



The Blood-Hound. Steel engraving, 1831.

Google can't find your business.
Here's how I fixed mine
in less than 60 minutes.

The exact clicks, where I tripped, and what happened after. (Works for ChatGPT too.)



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Jebril Osawaru

GET FOUND ON GOOGLE AND CHATGPT · GUIDE N° 1

Free to share with anyone whose business Google can't find.

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PART ONE

Why Google can't find you



Go on. Open Google and type your business name.

If your website doesn't come up, here's what's been happening without you knowing.

Someone hears about you. A friend recommended you, or they saw one of your posts. They're ready to pay. But before anyone sends money to a stranger online, they do one thing.

They Google you.

Nothing. No website. Nothing that says you're real.

So they ask themselves one question: is this person even legit? And they close the tab.

You never even knew they were there.

And it's getting worse. More and more people now skip Google and ask ChatGPT, "who can help me with this?" ChatGPT searches the web, mostly through Bing, and names three businesses.

None of them is you. Not because they're better than you. Because ChatGPT never found you.

I know this because that was me.

Claude built my website last week. Then on Sunday evening, I was chilling, working on my offer, and I typed my name into Google. My LinkedIn came up. My Facebook page came up. My website, the one thing I built to bring customers in, was nowhere.

Google didn't even know my website existed. And that was on me.

Damn. I messed up. I didn't even know telling Google was something I was supposed to do. I had no idea how much it mattered. Every day my site sat there, anyone who looked me up found my LinkedIn and my Facebook page, and not the one place I could actually sell to them.

And that's the part nobody explains. Everyone makes SEO sound like rocket science. Keywords. Backlinks. Experts charging you every month.

But step one isn't any of that. Step one is telling Google you exist. A brand-new website has no other sites linking to it, so there's no road for Google to follow. Mine had been live for three days, and Google still hadn't found it.

(Until that Sunday, I didn't even know what Google Search Console was. I told Claude, "I have no idea how to do this, just do it please." So if I can do this, you can.)

I wrote this guide with two goals:

1. The simplest clicks to follow, with a picture of every screen.
2. Every spot where I tripped, so you don't.

Two things before we start:

1. Block 30 minutes tonight. That's all this takes.
2. Think of one friend whose business you've tried to Google and couldn't find. Send this to them when you're done.

What you need

- A Google account (your Gmail is fine)
- Your website address
- The login to your website (WordPress, Shopify, Wix or Squarespace)

No website? Only Instagram, TikTok, X or YouTube? Jump to Step 9. Google now shows you how your posts appear in search, even with no website.

PART TWO

The nine steps



1 STEP 1 Tell Google your website exists

Google Search Console is Google's free tool for website owners. Think of it as the front desk where you walk in and say, "this website is mine, please come and look at it."

1. Go to **search.google.com/search-console** and sign in with your Google account.
2. You'll see two boxes. Use the one on the right: **URL prefix**.
3. Type your full website address, with the https. Like this:
`https://yourbusiness.com`
4. Click **Continue**.

