

Steal My AI Cheat Sheet

The exact prompts contractors, specifiers, and A&D are searching, **and how to win every one.**

THE NOISE

You've been overwhelmed with AI advice.

Someone forwards a reel and asks: **"Can we do this?"**

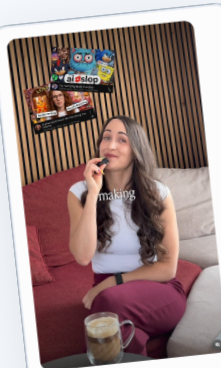
Workflow automation

Content creation

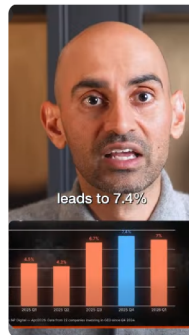
Vibe coding apps

Stocks & investing

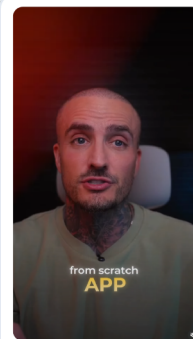
Design



"10 AI prompts that replace your marketing team"



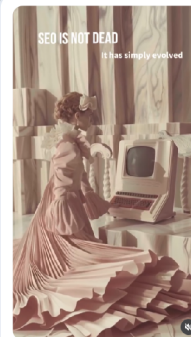
"Automate your whole back office overnight"



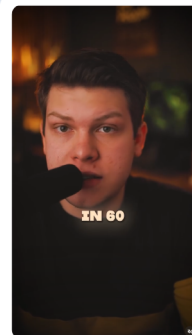
"I built an app in a weekend with no code"



"Let AI pick your next three stock trades"



"SEO is dead, do this instead"



"Design a brand in 60 seconds"

WHY IT'S DIFFERENT

AI playbooks for consumer brands don't transfer to our industry.

TECHNICAL

Buyers are technical

They ask about RH limits, wear layers, and ASTM numbers.

URGENT

Working on deadlines

A crew is scheduled. We need it need today, not next Monday.

PLURAL

Multiple decision makers

Specifier, contractor, purchasing, and owner all shape one order.

AI-ASSISTED

Discovery already runs through AI

Comparison and spec review increasingly start with an assistant.

The tactics aren't wrong. They're written for a different buyer, cycle, and question.

WHY YOU CARE

What's Actually at Stake

Decisions are being made well before logging in to your ordering sites.

SHORTLIST

Whether you make the shortlist before a rep ever gets a call.

SPECIFICATION

Whether the spec gets written around your product, or a competitor's.

SUPPORT

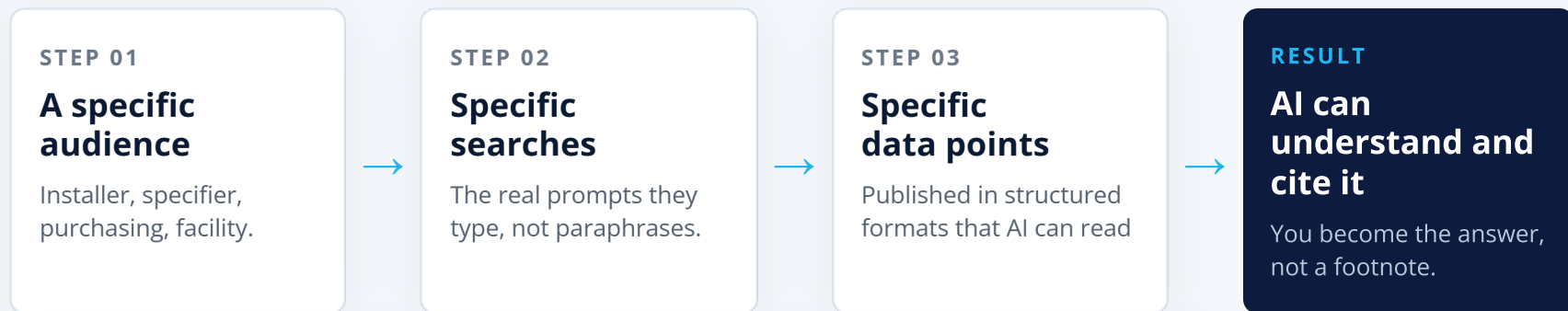
Whether AI sends an installer to your technical documentation or someone else's.

REPUTATION

Buyer/installer sentiment pulled from a range of sites, forums, reviews, and opinions.

AI optimization for construction materials suppliers.

A set of techniques aimed at the exact searches your buyers are already running.



Our industry's product data is chaotic.... it won't always be.

Few suppliers in this industry publish structured, AI-readable product information today.

Controlling what AI says about construction brands is easier today than it will be in a few months or a few years.

We can see a lot. Not all, but enough.

VISIBLE

Public search engines

The volume your tools report.

PARTLY VISIBLE

Public AI assistants

ChatGPT, Gemini, Copilot, Perplexity.

NOT VISIBLE

Company AI accounts

Enterprise seats where prompts stay private.

NOT VISIBLE

Internal workflows

Catalogs and spec sheets queried inside their own systems.

NOT VISIBLE

Direct API requests

Bulk and automated lookups at scale.

WHERE PROMPT DATA IS MOST VISIBLE



MORE VISIBLE IN TOOLS LIKE SEMRUSH

Public search and assistant surfaces that can sometimes be measured.



LESS VISIBLE: PRIVATE INDUSTRY WORKFLOWS

Prompts often stay inside ERP, estimating, quoting, BIM, and planning systems.



SEMrush-style visibility tools show only a slice of the picture; many prompts inside estimating, ERP, quoting, BIM, and private AI tools are not publicly measurable.

WHO IS WINNING

The tools we use to see AI performance.

MOST COMPREHENSIVE

SEMrush

Compare prompt visibility against your competitors, alongside classic search demand.

[View](#)

EASIEST TO START

Otterly.ai

Simple to run and much cheaper. Tracks whether AI tools mention and cite you.

FREE, ALREADY YOURS

Native tools

Google Search Console covers AI Overviews

Bing Webmaster Tools covers Copilot

Measure what you can, then **test the prompts yourself**, running your own buyers' questions is still the most honest report available.

