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[Black Friday Edition]

eCommerce SEO & AI Search Visibility Pack

Getting found, and getting cited, in the weeks that decide the quarter.

What's included:

24 Essential eCommerce AI Prompts AI-

Ready Product Page Checklist Writing

Content for AI Search Wireframe Product

Detail Page Wireframe Product Landing Page

Black Friday Visibility Pack (seasonal)

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24 Essential eCommerce AI Prompts

Not sure where to start when testing your AI search visibility? These prompts help you quickly assess how your products, categories, and brand appear across AI-driven search tools.

Introduction

What this document is for

Your customers are likely already using AI tools to research products, compare options, and make purchasing decisions.

This easy-to-use prompt pack helps you test how AI understands:

- Your products
- Your collections
- Your brand positioning
- Your competitors

Each prompt mirrors real buying and comparison behaviour and highlights where your product pages may need more clarity or depth.

How to use it

- Run these prompts in tools like ChatGPT, Gemini, or Perplexity
- Replace placeholders with your brand, products, and categories
- Compare AI outputs with what exists on your site today

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Product discovery prompts

These prompts are designed to test how AI understands your individual products.

1.How would you describe the product “[product name]”?

2.What is “[product name]” best used for?

3.Who is “[product name]” most suitable for?

4.What are the key features of “[product name]”?

5.What should I know before buying “[product type]”?

6.Is “[brand] [product name]” worth it?

7.What are the pros and cons of “[product name]”?

8.How does “[product name]” compare to “[competitor product]”?

Checklist

Use this checklist to review the responses:

□ Are the core features accurate and complete?

□ Are the main use cases described correctly?

□ Does AI clearly understand who the product is for?

□ Is your brand and product positioning reflected accurately?

□ Are any important details missing or incorrect?

□ Are competitors described more clearly or confidently than your product?

If AI responses are vague, inaccurate, or inconsistent, your product content may need clearer structure or more detailed information. Refer to the product page wireframes in this pack for guidance.

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Category and collection prompts

These prompts are designed to test how AI understands your product collections and overall category intent.

1. What are the best “[category]” brands in Australia?
2. What should I look for when buying “[category]”?
3. Best “[category]” for “[specific use case]”
4. Best “[category]” under $X
5. “[Category]” vs “[alternative category]”
6. What features matter most when choosing “[category]”?
7. What are the most popular “[category]” right now?

Checklist

Use this checklist to review the responses:

- ☐ Is your brand mentioned naturally within category recommendations?
- ☐ If not, which competitors are being surfaced instead?
- ☐ Does AI clearly understand what differentiates this category?
- ☐ Are buying considerations framed in a way that aligns with your positioning?
- ☐ Are important attributes or use cases missing from AI responses?
- ☐ Are competitors described with stronger authority or clarity than your brand?

Gaps here can often indicate unclear category copy, weak internal linking, or missing buying guidance.

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Brand and trust prompts

Use these prompts to identify authority and perception gaps.

1. Is “[brand]” a good brand?
2. What do people say about “[brand]”?
3. What makes “[brand]” different from competitors?
4. Alternatives to “[brand]”
5. Which brands do experts recommend for “[category]”?

Checklist

Use this checklist to review the responses:

- ☐ Are trust signals (reviews, expertise, longevity) clearly referenced?
- ☐ Is your brand positioning distinct and easy to understand?
- ☐ Are competitors positioned with stronger authority than your brand?
- ☐ Are recommendations vague or unsupported?
- ☐ Does AI rely on third-party sources more than your own site?

This keeps everything consistent and designer-friendly.

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Commercial intent prompts

Use these prompts to understand how AI handles purchase intent, authority, and buying recommendations.

1.Where can I buy “[product type]” online?

2.Best places to buy “[category]” in Australia

3.Is it better to buy “[product type]” online or in-store?

4.What is the best value “[product type]”?

Checklist

Use this checklist to review the responses:

□ Is your brand described with clear authority and credibility?

□ Are trust signals (reviews, scale, expertise, longevity) referenced accurately?

□ Is your brand positioning clear and differentiated?

□ Are competitors positioned as stronger or more credible than your brand?

□ Are the same competitors repeatedly recommended instead of your brand?

□ Are there gaps where AI lacks enough information to confidently describe your brand?