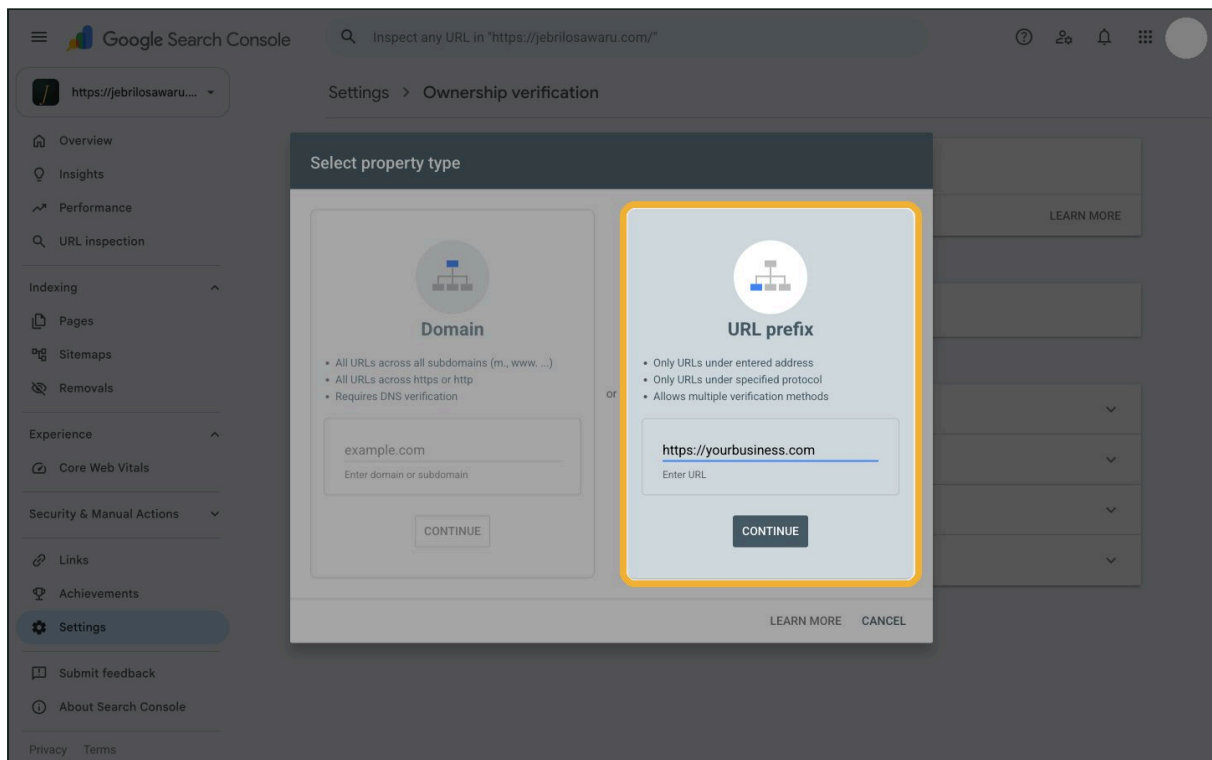


FIG. 1 Pick URL prefix, type your full address with the https, then click Continue.

"Jebril, what's the box on the left?" That's Domain. It makes you change settings with the company you bought your web address from. URL prefix is one copy and one paste. Pick the easy one.

2 STEP 2 Copy your proof

Before Google lists your site, it wants proof the site is yours. Like a landlord asking for your ID before he hands you the keys.

1. Click **HTML tag** in the list.
2. You'll see a line of code that starts with `<meta name="google-site-verification"`.
3. Click **Copy**.