1 Who's Asking

Narrowing down your buyer types, and what they ask

2 What are they really asking?

Real prompts customers run in the top AI tools.

3 What (Else) do you need AI to know?

Skip "general" info. Go on the offense. Think competitively.

4 How does AI learn about you?

Curating your citations, on your site and offsite.

5 Who Is winning?

Check your AI mentions, and your competitors'.

Searches are Short, specific, and technical

NOT USUALLY ~~"What is the best flooring adhesive for high humidity environments?"~~

adhesive 90% RH

[product] moisture limit

LVT over gypcrete

[code] vs [code]

wear layer 20 mil commercial

slab pH too high

ASTM F2170 pass range

[brand] discontinued replacement

rubber flooring Class 1

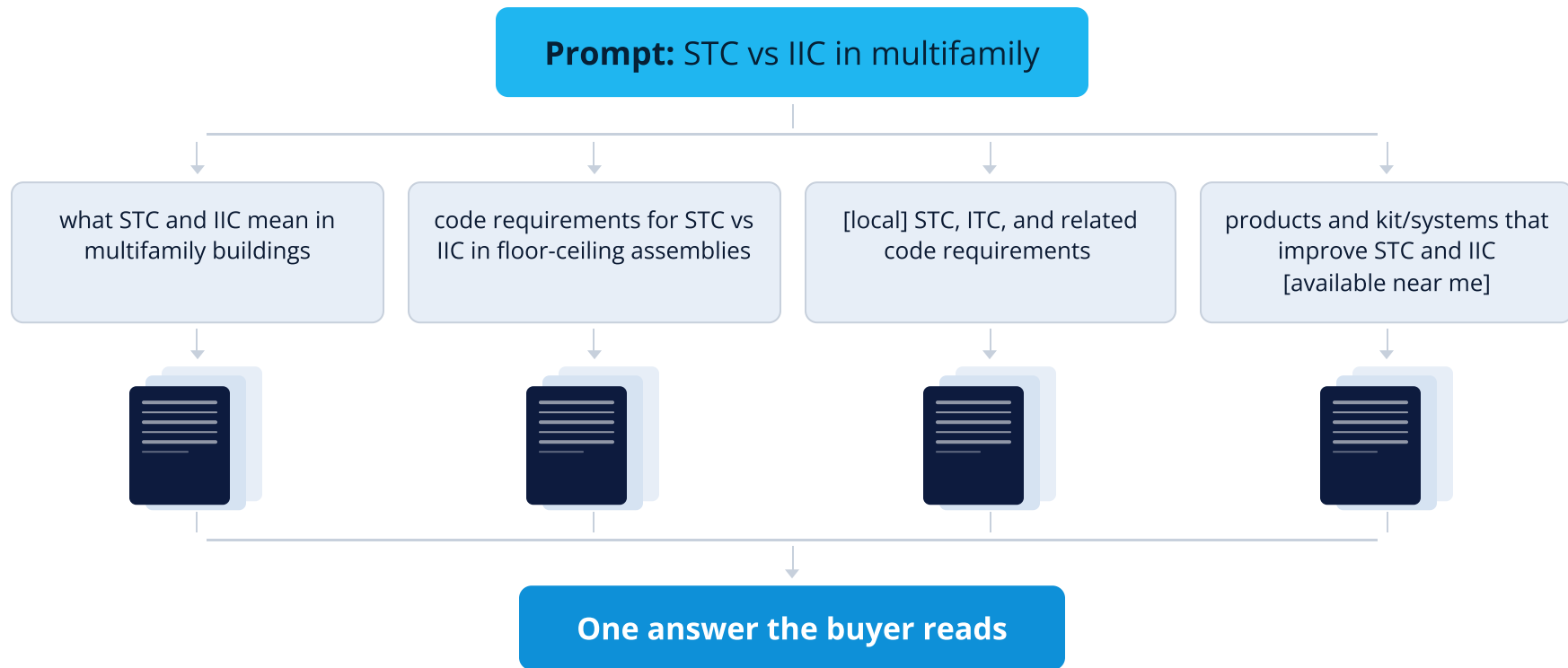
LVT ASTM F1700 Type B

PermaFlex 300 LHT max thickness

AI turns every query into rich search queries

AI searches add contextual and intent data at the time of query, and follow up with suggested prompts, which are typically quite generic in our industry.

- User prompt
- Query fan-out



Actual topics

CONTRACTOR / INSTALLER

[product] in stock near me

trowel size for 6mm LVT

adhesive 90% RH slab

flash time [product] 70°F

can I install over VCT

cure time before foot traffic

coverage per pail [product]

substitute for [product] same day

A&D

slip resistance commercial lobby

wear layer 20 mil commercial

does [product] have an EPD

ASTM F2170 pass range

[code] vs [code] acoustics

closest match to [discontinued]

radiant heat compatible flooring

3-part spec for [product]

PURCHASING

lead time 40,000 sq ft order

who distributes [brand] in [state]

project pricing [product] bulk

alternates at lower price point

[brand] backorder status

rep contact for [region]

installed cost vs [competitor]

minimum order quantity [sku]

FACILITY MANAGERS

approved cleaner for [product]

can we replace a single plank

expected life high traffic

warranty covers rolling loads

[product] still available 2026

repair seam without full replace

downtime to recoat vs replace

claims process [brand]

Comparison prompts, by pattern.

PRODUCT VS PRODUCT

[product] vs [product] durability

[brand] vs [brand] commercial
LVT

rigid core vs glue down

sheet vs tile for wet areas

PERFORMANCE

wear layer 12 vs 20 mil

acoustic rating [code] vs [code]

indentation resistance rolling
load

which holds color under UV

COST

installed cost per sq ft
comparison

lifecycle cost 10 years

replacement cost single area

cheaper alternate same spec

SUITABILITY & SUPPLY

best option over gypcrete

which works at 90% RH

comparable product in stock
now

equivalent to [discontinued sku]

Your customers don't all search the same way.

Contractors

Can I get it now, near me?

Installers

Will it work in these conditions?

Architects

Does it meet the requirement?

Designers

What are my options and finishes?