Gaps here can often indicate unclear category copy, weak internal linking, or missing buying guidance.

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Final review: what to look for overall

After running all prompts, review the responses as a whole and ask:

- □ Is your brand mentioned consistently across product, category, and trust-based prompts?
- □ Is the information accurate, complete, and aligned with how you want to position your products?
- □ Are competitors described more clearly or confidently than your brand?
- □ Do AI responses reflect the same buying considerations highlighted on your site?
- □ Which products or collections feel under-explained, vague, or misrepresented?

Use these insights to prioritise which pages need clearer structure, stronger signals, or updated content.

Need help interpreting the results?

This prompt pack helps you identify how your products and collections are currently understood by AI-driven search.

If you want support interpreting what you're seeing or understanding where competitors are gaining visibility, a dedicated **eCommerce SEO & AI Search Audit** can help.

Get in touch with the StudioHawk team to book your free audit.

Book your free audit

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AI-Ready Product Page Checklist

A practical checklist for eCommerce product pages

Product pages are no longer just about rankings or conversions. They also influence how AI-driven search tools understand, compare, and recommend your products.

This checklist outlines the essential content, structural, and trust signals required to make product pages clear for buyers and interpretable by AI.

It is designed for modern eCommerce teams preparing their sites for AI-driven discovery.

How to use it

This easy-to-use prompt pack helps you test how AI understands:

- clear and easy for buyers to understand
- structurally sound for SEO
- easily interpreted and surfaced by AI-driven search tools

Work through each section and address gaps before publishing or updating product pages.

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1.Product Clarity & Messaging

Goal: Help buyers understand the product quickly and confidently.

□ H1 includes the exact product name

□ Short intro paragraph includes:

- product name
- key benefit or use case
- price or value cue
- review signal if available

□ Key features shown clearly above the fold, such as:

- size or capacity
- core specs
- materials or build
- standout differentiator

□ Use-case sections or anchor links included Examples: Best for families, Small spaces, Everyday use

□ FAQ section added to address common questions Examples: shipping, returns, care, warranty

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2. Product Entity Signals

Goal: Help search engines and AI tools clearly understand what the product is.

□ Exact product name used consistently

□ Live and accurate price visible

□ Stock status clearly shown

□ Star rating and review count displayed where available

□ Seller or brand name clearly referenced

□ Key technical specs listed in a structured format

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3. Page Structure & Technical Basics

Goal: Ensure the page is easy to read, crawl, and interpret.

□ Clean, descriptive URL includes product name or model

□ Title tag clearly reflects the product

□ Meta description summarises key specs or benefits

□ Product schema implemented where possible

□ “Last updated” or freshness signal included

□ Page loads quickly and performs well on mobile

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4. UX & Trust Signals

Goal: Reduce friction and reinforce confidence.

□ Add to Cart button visible without scrolling

□ Delivery or shipping information is easy to find

□ Returns and warranty details clearly displayed

□ Secure payment options shown

□ Review breakdown or filtering available

□ Subtle urgency signals are used where appropriate

Examples: low stock, popular item

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5. Visuals & Comparison

Goal: Help customers visualise and compare.

□ High-quality product images included

□ Images show multiple angles and real-world use

□ Lifestyle image included where relevant

□ Comparison table or related products section included

□ Optional video or short demo added

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6. AI Readiness Checks

Goal: Improve how the product is surfaced and described in AI-driven search.

□ Use natural comparison and use-case language

Examples: best for small kitchens, compact option, budget-friendly

□ Social proof referenced clearly

Examples: trusted by thousands, highly rated

□ Internal link to the relevant category page included

□ Product description answers common comparison questions

□ Claims are accurate and defensible

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7. Ongoing Maintenance

Goal: Keep product pages accurate, competitive, and AI-readable over time.

□ Price and stock reviewed regularly

□ Specifications and features checked for accuracy

□ Schema validated after major page updates

□ Product searched in AI tools to review how it's described

□ Page updated if AI outputs are inaccurate, incomplete, or misleading

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Using this checklist effectively

This checklist works best when used alongside:

- the eCommerce AI prompt pack to test real-world AI visibility
- the product page wireframes to guide structure and layout
- ongoing reviews as products, pricing, and ranges change

If AI tools struggle to accurately describe your products, it often points to missing clarity, weak entity signals, or outdated content rather than technical issues alone.

