



AI SEO User Guide

PrestaShop module · Compatible with PrestaShop 1.7, 8 and 9

Get found by search engines and AI assistants

AI SEO automatically adds the structured data that search engines (Google, Bing) and AI assistants (ChatGPT, Perplexity, Google AI Overviews) need to understand and cite your store: schema.org JSON-LD, Open Graph tags, and an AI-readable `llms.txt` file describing your catalogue. No coding, no theme edits.

1. Installation

1. In the back office go to **Modules** → **Module Manager** → **Upload a module** and select the module ZIP.
2. Once installed, click **Configure** to open the setup wizard.

Updates are automatic. They are tied to your domain — no licence key to enter. Development domains (`.local` , `.test` , `localhost`) are always allowed. When a new version is available it is shown right inside the module.

2. Configuration — step by step

The Configure screen is a 5-step wizard. Each step is a feature you can turn on independently.

Step 1 — Enable master switch

The on/off switch for the whole module. Turn **Enable module** on, then *Save & continue*. Nothing is added to your front office until this is enabled.

AI SEO

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✓ Enable ✓ Content ✓ Generate ✓ AI crawlers (optional) 5 AI enrichment (optional)

🔗 Welcome

This 5-step assistant gets your shop ready for AI search. Steps 1-3 are the essentials; 4 and 5 are optional power-ups. Let's start by turning the module on.

Enable module Yes

Master on/off switch. When on, the module makes your store visible to generative AI search (ChatGPT, Perplexity, Claude, Google AI) through an llms.txt file, schema.org data and crawler control. Turn it on, then follow the steps above.

Save & continue >

🔄 Updates

ⓘ Status: Valid

Automatic updates are tied to your domain — no license key needed. Development domains (.local/, test/localhost) are always allowed.

Step 1 — Enable the module

Step 2 — Content

Choose **what** goes into your structured data / AI file and **how often** it refreshes.

- **Include products / categories / CMS pages / brands** — tick the parts of your catalogue you want search engines and AI to see. More coverage = better understanding of your store.
- **Refresh schedule** — *Weekly, Monthly, or Off (manual only)*. The file also refreshes automatically after catalogue changes.

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What to publish

Choose what goes into your AI visibility file and structured data. The defaults are fine for most shops.

Include products Yes
List your products (with their variants) in the llms.txt so AI engines can read and cite your catalog.

Include categories Yes
Add your category pages, giving AI engines the structure of your catalog.

Include CMS pages Yes
Add your content pages (About us, Shipping, Returns...) — useful context AI assistants quote when recommending you.

Include brands Yes
Add your brand (manufacturer) pages to the llms.txt, so AI engines know which brands you carry.

Structured data (schema.org) Yes
Inject JSON-LD in your pages: Organization on the home page, Product/Offer and an AI-generated FAQ on product pages. Helps both Google rich results and AI engines.

Auto regeneration ▼
How often the AI files are rebuilt automatically. No cron needed: the rebuild runs on the first front-office visit after the period expires (or after a catalog change). You can always rebuild manually in the next step.

[← Back](#) [Save & continue →](#)

Updates

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Step 2 — Choose what to include and the refresh schedule

Step 3 — Generate

Builds your **AI file** (`llms.txt`) and the structured data. Click **Generate now** the first time; afterwards the panel shows the live file, its size and last update, with a **Regenerate now** button. You normally never need this manually — it regenerates on its own.

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🔗 Generate your AI file

This builds the llms.txt (one per language) and refreshes your structured data. Run it now, then re-run it whenever your catalog changes (or let auto-regeneration handle it).

✓ Your AI file is live: <https://shop.cavallini.net/llms.txt> (11.13KB, updated 2026-06-14 15:08).

🔗 Regenerate now

[← Back](#) [Continue →](#)

🔄 Updates

Status: Valid

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Step 3 — Generate / regenerate the AI file

Step 4 — AI crawlers optional

Control AI crawlers: decide how AI bots may access your `llms.txt` and content. Leave the defaults to let assistants discover and cite your products, or restrict them. You can safely *Skip / Continue* if unsure.

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- Enable
- Content
- Generate
- AI crawlers (optional)
- AI enrichment (optional)

Control AI crawlers

Decide which AI bots may read your store. "Useful" bots drive AI-search citations — allow them. "Scrapers" only train on your content or hammer the server — block them. Optional but recommended.

AI bots (robots.txt)

"Useful" bots drive AI-search citations (allow them). "Scrapers" train on your content or hammer the site (block them). Override any bot below; the list is updatable from the server.

Crawler policy in robots.txt

Smart — allow good AI bots, block

Smart uses the good/bad list below; fine-tune any single bot in the table.

IndexNow key

optional

Optional. Instantly notify Bing/Yandex when content changes. Paste an IndexNow key to enable; leave empty to disable.