Specifiers

What documentation backs this up?

Purchasing

What does it cost, and when does it land?

Facility managers

How does it hold up and get repaired?

One product.

Seven different questions about it.

Winnable Prompt Categories:

Comparison

X vs Y on performance, installed cost, or lifecycle.

Compliance

Does X product meet [code]? How to get recommended in spec search.

Sourcing

Who stocks it, where, how fast, and at what quantity.

Installation

Substrates, conditions, coverage, timing, sequence.

Reputation

Delivery reliability, claims, real-world track record.

Winnable prompts share a pattern: **clear, structured, current information**, published somewhere AI can actually reach it.

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Comparison Prompts

CONTRACTOR / INSTALLER

MAPEI ECO 995 vs Bostik GreenForce over 90% RH slab

TEC PermaFlex 300 LHT vs MAPEI Large Tile & Stone for 24x48 porcelain

DITRA vs cement board over 3/4 plywood 24x24 porcelain

urethane vs silane hardwood adhesive over high RH concrete

1/4 x 3/8 vs 1/2 x 1/2 trowel 24x48 porcelain

6 mil LVP vs 5mm SPC over existing VCT

epoxy grout vs high performance cement grout commercial kitchen

Mapeguard UM vs DITRA over gypcrete radiant heat

20 mil vs 12 mil LVT apartment turnover

contact cement vs PVA laminate adhesive shop fabrication

3/4 hardwood ply vs MDF for painted built-ins

clip system vs adhesive wall panels commercial remodel

A&D

DITRA vs Mapeguard UM for large format tile over plywood

DITRA vs DITRA-XL point load commercial application

uncoupling membrane vs crack isolation membrane elevated slab

2mm vs 3mm rubber flooring acoustic performance

porcelain panel vs HPL wall panels wet areas

SPC vs glue-down LVT rolling load performance

epoxy grout vs urethane grout healthcare maintenance

porcelain tile vs terrazzo high traffic lobby lifecycle

HPL vs TFL vertical commercial casework

particleboard vs MDF substrate for HPL casework

veneer core vs MDF core architectural panels

PET felt vs wood slat acoustic panels NRC + fire rating

PURCHASING / FACILITY MGRS

GreenForce vs ECO 995 installed cost per 1,000 sf

20 mil LVT vs 28 mil for healthcare corridors lifecycle

glue-down LVT vs loose lay replacement cost occupied building

prefinished hardwood vs site-finished lifecycle cost multifamily

HPL vs TFL casework replacement cost school

SPC vs glue-down LVT downtime for occupied retail

epoxy grout vs cement grout labor + maintenance cost

porcelain vs terrazzo 10-year maintenance cost

Wilsonart HPL vs Formica HPL lead time + installed cost

MDF vs particleboard cabinet box cost / failure rate

domestic hardwood ply vs import panel cost + availability

replaceable wall panels vs painted drywall lifecycle

Help AI answer comparisons

STRUCTURED DATA

Technical specs able to be scanned and cited by AO

Specs in html table on product pages.
Reference of alternate/competing SKU

COMPARISONS

Side-by-Side Comparisons on your site

When possible, this is the strongest starting point

VERIFICATION

Other sites agree with your specs/comparisons.

Retailers list the same products, product reviews identify same alternative

Missing one field is enough to be left out of the comparison entirely.

IN THE WILD

Custom vs. Competitor product cross-reference guide (PDF) →

A manufacturer publishing every competing SKU side by side, in readable text.

COMPETITOR PRODUCT CROSS REFERENCE (

Flooring Preparation & Installation Products



Products		CUSTOM	Laticrete	Mapei	Merkrete	Tec	
Spring and Crack Isolation	Liquid Membranes	RedGard® Waterproofing and Crack Prevention Membrane A118.10, A118.12	Hydroban A118.10, A118.12	Mapelastic Aqua Defense A118.10, A118.12	Hydro Guard 1 A118.10, A118.12	HydraFlex® Waterproofing Crack Isolation Membrane A118.10, A118.12	GOLDPLUS Waterproofing Anti-Racks A118.12
		Custom® 8000 Waterproofing and Anti-Fracture Membrane A118.10, A118.12	HydroBarrier A118.10, A118.12	WaterStop (Dabble Only) A118.10, A118.12	Hydro Guard SP-1 A118.10, A118.12	Triple Flex Waterproofing Crack Isolation Membrane A118.10, A118.12	ULTRABOND Waterproofing Reducing Membrane A118.10, A118.12
	Rapid Setting Waterproofing	RedGard® Speed Coat® Rapid Curing Waterproofing Membrane A118.10	SC25 Waterproofing w/ Fabric Membrane A118.10, A118.12	Mapelastic HPS A118.10, A118.12		Waterproofing and Crack Prevention Membrane A118.10, A118.12	
	Anti-Fracture	FractureFree® Crack Prevention Membrane A118.12	Blue 12 Anti-Fracture w/ Fabric Membrane A118.12	Mapelastic Aqua Defense w/ Fiberglass A118.10, A118.12	Hydro Guard 2000/SPP A118.10, A118.12		BLACK-10 Anti-Racks A118.10, A118.12
	Anti-Fracture	Crack Buster Pro Crack Prevention Mem Underlayment	Fracture Ban	Mapelastic C3	Fracture Guard PD A118.12	Roll-On Crack Isolation Membrane A118.12	
				Mapesound 90	Sealant Guard PMS 401	Flex Guard Crack Isolation Sheet Membrane A118.12, A118.13	