If you want help reviewing existing product pages or understanding where competitors are gaining AI visibility, a dedicated eCommerce SEO & AI Search Audit can help.

Get in touch with the StudioHawk team to book your free audit.

Book your free audit

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Writing Content for AI Search

eCommerce Edition

AI-driven search tools don't read content the way us humans do. They extract, summarise, compare, and quote.

This guide explains how to write eCommerce content that AI can accurately understand, surface, and recommend across modern search experiences.

Use it across product pages, category pages, and any supporting eCommerce content.

How to use it

You can this guide alongside:

- 24 Essential eCommerce AI Prompts
- AI-Ready Product Page Checklist
- Product Landing Page and Product Detail Page Wireframes

Together, these assets help ensure your content is:

- Clear for users
- Structured for AI
- Ready for modern search discovery

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1. Say exactly what the page is about, immediately

AI prioritises pages that are clear from the first few lines.

If a page is about a product or category, that should be obvious within the first 2–3 sentences.

Best practice

- Lead with what the product or category is
- Avoid long introductions or brand storytelling
- Focus on clarity before persuasion

Example

Weak

Discover premium quality kitchen solutions designed to elevate your cooking experience.

Strong

This 7L digital air fryer is designed for families and everyday home cooking, with eight preset cooking modes and a compact countertop footprint.

If AI can't immediately identify what a page is about, it's less likely to summarise or recommend it accurately.

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2. Structure content so it can be summarised accurately

AI engines read content in sections, not as one long page.

Clear page structure improves how accurately your content is interpreted and reused.

Best practice

- Use descriptive headings
- Keep paragraphs short
- Use bullet points for features, specs, and comparisons
- One idea per section

Example

Less effective

This product comes with a range of features that make it suitable for different types of users and kitchens.

More effective

Key features include:

- 7L capacity suitable for families
- 1800W power output
- Eight preset cooking modes
- Dishwasher-safe basket

If information is buried in long paragraphs, AI is more likely to miss or misinterpret it.

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3. Use explicit, entity-based language

AI relies on clear entities to understand products and categories.

Vague or expressive language can reduce visibility and accuracy in AI-driven search.

Best practice

- Use full product names consistently
- Include brand, model, size, capacity, and material where relevant
- Be specific rather than expressive

Example

Weak

This powerful and reliable appliance is built to last.

Strong

The Philips HD9252 7L Digital Air Fryer features a 1800W heating element and eight preset cooking programs.

Clear entity language makes it easier for AI tools to accurately identify, compare, and recommend your products.

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4. Include short, quotable statements AI can reuse

AI tools often pull short, factual sentences directly into answers.

Every important page should include a small number of statements that can stand alone without additional context.

Best practice

- Add 2–3 short, factual statements per page
- Ensure statements are accurate, specific, and easy to understand
- Avoid exaggerated, vague, or unsupported claims

Example

This product is designed for small to medium households and can prepare meals for up to four people.

If a sentence can't stand alone, it's unlikely to be reused accurately by AI.

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5. Clearly explain use cases and suitability

AI-driven search frequently surfaces content based on who a product is for and how it's used. This is especially important for comparison-based and recommendation queries.

Best practice

- Clearly explain who the product is best suited for
- Call out limitations, exclusions, or ideal scenarios
- Use simple, direct language

Example

This model is best suited for apartments or smaller kitchens where counter space is limited.

Clear use-case language helps AI confidently match products to the right audience and intent.

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6. Write content that supports comparison

Many AI search results are comparative by default. Your content should help AI understand how a product or category differs from available alternatives.

Best practice

- Use comparison language where accurate and verifiable
- Highlight differences in size, price range, performance, or use case
- Avoid unsafe, exaggerated, or misleading claims

Example

Compared to 5L models, this 7L air fryer is better suited to family-sized meals.

Clear comparison signals make it easier for AI to position your products in recommendation-based results.

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7. Keep content accurate and current

AI prioritises reliable, up-to-date information. Outdated, vague, or ambiguous content is less likely to be surfaced in AI-driven search.

Best practice

- Avoid vague timing phrases such as “recently” or “new”
- Update specifications, pricing context, and availability regularly
- Refresh content when product models or ranges change
- Where appropriate, include a visible “last updated” reference

Regular content updates help AI maintain confidence in the accuracy of your pages.