	User-agent	Service	Override	Effective
<input checked="" type="checkbox"/> useful	OAI-SearchBot	OpenAI Search (ChatGPT)	Auto (by mode)	allowed
<input checked="" type="checkbox"/> useful	ChatGPT-User	ChatGPT (user browsing)	Auto (by mode)	allowed
<input checked="" type="checkbox"/> useful	PerplexityBot	Perplexity	Auto (by mode)	allowed
<input checked="" type="checkbox"/> useful	Perplexity-User	Perplexity (user)	Auto (by mode)	allowed
<input checked="" type="checkbox"/> useful	ClaudeBot	Anthropic Claude	Auto (by mode)	allowed
<input checked="" type="checkbox"/> useful	Claude-SearchBot	Claude Search	Auto (by mode)	allowed
<input checked="" type="checkbox"/> useful	Claude-User	Claude (user)	Auto (by mode)	allowed
<input checked="" type="checkbox"/> useful	Google-Extended	Google Gemini / AI Overviews	Auto (by mode)	allowed
<input checked="" type="checkbox"/> useful	Applebot-Extended	Apple Intelligence	Auto (by mode)	allowed
<input checked="" type="checkbox"/> useful	Amazonbot	Amazon (Alexa/Rufus)	Auto (by mode)	allowed
<input type="checkbox"/> scraper	GPTBot	OpenAI training crawler	Auto (by mode)	blocked
<input type="checkbox"/> scraper	CCBot	Common Crawl	Auto (by mode)	blocked
<input type="checkbox"/> scraper	Bytespider	ByteDance/TikTok (aggressive)	Auto (by mode)	blocked
<input type="checkbox"/> scraper	Meta-ExternalAgent	Meta AI training	Auto (by mode)	blocked
<input type="checkbox"/> scraper	Diffbot	Diffbot scraper	Auto (by mode)	blocked
<input type="checkbox"/> scraper	Omgilibot	Omgili scraper	Auto (by mode)	blocked
<input type="checkbox"/> scraper	ImagesiftBot	ImageSift scraper	Auto (by mode)	blocked
<input type="checkbox"/> scraper	DataForSeoBot	DataForSEO scraper	Auto (by mode)	blocked

Also hard-block scrapers in .htaccess (HTTP 403)

robots.txt is only a request; bad bots ignore it. This enforces a 403 at the server for the blocked bots above. Apache only.

Currently 403-blocked: GPTBot, CCBot, Bytespider, Meta-ExternalAgent, Diffbot, Omgilibot, ImagesiftBot, DataForSeoBot

Using nginx? Copy this equivalent rule into your server block

Save & apply

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Skip / Continue >

Updates



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Step 4 — AI crawler controls

Step 5 — AI enrichment optional

Optionally use an AI provider to enrich descriptions/metadata. **Enable AI enrichment**, pick the **AI provider** and **AI model**, and paste your own **API key** (stored securely; leave blank to keep the current one). This step is optional — the core SEO/AI features work without it.

➤ AI enrichment & persuasion

Optional. Use AI to enrich your catalog and add visible "why choose us" selling points. All spend is capped and uses your own provider key.

⚙️ AI settings

Enable AI enrichment No

When on, an AI model writes factual product summaries and Q&A that make your catalog more citable by AI search. It uses YOUR own API key, so the cost is billed to you (within the caps below).

AI provider

Which AI vendor to use. Each provider has its own API key (stored separately) – switching here loads that provider's key. Pricing differs per provider; see the models table below.

AI model

From the (updatable) catalog. Leave on "Auto" for the recommended cheap model of the chosen provider.

API key for Anthropic

⚠️ No key saved for Anthropic yet.

Your secret API key for the selected provider. Keys are stored separately per provider, so you can save one for each and just switch the provider above. Used only to call that provider – never sent anywhere else.

Budget cap per run USD

Maximum USD a single enrichment run may spend. It stops as soon as this cap is reached.

Budget cap per month USD

Hard monthly cap in USD (how providers bill). Enrichment stops for the month when reached.

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Save AI settings

💰 AI budget (USD)

All AI spend is in USD (how providers bill). The shop-currency value is shown for reference when PrestaShop can convert.

- Spent this month: **\$0.0000**
- Monthly cap: **\$20.0000**
- Remaining: **\$20.0000**

Pick exactly what to enrich (products, categories, CMS, brands) with live counts and a cost estimate before spending:

➤ Open the enrichment assistant

🗣️ AI Persuasion – why choose us

Visible selling points the AI reads to recommend you. Shown in the footer, the llms.txt and the Organization schema. White-hat: truthful & visible, never hidden text.

Italiano (Italian)

e.g. Official reseller, 2-year warranty, ships in 24h, expert support...

English (English)

e.g. Official reseller, 2-year warranty, ships in 24h, expert support...

Save

☰ AI models & prices (USD/1M tokens)

Using the built-in model list (never refreshed).

Provider	Model	Input / Output
anthropic	claude-haiku-4-5	\$1 / \$5 per 1M
anthropic	claude-sonnet-4-6	\$3 / \$15 per 1M
openai	gpt-4o-mini	\$0.15 / \$0.6 per 1M
openai	gpt-4.1-mini	\$0.4 / \$1.6 per 1M
openai	gpt-5-mini	\$0.25 / \$2 per 1M
gemini	gemini-2.5-flash-lite	\$0.1 / \$0.4 per 1M
gemini	gemini-2.5-flash	\$0.3 / \$2.5 per 1M
gemini	gemini-3-flash	\$0.5 / \$3 per 1M
gemini	gemini-3.5-flash	\$1.5 / \$9 per 1M

[↻ Check for model & price updates](#)

↻ Updates

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Step 5 — Optional AI enrichment (your own API key)

3. Check that it works

- Open any product page, view the page source and look for `<script type="application/ld+json">`.
- Paste a product URL into Google's *Rich Results Test*.
- Visit `/llms.txt` on your shop domain — you should see the AI-readable summary.

4. FAQ

Does it slow down my shop?

No. Output is cached and regenerated in the background — there is no heavy work on page load.

Do I need to edit my theme?

No. AI SEO works through standard hooks and is compatible with any theme.

Will it conflict with another SEO module?

It focuses on structured data and AI discovery, so it complements classic meta-tag modules.

Is the AI enrichment required?

No. Steps 4 and 5 are optional; the structured data, Open Graph and llms.txt features work on their own.