Sourcing Prompts

CONTRACTOR / INSTALLER

A&D

PURCHASING / FACILITY MGRS

who stocks ECO 995 Dallas today	MAPEI stocking distributor Phoenix commercial	40 pallets LVT Southeast availability
GreenForce 4 gal near Nashville in stock	Bostik commercial flooring rep Tennessee	GreenForce pallet pricing + lead time
TEC PermaFlex 300 LHT distributor Charlotte	TEC architectural rep Carolinas submittal	PermaFlex 300 LHT 100 bag availability Charlotte
DITRA 323 sf rolls Seattle stock	Schluter rep same day samples Seattle	DITRA project pricing 20 roll order
20 mil glue down LVT stock Denver 10k sf	commercial LVT rep Denver quick ship	40,000 sf same dye lot available west coast
Armstrong equivalent stocked Portland	discontinued LVT closest current match	replacement SKU for discontinued flooring 2k sf
5mm SPC 20 mil wear layer Atlanta stock	domestic SPC manufacturer quick ship Southeast	container vs domestic stock SPC lead time
matching stair nose for this LVP stocked?	coordinating transitions for specified LVT	trims + flooring ship complete same PO?
24x48 porcelain 5k sf same lot available	tile rep large format project availability	24x48 porcelain 30 pallet lead time
Wilsonart 1573 laminate Dallas stock	Wilsonart design rep sample / memo sample	50 sheets 1573-60 lead time
3/4 maple ply A1 distributor Chicago	architectural plywood rep Chicago FSC	100 sheets A1 maple ply delivered pricing
Formica discontinued color replacement	Formica rep match old laminate color	remaining inventory discontinued HPL SKU

Sourcing Prompts: what they're really after.

WHO STOCKS IT

who stocks [brand] near me

distributors for [product]

[product] available for pickup

is [sku] in stock today

WHERE & HOW FAST

who carries [brand] within 50 miles

ship to [state] by Friday

same-day [product] [metro]

lead time [product] current

QUANTITY & PRICE

project pricing 40,000 sq ft

minimum order quantity [sku]

rep contact for [region]

who quotes [brand] commercial

WHEN IT'S GONE

replacement for [discontinued sku]

[brand] backorder status

closest color match still made

substitute for [product] same day

"Where can I buy it?" usually means "I need it now."

[product] near me

where to buy [product] today

[product] in stock

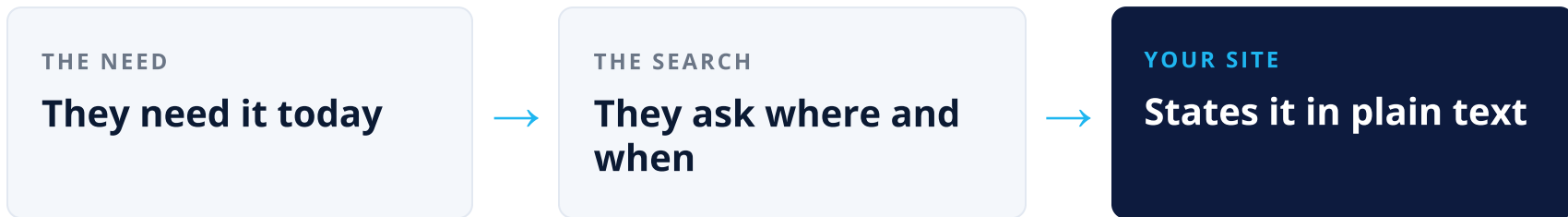
who stocks [brand] within 50 miles

[product] available for pickup

substitute for [product] same day

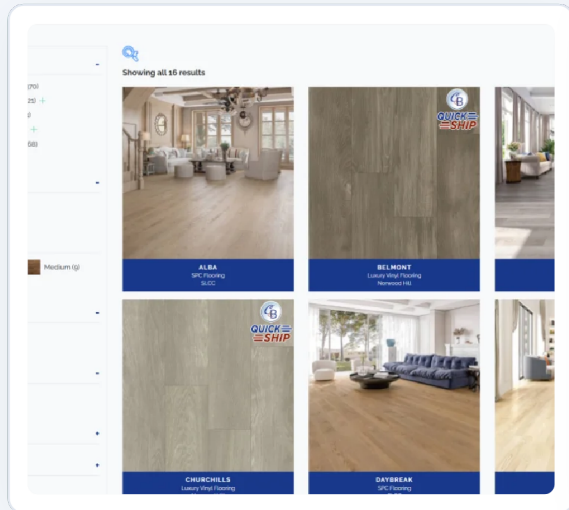
The query carries: **urgency · local supply · availability · a crew already scheduled**

If AI can't see that you stock it, AI will recommend someone else.



The information that has to be findable, not implied:

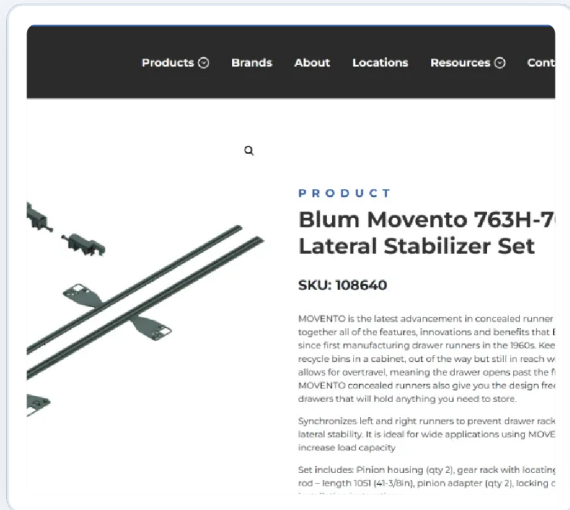




EXAMPLE 1

Quickship / Always In Stock

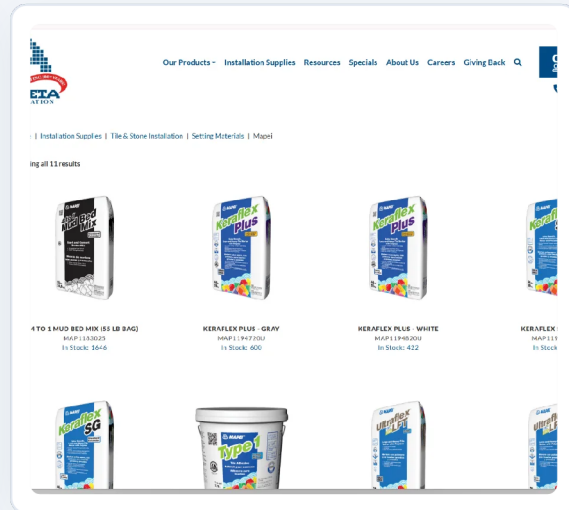
[Open the page →](#)