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8. Avoid fluff and over-optimisation

AI is becoming increasingly effective at identifying and filtering low-value content.

Pages that rely on exaggerated, repetitive, or overly optimised copy are less likely to be surfaced or trusted.

Avoid

- Keyword stuffing
- Repeating the same copy across multiple products or categories
- Overly promotional or sales-led language
- Unsupported superlatives

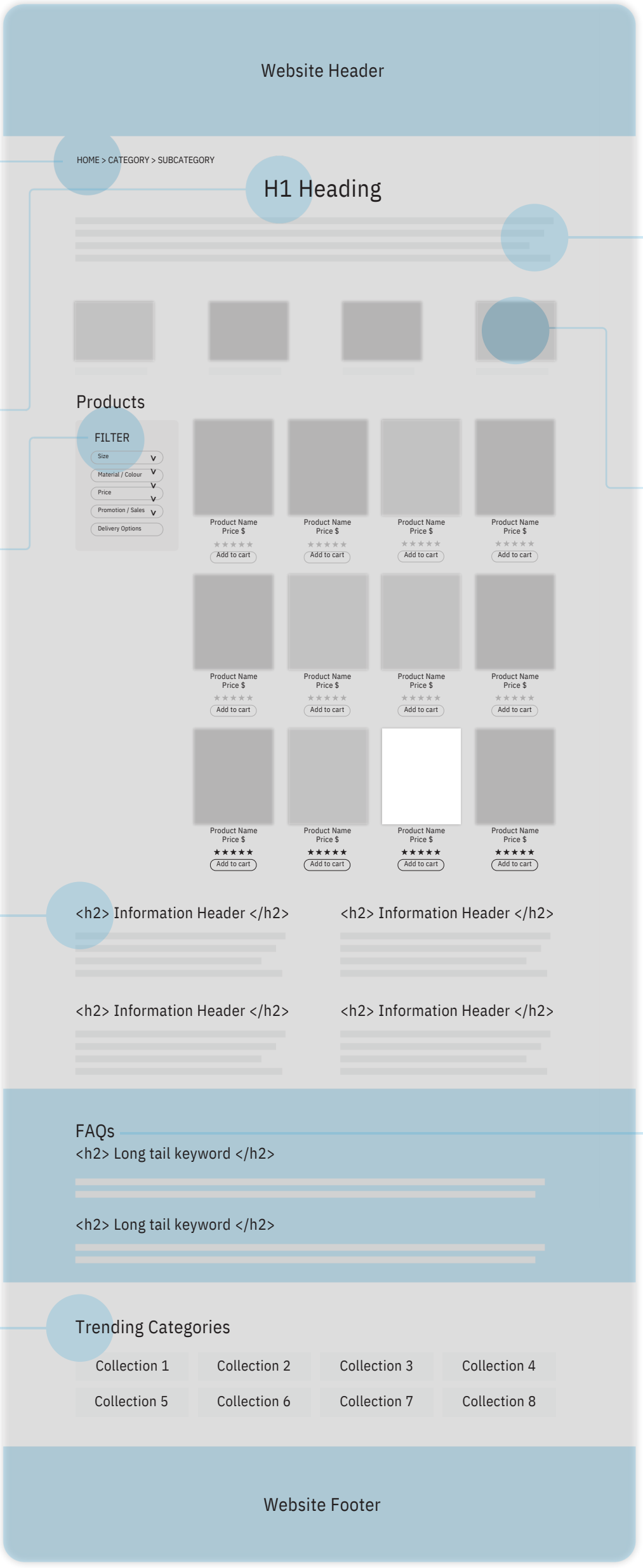
Focus on

- Accuracy
- Specificity
- Usefulness

Clear, factual content consistently outperforms overly optimised copy in AI-driven search.

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WIREFRAME | Product Landing Page



BREADCRUMBS

Breadcrumbs showcasing 'hierarchal' structure of website - generally following tiered URL structure. This better informs search engines of the overall structure of the website.

Tip: Add 'BreadcrumbList' schema markup to enhance search displays, aid website navigation for bots and helps contextualise content.

H1 HEADING

H1 Heading with 'primary' or main keywords. It's best practise to target one primary keyword per page.

FACET NAVIGATION

Avoid creative or branded naming (if possible). Use how customers would search for this product.

