO

The latest jobs in search marketing

Anu Adegbola

SEO

How to vibe-code an SEO tool without losing control of your LLM

Dave Davies

SEO

AI agents in SEO: A practical workflow walkthrough

James Allen

Webinars

This is What Happens When You Add AI to Your (Fragile) Stack & Processes

Intelligence Reports

White Papers

Measuring AI Answers: How 3rd-Party Sites Influence Who Gets Cited

---

Tackling Privacy and Personalization: Fireside Chat with PwC and the NFL
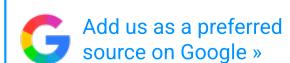

[View all Webinars](#)

[View all Intelligence Reports](#)

[View all White Papers](#)

Topics

[SEO](#)

[PPC](#)

[Platforms](#)

[All topics](#)

Our events

[Search Marketing](#)

[Expo - SMX](#)

[MarTech](#)

Semrush

[Semrush coupon](#)

[Semrush offer](#)

About

[About us](#)

[Contact](#)

[Privacy](#)

[Terms](#)

[AI policy](#)

[Marketing opportunities](#)

[Staff](#)

[Login](#)

Follow us

f [Facebook](#)

X [X (formerly Twitter)](#)

in [LinkedIn](#)

✉ [Newsletters](#)

🔊 [RSS](#)

▶ [YouTube](#)

G Add us as a preferred source on Google »