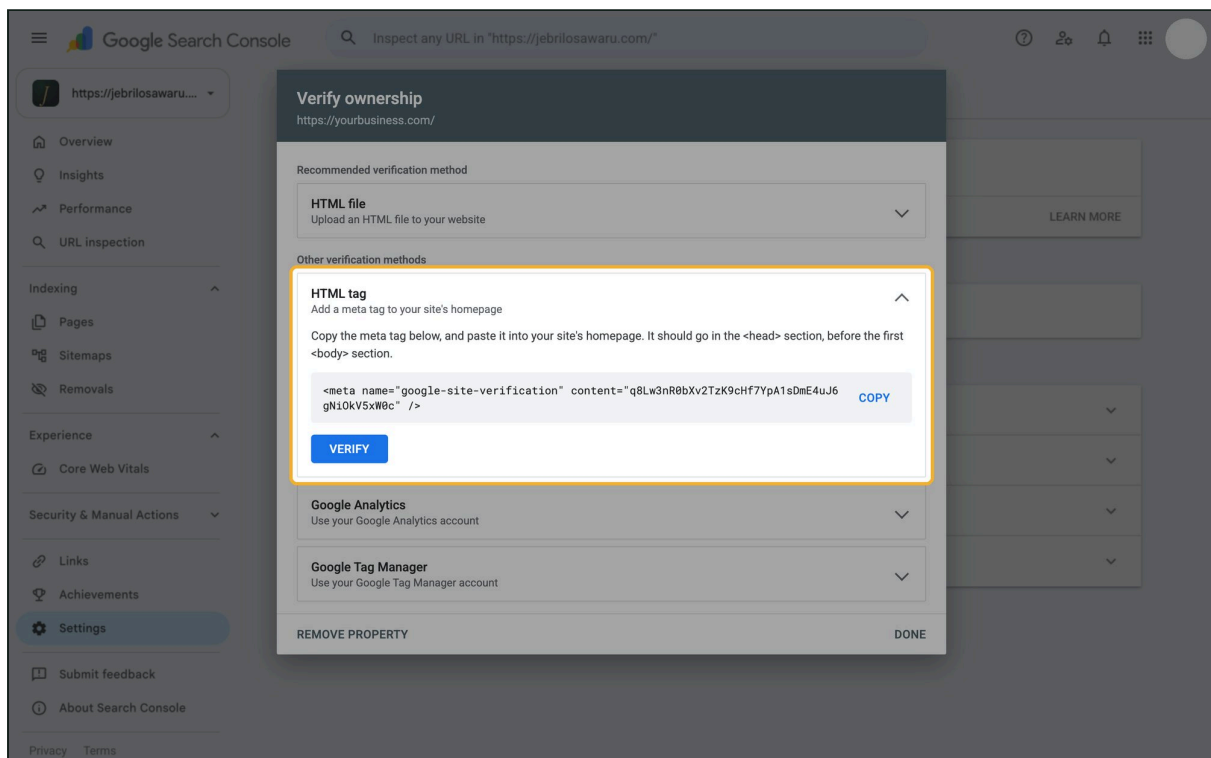


FIG. 2 The HTML tag box. Click COPY. Your code will be different from this one.

Keep this tab open. You're coming back to it.

(That code looked scary to me. It's not. It's just your name tag, and it's tied to your Google account, so nobody else can use it.)

3 STEP 3 Paste it into your website

Open your website's dashboard in a new tab and find your platform:

YOUR WEBSITE RUNS ON	WHERE THE CODE GOES
WordPress + Rank Math	Rank Math SEO → General Settings → Webmaster Tools → Google Search Console box → Save Changes
WordPress + Yoast	Yoast SEO → Settings → Site connections → Google → Save changes
WordPress with neither	Install the free Site Kit by Google plugin. It does this step for you.
Shopify	Online Store → Themes → ⋮ → Edit code → <code>theme.liquid</code> → paste on a new line right under <code><head></code> → Save
Wix	SEO & GEO → Tools and settings → Site Verification → Google Search Console → Save (needs a paid plan and your own domain)
Squarespace	Settings → Connected accounts → Connect account → Search Console . It verifies you itself, so skip to Step 6.

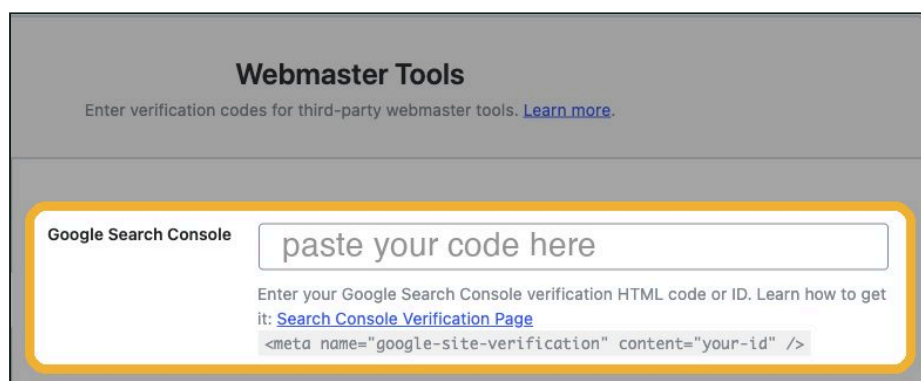


FIG. 3 Rank Math → Webmaster Tools. Your code goes in the Google Search Console box.

Can't see General Settings in Rank Math? It hides it in Easy Mode. Open Rank Math's Dashboard, switch to **Advanced Mode** (top right), and look again.

Before you paste: check the box is empty. If someone already put a code there, don't delete it. It might be your web designer's, and deleting it locks them out. Ask first.

4 STEP 4

Clear your cache (the step everybody skips)

Most websites keep a saved copy of each page so it loads fast. That saved copy is the cache.

Here's the trap. If you skip this, Google looks at the saved copy, the one from BEFORE you pasted your code, and tells you it can't find your proof. Then you sit there thinking you did something wrong.

It's like changing your shop's signboard while the photo on the map is still from last month.