ABOVE THE FOLD

40–50 words using a mix of primary and secondary keywords.

This copy should clearly explain:

- what this product category is
- who it is for
- the main use cases or buying considerations

Use clear language that reflects how customers search and compare products.

RELATED CATEGORY INTERNAL LINKING

These links should connect this page to relevant collections and sub-categories.

They should support browsing and comparison, and help surface related product ranges.

Group links by relevance where possible (for example: Related, Popular, Alternatives).

BELOW THE FOLD

250–350 words of supporting category content.

This should explain how to choose between products in this category, highlight key differences, and common use cases or buying considerations.

The goal is to provide context for users and AI-driven search tools without repeating above-the-fold copy.

FAQs

Use FAQs in an accordion layout to answer common comparison and decision-making questions.

FAQs should focus on how to choose, key differences, suitability, and common concerns related to this product category.

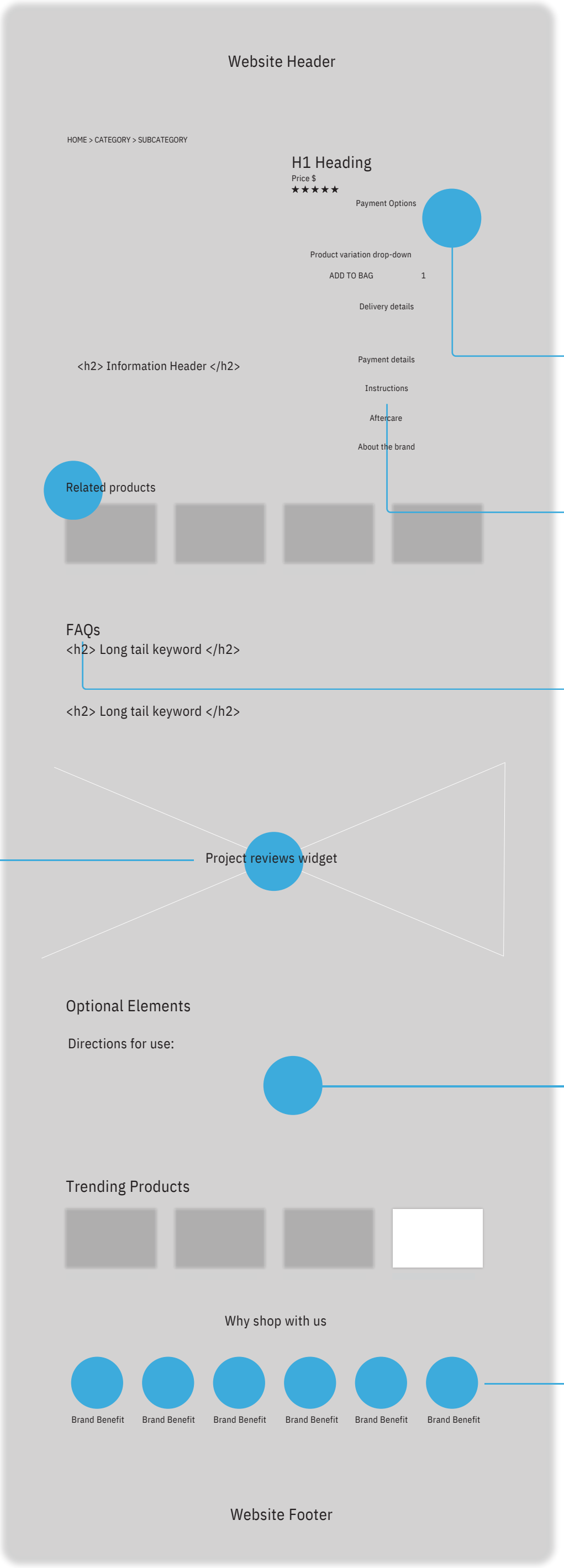
INTERNAL LINKS TO 'TRENDING' CATEGORIES

Link to trending or priority product categories that are relevant to this collection.

These links should help surface important ranges, support discovery, and reinforce how categories relate to each other across the site.

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WIREFRAME | Product Detail Page



BREADCRUMBS

Breadcrumbs showcasing "hierarchal" structure of website – Generally following tiered URL structure. This better informs search engines of the overall structure of the website.