EXAMPLE 2

ERP Integration
Stock per Location

[Open the page →](#)



EXAMPLE 3

ERP Integration
Total Stock shown

[Open the page →](#)

Installation prompts

CONTRACTOR / INSTALLER

HPL contact cement open time
GreenForce flash time 70F 50 RH
ECO 995 trowel size engineered hardwood
PermaFlex 300 LHT max build thickness
DITRA over plywood minimum thickness
LVT over existing VCT skim coat needed?
Ardex Feather Finish dry time before LVT
self leveler primer on nonporous terrazzo
24x48 tile trowel size back butter required
epoxy grout working time hot jobsite
SPC cabinets installed on top or before?
PET acoustic panel adhesive vs impaler clips

A&D

HPL fabrication method curved vertical surface
GreenForce suitable radiant heat slab?
adhesive system for hardwood over 85% RH slab
mortar for 24x48 porcelain wall install
DITRA detail over wood joists 24 oc
glue-down LVT over existing resilient flooring
patch system compatible with specified adhesive
SLU system over existing terrazzo
mortar coverage requirement exterior tile
grout joint width commercial kitchen
floating floor under millwork allowed?
acoustic panel mounting detail rated wall

PURCHASING / FACILITY MGRS

shop labor contact cement vs PVA
GreenForce cure time before rolling traffic
adhesive coverage rate per 4 gal pail
bags per 1,000 sf 24x48 tile
DITRA install labor vs cement board
occupied renovation LVT install downtime
patch coverage / bags per 10k sf
SLU installed cost vs grind + patch
labor impact back buttering 24x48
epoxy grout maintenance vs cement grout
phased install sequence flooring vs casework
panels removable without drywall damage?

Get recommended, by name

AI answers and follow up suggestions frequently direct you to whichever brand has the best documentation. *And not necessarily just technical documentation.*

SCREENSHOT

[Full screen](#)

Installing a self-leveling underlayment (SLU) system over an existing terrazzo floor requires proper surface preparation to ensure a strong bond. [Rose Restoration #1](#)

Surface Preparation Steps

- **Clean the floor:** Remove all wax, sealers, dirt, grease, and paint from the old terrazzo.
- **Test for bond strength:** Check that the existing terrazzo is solid and well-bonded to the subfloor. Repair any loose or hollow areas.
- **Etch or grind:** Mechanically grind or scarify the shiny, smooth surface of the terrazzo to create a rough profile.
- **Prime the surface:** Apply a specialized, high-solid primer or epoxy bonding agent recommended by your SLU manufacturer to prevent the old floor from absorbing moisture from the new pour too quickly. <#>

Pricing the SLU System

- **Mix correctly:** Measure water and product instructions.


UZIN NC 170 premium - leveling compound
Interior use only Producing flat and smooth surfaces for the installation of textile, resins...




Doyle Dickerson Terrazzo
Applying a Thin-Set Terrazzo Topping Over Existing Terrazzo
Apr 27, 2022 — Thin-set epoxy terrazzo can cover over existing terrazzo systems like a...


Rose Restoration
Polishable Concrete Overlays and Underlayments Explained
Nov 7, 2025 — What Are Concrete Underlayments? Concrete underlayments...


UZIN North America
UZIN NC 170 premium - leveling compound
Interior use only Producing flat and smooth surfaces for the installation of textile, resins...

[Show all](#)

AI recommends **specific manufacturers**, even though the installer never asked for a brand suggestion.

Reputation prompts: not just about reviews.

CONTRACTOR / INSTALLER

- [Big D contractor reviews Phoenix
- [Fishman Flooring tech support reviews
- [Adleta contractor reviews Dallas
- [E.J. Welch installer reviews
- [Galleher contractor support reviews
- [Fishman MAPEI tech support good?
- [Big D MAPEI vs UZIN support
- [Big D Powerhold installer feedback
- [MAPEI Ultraflex LFT installer reviews
- [MAPEI Ultracolor Plus FA callback issues
- [Johnsonite rubber flooring installer feedback
- [Tarkett LVT installer experience commercial
- [Schluter DITRA installer feedback commercial
- [UZIN floor prep installer reviews
- [Würth Baer cabinet shop reviews
- [Würth Baer Wilsonart support
- [Würth Baer Formica availability reputation
- [Wilsonart vs Formica long-term availability
- [[distributor] damaged material claim process
- [[distributor] will call wait time contractor

A&D

- [Big D commercial project support reputation
- [Fishman spec support commercial flooring
- [Adleta commercial flooring support reviews
- [E.J. Welch architectural support reputation
- [Galleher commercial project support
- [Fishman MAPEI submittal support
- [Big D Schluter technical support
- [Powerhold field performance commercial installs
- [Ultraflex LFT commercial spec track record
- [Ultracolor Plus FA commercial performance history
- [Johnsonite commercial flooring track record
- [Tarkett LVT healthcare project history
- [DITRA commercial project track record
- [UZIN commercial flooring spec support
- [Würth Baer architectural millwork support
- [Wilsonart distributor support for specs
- [Formica commercial project support
- [Wilsonart vs Formica commercial track record
- [[distributor] project submittal support reviews
- [[distributor] architectural rep responsiveness

PURCHASING / FACILITY MGRS

- [Big D delivery reliability Phoenix jobs
- [Fishman fill rate / backorder reputation
- [Adleta delivery / order accuracy reviews
- [E.J. Welch branch service / lead times
- [Galleher inventory reliability / claims
- [Fishman MAPEI stock consistency
- [Big D MAPEI availability consistency
- [Powerhold availability through Big D
- [Ultraflex LFT availability / lot consistency
- [Ultracolor Plus FA stock continuity
- [Johnsonite replacement availability long term
- [Tarkett LVT SKU continuity / replacement stock
- [Schluter system availability / backorders
- [UZIN product availability western US
- [Würth Baer order accuracy / delivery reliability
- [Wilsonart stock consistency Würth Baer
- [Formica color availability / discontinued SKUs
- [Wilsonart vs Formica SKU continuity
- [[distributor] claims handling reputation
- [[distributor] OTIF / fill rate reviews

"Reputation" in AI isn't just reviews.