- **WordPress:** in the black bar at the top of your dashboard, look for **LiteSpeed Cache**, **WP Rocket** or **W3 Total Cache**. Hover over it and click **Purge All** (or **Clear cache**).
- **On Hostinger, LiteSpeed has no name in that bar.** It's the small blue diamond icon. Hover over the diamond and **Purge All** drops down. (I looked for the word "LiteSpeed" and couldn't find it either.)
- **Shopify, Wix, Squarespace:** skip this. They refresh the page for you.

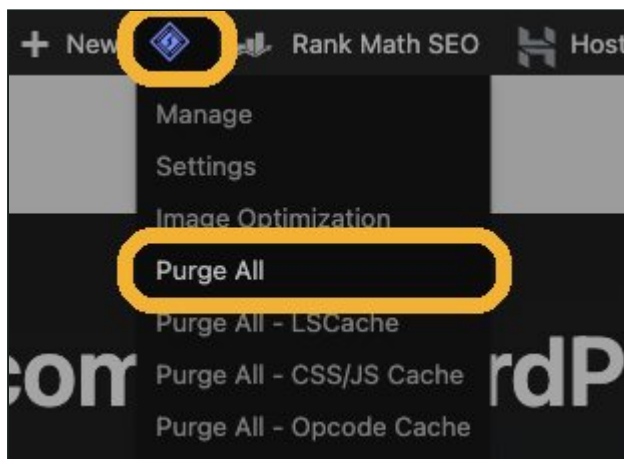


FIG. 4 On Hostinger: hover over the little diamond, then click *Purge All*.

5 STEP 5

Click Verify

Back to the Search Console tab. Click **Verify**.

You want to see **Ownership verified**. Google also emails you: "Get started using Search Console." Mine landed at 1:19 in the morning. (Yes, I was still up.)

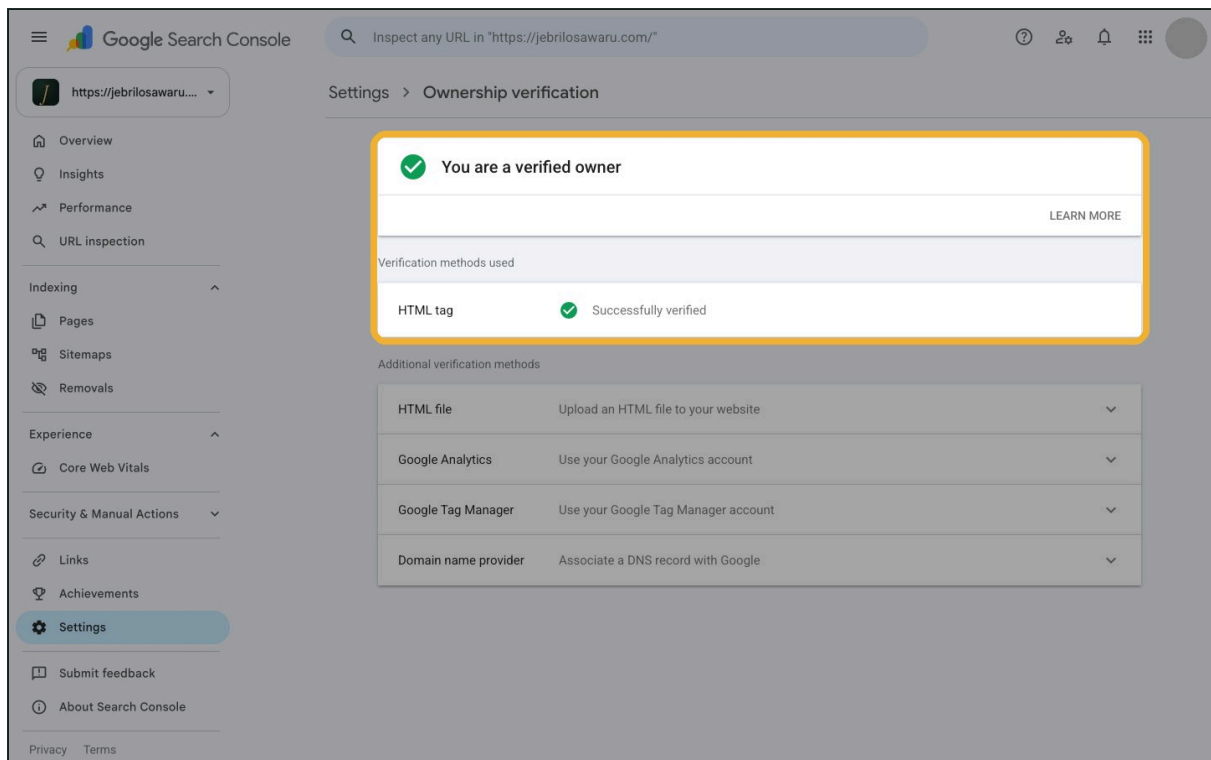


FIG. 5 Later, Settings → Ownership verification shows it like this.