Tip: Add "BreadcrumbList" schema markup to enrich search results, aid bots

when crawling your website and to further contextualise content.

H1 HEADING

H1 should use the exact product name.

Avoid creative or promotional wording.

The H1 should clearly identify what the product is, using consistent naming across the page to support product recognition and comparison in AI-driven search.

PRODUCT DESCRIPTIONS

100–200 words of unique copy per product.

Explain what the product is, who it's for, and its key features and uses.

Avoid generic or duplicated descriptions.

ADDITIONAL PRODUCT DETAILS

Use expandable or foldable sections to house supporting product info.

These can include details such as specifications, care, materials, or usage, allowing deeper information to be available without overwhelming the page content.

Show related or complementary products to support discovery and product comparison.

FAQs adds more SEO weight to the product page. Best to start with HERO products - not all product pages need this as it can be very time consuming if an online store has SKUs upwards of 10,000.

PRODUCT REVIEW

Display customer reviews to provide social proof and real-world feedback.

Reviews should be clearly visible and include ratings and review counts where available. This supports buyer confidence and helps AI-driven search tools understand product quality and sentiment.

HOW TO USE

Clear step-by-step instructions on how to use the product.

This section is important for products that require application, setup, or ongoing care. Where available, include short videos or creator content demonstrating correct use.

Showcase popular or high-performing products to support discovery and guide user attention.

WHY SHOP WITH US?

List key trust and value signals that explain why customers should buy from you.

For example:

- free or fast shipping
- easy returns
- loyalty or spend-based offers
- strong review or customer volume signals

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[EXCLUSIVE]

Black Friday Kit

Getting found, and getting cited, in the weeks that decide the quarter.

What's included:

- The page that should never change
- The four stage timeline
- Earning the deal roundups
- Winning the questions behind the query
- Reading what actually worked

STUDIOHAWK [EXCLUSIVE]

1. Evergreen Black Friday page

Most brands build a new Black Friday page every year, rank it by late November, and then delete it in December. The following September they start again from nothing.

Every year of links, every share, every mention, and every bit of accumulated relevance goes in the bin with the URL. The single highest value change in this pack costs nothing to make and takes about a minute.

How to use it:

- Find the URL you used last year, and the year before
- Pick one to keep permanently, or create a clean one
- Redirect every previous year to it
- Change the content each season, never the address

The URL rule

Keep the slug plain and undated. The same URL carries the pre sale page, the sale itself, and the post sale page. You change what is on it, never where it lives.

Good, because it survives the year:

- example.com/black-friday
- example.com/collections/black-friday

Bad, because it starts from zero every November:

- example.com/black-friday-20XX
- example.com/collections/black-friday-20XX

Put the year in the title tag and the meta description, where it signals freshness without costing you the URL.

What goes on it before the sale

- eBlack Friday terms in the title tag, meta description and H1
- The current year in the title tag and meta description
- A countdown, so the page answers how long rather than only what
- An email signup, with the offer stated plainly
- Copy describing the kind of offers to expect, written for someone deciding whether to wait
- Links to whatever is on sale now, for the people who will not wait

One caution on the signup. These people are price sensitive and they opted in for one reason. Adding them to the standard newsletter is how you lose them before November.

What changes on the day

Products move to the front. The countdown comes off. The category copy still has to say something, because a page that is only a product grid gives a search engine and an AI system nothing to read.

☐ *Is your Black Friday URL free of a year?*
☐ *Does one URL carry all three stages?*
☐ *Does every previous year redirect to it?*
☐ *Is the year in the title tag rather than the slug?*
☐ *Does the page have copy, not only products?*

STUDIOHAWK [EXCLUSIVE]

Take it further

Try this prompt. Paste into ChatGPT, Claude, Gemini or Perplexity:

"Here is my Black Friday page URL: [paste URL]. Tell me whether the slug contains a year, what I should redirect to what if it does, and give me a title tag and meta description that carry the year without putting it in the URL."

Skill: Ecommerce SEO Audit. Paste your URL into Claude and get a full on page audit with prioritised fixes

Tool: Redirect Checker. Follows a redirect chain hop by hop, so you can see whether last year's URL actually lands where you think it does

Further reading: Site architecture and crawl budget

2. The four stage timeline

The work that shapes your visibility over Black Friday and Cyber Monday starts well before the sale. Use the four-stage timeline below to prepare your pages, build visibility ahead of peak demand, and keep that value working once the sale ends.