WHAT YOU SEE

4.8★

A strong public rating, and no bearing on the technical question being asked.

WHAT AI ACTUALLY FINDS

Technical forums

Distributor pages

Installation guides

Warranty documents

Reddit threads

Trade discussions

Product reviews

Claims discussions

Discontinued-product pages

Technical support content

Manufacturer documentation

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5 Who Is winning?

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Why choose us?

Suppliers love to market themselves in vague, vibey terms. Stop it.

1

Product Quality

Professional grade products,
technical specs.

2

Service & Expertise

Years of industry experience,
excellent service.

3

Best Price Around

Years of industry experience,
excellent service.

Most important: **the competitive areas**. That's where a prompt is won or handed away.

Think competitively.

Who are your closest competitors?

What do you specialize in/have deep catalog, that they don't?

What lines or kits do you carry that **outperform** their competing lines?

What lines or collections did you bring on specifically because you needed to fill a gap that a competitor was winning?

Where do their reviews say they fall short?

Build your Library ... Competitively

1

Spec vs. Spec

Direct spec-for-spec alternative to competitor brands.

2

The Fix

Prompts about failure, uncertain substrates, and problem areas

3

Stock Check

Stock availability, job-site delivery SLAs, and delivery routes.

When several local suppliers carry similar or closely matched brands, AI steers users to what it can actually **verify**:

Who's got it, where, and how fast.

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Structured Data

Why your product specs have to live in named fields, not in paragraphs, flyers, or PDFs.

Structured

AI can extract it

Field	Value
Wear layer	20 mil
Max slab RH	90% (ASTM F2170)
Substrates	Concrete, gypcrete, VCT
Availability	In stock, ships in 3 days

Same fields, same names, on every product page.
Comparable, quotable, current.

Unstructured

AI has to guess

"Our premium collection performs beautifully in demanding commercial environments and installs over most substrates."

Specs in a flyer image

Scanned PDF datasheet

Numbers only in a photo

Link to the manufacturer

The facts may be there, but field names don't closely match the prompt. AI can't create a comparison and won't cite you.

If a spec isn't a labeled field in readable text, **assume AI doesn't have it.**

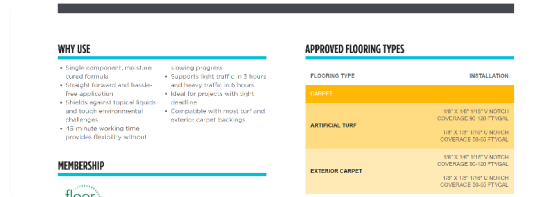
Simple On-page Structured Data

Mullican product page

[Link](#)

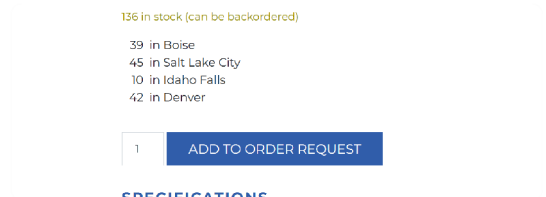

Simple structured data
Organized installation guides
Very clear how-to info

Taylor Adhesives

[Link](#)


Organized specs, strong headers that are
common installer questions.

Advanced Hardware

[Link](#)


Availability and lead time in structured list.

Wide range of SKUs from same lines establish
as a top tier vendor. [Link](#), [Link](#)

Make it impossible to miss.

VISIBLE ON YOUR SITE

Don't password protect your site

Structured Spec Data per Product

Don't only have specs in a PDF download

Don't link to the manufacturer's site for specs

Don't password protect your site

MAKE IT READABLE FOR AI

Sitemap

llms.txt

Product schema

**The easier your information is to scan and verify,
the easier it is for AI to reference, compare, and use.**

Structured data

Sitemap

llms.txt

Schema

Most sites in this industry don't have enough of it, which is exactly why the opening exists.

Sitemap

A machine-readable index of every page you want found, organized into heirarchies.

Check your site: **[company].com/sitemap.xml**

[Full screen](#)

This XML Sitemap contains **198** URLs.

— Sitemap Index

URL

<https://www.adleta.com/product-category/uncategorized/>

<https://www.adleta.com/product-category/hardwood-flooring/lm-flooring/the-glenn/>

<https://www.adleta.com/product-category/hardwood-flooring/lm-flooring/lauderhill/>

<https://www.adleta.com/product-category/hardwood-flooring/lm-flooring/westbury/>

<https://www.adleta.com/product-category/hardwood-flooring/lm-flooring/river-ranch/>

<https://www.adleta.com/product-category/hardwood-flooring/lm-flooring/valley-view-plank/>

<https://www.adleta.com/product-category/hardwood-flooring/lm-flooring/duval/>

<https://www.adleta.com/product-category/hardwood-flooring/bella-cera/ravello/>

<https://www.adleta.com/product-category/hardwood-flooring/bella-cera/casa-mia/>

DON'T FORGET: Submit for indexing to *both* **Google** Webmaster Tools and **Bing** Webmaster Tools.

llms.txt

A plain-text file written for AI crawlers: Highly curated, be selective

Check your site: [\[company\].com/llms.txt](https://[company].com/llms.txt)

[Full screen](#)

available for nationwide shipping.

Founded in 1903, the company provides precision sharpening, scheduled pickup and delivery, replacement knives, and industry-specific cutting products. Its primary facilities are in Burbank, California, and Phoenix, Arizona, with service coverage extending into Nevada.

Sharpening and Catalog

- [Industrial Blade Sharpening](https://lagrinding.com/sharpening/): Ten-step blade reconditioning, recurring service options, replacement knife types, and pickup and delivery
- [L.A. Grinding Catalog](https://lagrinding.com/product-category/la-grinding-catalog/): Product collection covering industrial blades, cutting supplies, paper-converting part accessories, tools, and related components.
- [Freud Cutting Tools](https://lagrinding.com/freud-cutting-tools-official-distributor-in-california/): Freud saw blades, router bits, dado sets, shaper cutters, and other wood tools distributed by L.A. Grinding.
- [Diablo Tools and Blades](https://lagrinding.com/diablo-tools-premium-blades-bits-in-california/): Diablo blades, bits, abrasives, and power-tool accessories available through Grinding.