Got an error? Usually it means Google saw the old page. Clear the cache again, wait two minutes, click Verify again.

6 STEP 6 Hand Google your menu

A sitemap is a list of every page on your website. Giving it to Google is like handing a customer the menu instead of making them guess what you sell.

1. In the left menu, click **Sitemaps**.
2. In the **Add a new sitemap** box, type the one that matches you:

YOUR WEBSITE RUNS ON TYPE THIS

WordPress + Rank Math or Yoast `sitemap_index.xml`

WordPress with neither `wp-sitemap.xml`

Shopify, Wix, Squarespace `sitemap.xml`

3. Click **Submit**. It should say **Success**.

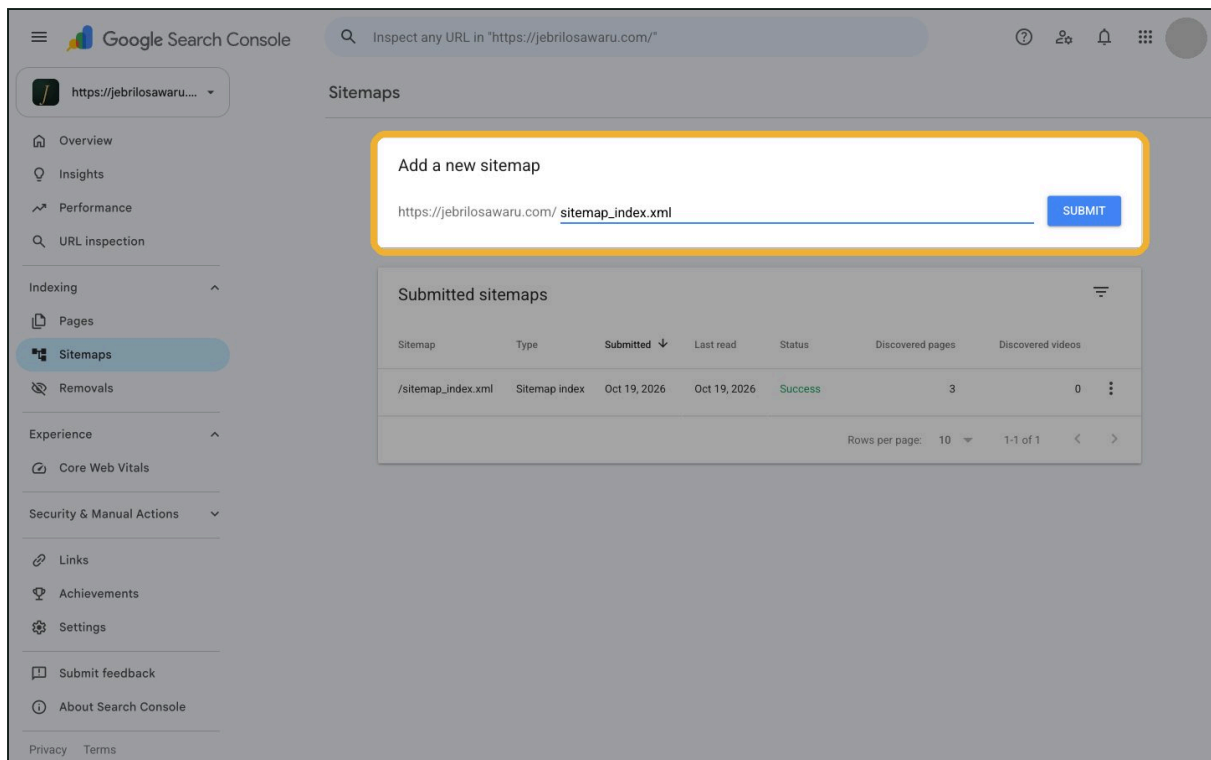


FIG. 6 Type it after your address, then Submit. Mine says Success underneath.