Stage: Two months out

- Switch the page to its pre sale state and update the title tag and meta to the current year
- Add a link in the footer
- Submit the URL in Search Console once the on page changes are done

Why then: it gives the page time to be recrawled and reassessed while nobody is competing for attention yet.

Stage: Two weeks out

- Add the link to the main menu
- Add product or brand previews so the page has something specific to say

Why then: main menu links are strong, and you want them pointing at a page that is already indexed rather than one that is still new.

STUDIOHAWK [EXCLUSIVE]

Stage: Black Friday

- Products to the front, discounts visible
- Countdown removed
- Resubmit in Search Console

Why then: the page changes character on the day, from a promise to a shop.

Stage: After

- Remove the link from the menu, homepage and footer
- Say plainly that the sale has finished, and when it returns
- Put the email signup back for next year
- Link to the sales that run all year, and to anything seasonal that follows
- Update the title tag and meta to match

Why then: this is the step almost everyone skips, and it is the one that makes next year cheaper. A page that says see you next year keeps its links. A 404 does not.

Checklist

☐ Is the pre-sale update booked for around two months before your sale?
☐ Does someone own the day of change, by name?
☐ Is the post sale update booked, rather than assumed?
☐ Does the post sale page capture an email instead of dead ending?

STUDIOHAWK [EXCLUSIVE]

Take it further

Try this prompt. Paste into ChatGPT, Claude, Gemini or Perplexity:

"Black Friday [include date here]. Build me a four stage checklist for my ecommerce site covering two months out, two weeks out, the day itself and the week after. For each stage tell me what changes on the page and why that timing matters."

Skill: Category Page Optimizer. Audits and rewrites ecommerce category pages: the intro answer, buying guidance and ItemList schema

Tool: AI Search Page Audit. Grades any page out of 100 and pits it head to head against a competitor

Further reading: How to use AI for ecommerce SEO

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[EXCLUSIVE]

3. Earning the deal roundups

Black Friday deal roundups are often planned well before the sale. Start researching relevant publications and pitching your offers early, giving writers time to assess your products and include them in their coverage. Editorial deadlines vary, so check each publication's timing rather than waiting until your sale goes live.

These pages matter twice over. They send referral traffic during the sale, and they are the kind of third party source an AI system reaches for when somebody asks which brands have good deals. A mention you earn in October is still working in an AI answer in November.

How to use it:

- List the publications your buyers actually read, not the biggest ones
- Find who wrote last year's roundup for each
- Pitch the offer, the date it goes live, and the product, in that order
- Give them an image and a price. A pitch they have to chase is a pitch they drop

STUDIOHAWK [EXCLUSIVE]

What a usable pitch contains

1. The specific product, not the category
2. The actual discount, as a number
3. The date the offer starts and ends
4. A link that will still work in November, which is the evergreen URL
5. One line on why this product is worth a reader's attention

Checklist

- ☐ Have you listed the roundups your buyers read?
- ☐ Do you know who wrote each one last year?
- ☐ Is your offer decided far enough ahead to pitch it?
- ☐ Does your pitch link to a URL that will still exist?
- ☐ Are you pitching in September and October rather than November?

Take it further

Try this prompt. Paste into ChatGPT, Claude, Gemini or Perplexity:

"I sell [product category] in Australia. List the publications and sites that ran best Black Friday deals roundups last year for my category, what each one covered, and what a pitch to them would need to contain to be used."

Skill: Data PR Outreach. Finds newsworthy stories in your business data and writes personalised journalist outreach emails.

Tool: Backlink Gap. Shows the sites linking to your competitors but not to you, so you can see which roundups you are missing.

Further reading: Digital PR for link building

4. Winning the questions behind the query

Somebody searching for the best TV deals rarely stops there. The question fans out into whether the 65 inch is worth it, how OLED compares to QLED, and whether the model on sale is last year's.

An AI answer resolves all of that in one reply, pulling from whoever answered each part.

If your page answers only the query and none of the questions behind it, you are absent from the part of the answer that decides the purchase.