Industries

- [Corrugated Cardboard](https://lagrinding.com/corrugated/): Male and female slotters, razor slitters, baling wire, OEM-compatible corrugated knives, and sharpening services.
- [Packaging and Food Processing](https://lagrinding.com/packaging-old/): Knives, punches, blades, and replacement components for pouch cutting, vertical bagging, horizontal web sealing, food processing, and medical applications.
- [Metal Fabrication](https://lagrinding.com/shear-blades-for-metal-fabrication/): New and custom metal shear blades, sharpening capabilities, tool-steel options, compatible metal brands, and maintenance guidance.
- [Paper Knife Cutters and Accessories](https://lagrinding.com/paper-knife-cutters-accessories/): Paper knives, cutter parts, cutting sticks, drill bits, and accessories for paper converting and label-manufacturing equipment.
- [Printing and Bindery](https://lagrinding.com/printing-and-bindery/): Paper knives, drill bits, slitters, stitching wire, folder and press parts, and sharpening for printing bookbinding operations.
- [Recycling and Plastic](https://lagrinding.com/granulators-for-recycling-plastic/): Granulator knives, screens, shredder components, pelletizer blades, and sharpening for resin-reduction equipment.
- [Ice Rink Products](https://lagrinding.com/ice-rinks-products/): Ice-resurfacing and edger replacement knives, sharpening, scheduled service, and compatible parts for major brands.
- [Tree Care](https://lagrinding.com/tree-care-industry/): Brush-chipper knives, stump-grinder teeth, replacement products, precision sharpening, and recurring service for tree operations.
- [Woodworking and Construction](https://lagrinding.com/woodworking-and-construction/): Bandsaw blades, carbide-tipped saw blades, router bits, cutting tools, blade fitting, a

llms.txt - is it a myth?

A plain-text file written for AI crawlers: Highly curated, be selective

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Everyone Is Talking About llms.txt , But Does It Actually Work?

45 views · 2 months ago

Digitally I op

Thousands of websites rushed to create llms.txt files to improve their AI search visibility. The promise sounded logical help AI ...

Forget the LLMS.txt Hype, The Real Reason Our Clients Got 500% More AI Search Traffic

237 views · 5 months ago

Chris Dams

Subscribe to Broxbourne Marketing for advanced, data-led marketing strategies Forget the hype around llms.txt, if you want to ...

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8 chapters The LLMS.txt Hype & Our 500% AI Search Traffic Case Study | 300,000 Domain Study: The Truth About... ▾

Product schema fields

Your spec data labeled in code, so an assistant reads values instead of interpreting prose.

Full screen & scroll

```

"@type": "Product",
"name": "Powerbond LHT | Surface Preparation | Powerhold",
"description": "Powerbond LHT Mortar is a one-component, Portland cement based tile mortar designed to set large format ceramic and stone tile firmly in place Perfect for interior and exterior applications without lippage or shrinkageProduct Size:50 lb - White 50 lb - Gray",
"sku": "PH-2",
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  }
},
}

```

Basic Product Info

MSDS, TDS, Documentation

Manufacturer

Similar To

Product schema fields

Your spec data labeled in code, so an assistant reads values instead of interpreting prose.

● Must have ● High priority

SCHEMA FIELD	WHAT IT COMMUNICATES	EXAMPLE IN THIS INDUSTRY
● name	Official entity or product name	Powerhold PH2 Premium Adhesive
● brand	Brand associated with the product	Powerhold
● manufacturer	Organization that actually made it	H.B. Fuller
● sku	Seller / manufacturer SKU	PH2-4G
● mpn	Manufacturer part number	123456
● gtin / gtin12 / gtin13	Standard global product identifier	UPC / GTIN for a pail of adhesive
identifier	Other formal identifiers	Internal product ID, UNSPSC, ERP ID
● sameAs	Another URL for the same exact entity	Manufacturer's canonical page for the identical product
isSimilarTo	Functionally similar or substitute product	PH2 → competitor adhesive, comparable intended use
isRelatedTo	Related product, no equivalency claim	Primer related to an adhesive system
● category	Product classification	Flooring > Adhesives > Hardwood Adhesives
● description	Concise product description	One-part moisture-cure adhesive for engineered hardwood
● additionalProperty	Technical attributes with no dedicated field	RH limit, pH limit, ASTM result, coverage, open time

Product schema fields: attributes & dimensions

The physical and compliance facts buyers filter on.

● Must have ● High priority

SCHEMA FIELD	WHAT IT COMMUNICATES	EXAMPLE IN THIS INDUSTRY
● material	Material or composition	SPC, porcelain, rubber, HPL, urethane
color	Product color	Natural Oak, Warm Gray
colorSwatch	Machine-readable image of color / finish	Laminate or flooring swatch image
● size	Product dimensions or size designation	7 x 48 in, 4 gal, 24 x 48 in
width	Width	7 in plank
height	Height or thickness where applicable	5 mm
depth	Depth / thickness dimension	Panel or plank thickness
weight	Product or package weight	42 lb adhesive pail
● countryOfOrigin	Product's country of origin	United States
countryOfAssembly	Where it was assembled	US-assembled, imported components
● hasCertification	Formal certification attached to the entity	FloorScore, GREENGUARD, FSC
keywords	Relevant descriptive terms	large format tile mortar, LHT, porcelain

Product schema fields: content, documents & brand

How your documentation and brand identity attach to the product record.

● Must have ● High priority

SCHEMA FIELD	WHAT IT COMMUNICATES	EXAMPLE IN THIS INDUSTRY
● image	Product imagery	Packaging and installation images
● url	Canonical product URL	Brand's product page
● mainEntityOfPage	Declares the product as the page's primary entity	Current product-detail URL
subjectOf	Content or document about the product	TDS, SDS, installation video, EPD
alternateName	Alternate or common product name	Abbreviated or legacy product name
disambiguatingDescription	Distinguishes very similar products	High-RH version for concrete substrates
● logo	Brand logo	Manufacturer logo
slogan	Official brand slogan	Brand tagline
review	Individual legitimate review	Verified field or product review
aggregateRating	Aggregated legitimate ratings	4.7 / 5 from verified reviews

Product schema fields

Your spec data labeled in code, so an assistant reads values instead of interpreting prose.