How to use it:

- Take your top three sale categories
- Write down the five questions a buyer asks before choosing within each
- Check which of those your site answers today
- Answer the rest on the category page or a guide that links to it

STUDIOHAWK [EXCLUSIVE]

Defend your own brand prompts

There is a second set of questions, and these are about you. Is this brand's sale legit. Is the discount code real. Are these genuine reductions or last year's stock.

If you have not answered those on your own site, something else will. A coupon scraper, a deals aggregator, or a forum thread gets to define whether your sale is trustworthy, and that answer is what an AI system repeats.

The fix is unglamorous: a page or a section that states your discount codes, your sale terms, your returns position during the sale, and what is actually reduced. It reads like housekeeping and it is the difference between owning the answer and inheriting somebody else's.

The prompts worth checking

Run these in ChatGPT, Gemini or Perplexity with your own brand and category substituted, and read what comes back about you.

1. Best [category] deals in Australia
2. Is [brand]'s Black Friday sale worth it?
3. Is [brand] a good brand?
4. [brand] discount code
5. Best [category] under $X
6. [category] vs [alternative category]
7. Where can I buy [product type] online?

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[EXCLUSIVE]

Checklist

☐ Does your category page answer the questions behind the query, not only the query?
☐ Have you run your own brand prompts and read the answers?
☐ Is your discount code information on your own site?
☐ Are your sale terms stated somewhere a machine can read them?
☐ Is a third party currently answering questions about your sale?

Take it further

Try this prompt. Paste into ChatGPT, Claude, Gemini or Perplexity:
"My brand is [brand] and I sell [category]. Answer these as if I were a shopper: is [brand]'s sale worth it, is [brand] a good brand, and what are the best [category] deals in Australia. Then tell me which of those answers came from my own site and which came from somewhere else."

Skill: AI Visibility Check. Tests 8 real customer queries and scores whether ChatGPT and Claude recommend your business.

Tool: Query Fan-Out Tool. Shows the real sub questions AI search fans a query into, pulled from live search data.

Further reading: Query fan-out, explained.

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[EXCLUSIVE]

5. Reading what actually worked

The most common Black Friday post mortem is a revenue number nobody can attribute. Traffic arrived, sales happened, and the channel that drove them is a guess.

AI referrals are the sharpest version of this problem, because by default a lot of them land in direct and disappear into the same bucket as somebody typing your URL.

Set up measurement before your sale begins, so you can capture performance throughout the campaign.

How to use it:

- Set up channel groups before the campaign begins
- Separate AI assistant referrals from direct
- Tag every campaign link you send, including the ones in the pitches from section three
- Record the baseline now, so the comparison exists later

STUDIOHAWK [EXCLUSIVE]

What to have in place before the sale

13. Channel groups configured, so assistant traffic is not sitting in direct
14. Campaign tagging on every outbound link you control
15. A dated baseline of where you stand today, written down
16. Search Console and your analytics agreeing on which pages matter

Attribution for AI referrals is improving but it is not complete, and some of it is not measurable yet. Configure what you can, and be clear about what is still dark rather than filling the gap with an assumption.

Checklist

- ☐ Are channel groups configured, today?
- ☐ Do you know what your AI referral volume is right now?
- ☐ Is every campaign link tagged?
- ☐ Have you written down the baseline you will compare against?
- ☐ Do you know which numbers you will not be able to attribute?

Take it further

Try this prompt. Paste into ChatGPT, Claude, Gemini or Perplexity:
"Walk me through separating AI assistant referrals from direct traffic in GA4 before my Black Friday campaign begins, including which channel group to create and what I will still not be able to attribute."

Skill: AI Citation Monitor. Tracks whether ChatGPT, Claude, Perplexity and Gemini cite your brand for your target queries.

Tool: Agentic Product Page Auditor. Scores whether an AI shopping agent can read and buy from your product page, across six layers.

Further reading: Tracking Claude referral traffic in GA4.

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Where this leaves you

Five things, and the first one costs nothing:

17. One Black Friday URL that never changes
18. A timeline with the pre sale switch booked around two months before the sale
19. Roundup pitches sent out well ahead of the sale
20. Your own brand prompts answered on your own site
21. Attribution configured before the month you want to measure

Want a second set of eyes before the big day?

This pack shows you what to check. If you want help reading the results, or working out where competitors are picking up visibility you are not, a dedicated eCommerce SEO and AI Search Audit can help.

Get in touch with the StudioHawk team to book your free audit.

Request an audit today