Full screen & scroll

```

"@type": "Product",
"name": "Powerbond LHT | Surface Preparation | Powerhold",
"description": "Powerbond LHT Mortar is a one-component, Portland cement based tile mortar designed to set large format ceramic and stone tile firmly in place Perfect for interior and exterior applications without lippage or shrinkageProduct Size:50 lb - White 50 lb - Gray",
"sku": "PW-2",
"category": "Products>Mgt; Mortars/Mastics",
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  "@type": "Organization",
  "name": "TEC Specialty"
},
"isSimilarTo": {
  "@type": "Product",
  "name": "TEC Specialty / TEC PermaLastic LHT Polymer Modified Mortar",
  "mpn": "15036188",
  "url": "https://www.tecspecialty.com/products/mortars-additives/permalastic-lht-polymer-modified-mortar/",
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  }
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```

Basic Product Info

MSDS, TDS, Documentation

Manufacturer

Similar To

Show up where AI already looks.

Your expertise

→ published across trusted environments → **AI has more places to cross-check you**

Reddit

Real technical answers in the subreddits your installers already read.

LinkedIn

Named experts from your company discussing technical topics.

Trade forums

Industry discussions where product decisions actually get argued.

Directories

Association and certification listings and citations.

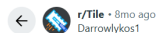
Reviews

Google, Bing, Facebook, standard reviews.

Reddit: the ultimate cheat code for AI mentions

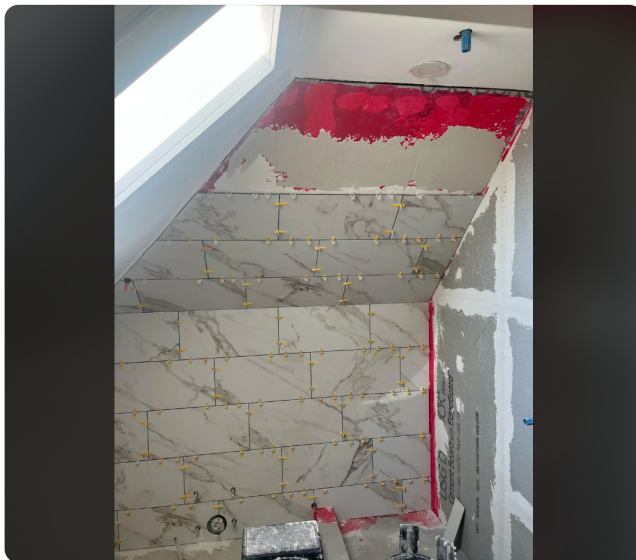
Slanted ceiling tile install

Concrete Waterproofing Additive



Large format tile on slanted ceiling

Professional - Looking for Advice



Anybody have experience doing large format on a incline? It's sticking pretty well but I'm a little concerned for long term sagging with all the weight bearing down.

r/Tile

Join

Title: Ceramic and Mosaic Tile

Tile C-54: This subreddit is moderated by industry veterans to provide technically accurate advice for durable and safe tile...

Show more

Created Jan 30, 2014

Public

131K

Weekly visitors

3.5K

Weekly contributions

USER FLAIR

Initial-Object-8766

R/TILE RULES

1 No Asking For or Giving Quotes ^

No Asking For or Giving Quotes.

Do not ask "how much" a job should cost or give quotes to other users. This is impossible to do over the internet as there are too many variables.

2 No Spam, no self promotion, no apps. ^

Self promotion falls under spam. Do not use this subreddit to solicit work, or advertise your social media channels. Do not use this subreddit to advertise a new app you've made.

3 Be respectful and keep it ^

Why consistency multiplies your odds.

MULTIPLE REFERENCES

AI cross-checks what it finds

Agreement across sources reads as confidence.

MISMATCHES WEAKEN YOU

Names and specs must match

Three versions of one product name reads as three products.

BUILD CITATIONS

Discussions become evidence

Answers and responses show the information is current and supported.

The goal isn't one perfect page. It's **the same facts showing up everywhere your name does.**

1 Who's Asking

Narrowing down your buyer types, and what they ask

2 What are they really asking?

Real prompts customers run in the top AI tools.

3 What (Else) do you need AI to know?

Skip "general" info. Go on the offense. Think competitively.

4 How does AI learn about you?

Curating your citations, on your site and offsite.

5 Who Is winning?

Check your AI mentions, and your competitors'.

The search data you see isn't the complete picture.

VISIBLE

Public search engines

The volume your tools report.

PARTLY VISIBLE

Public AI assistants

ChatGPT, Gemini, Copilot, Perplexity.

NOT VISIBLE

Company AI accounts

Enterprise seats where prompts stay private.

NOT VISIBLE

Internal workflows

Catalogs and spec sheets queried inside their own systems.

NOT VISIBLE

Direct API requests

Bulk and automated lookups at scale.

Search volume is a sample of demand, not a record of it.

The tools we use to see AI performance.

MOST COMPREHENSIVE

SEMrush

Compare prompt visibility against your competitors, alongside classic search demand.

EASIEST TO START

Otterly.ai

Simple to run and much cheaper. Tracks whether AI tools mention and cite you.

FREE, ALREADY YOURS

Native tools

Google Search Console covers AI Overviews and Gemini

Bing Webmaster Tools covers Copilot

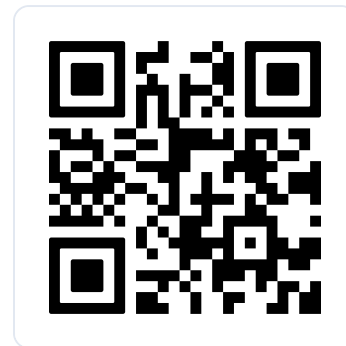
Measure what you can, then **test the prompts yourself**, running your own buyers' questions is still the most honest report available.

LET'S CONNECT — QUESTIONS WELCOME

Thank you

yuki@jastmedia.com

1.800.651.5278



**Want to Schedule a Call?
Scan The QR Code to schedule**