7 STEP 7 Ask Google to come now

1. Click the search bar at the very top of Search Console.
2. Paste your homepage address, `https://yourbusiness.com/`, and press Enter.
3. Click **Request indexing**.

You'll see **Indexing requested**. Do the same for your 2 or 3 most important pages, like your shop or your booking page.

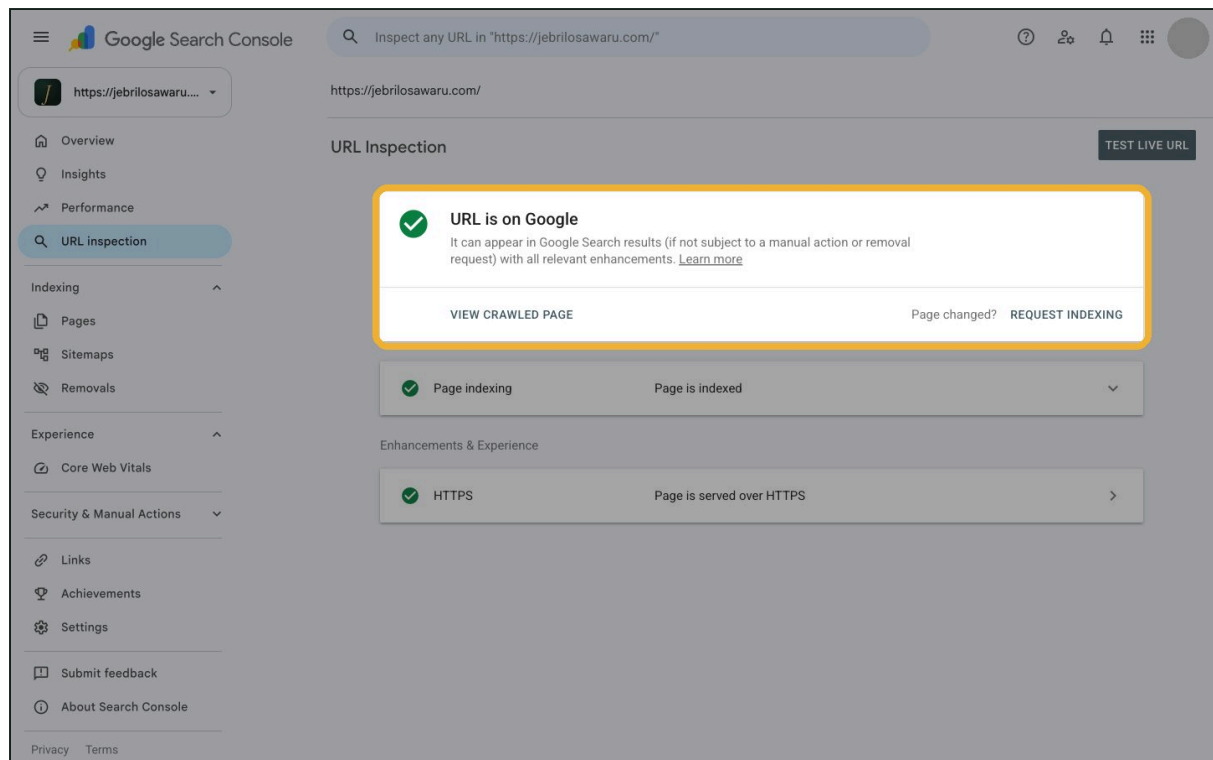


FIG. 7 *REQUEST INDEXING sits on the right. This is my homepage a day later: URL is on Google.*



WHERE I TRIPPED

I requested it, then waited for Google to reply. "You're on Google now!" or something. Nothing came. I even asked Claude to check my email. It went through my Gmail. The only email was the welcome one. Google never sends a "you're in" message. And Google itself says asking again and again won't make it come any faster. So ask once per page, then leave it.

8 STEP 8 Get on Bing (this is the ChatGPT step)

Remember, ChatGPT mostly searches through Bing. If you're not on Bing, you're not in the answer.



WHERE I TRIPPED

I almost skipped this. I literally asked, "are you certain Bing is supposed to work?" Bing? Really? But ChatGPT uses it, and so does Microsoft Copilot. And since you've already done Google, it takes 2 minutes:

1. Go to bing.com/webmasters and click **Get started**.

2. Sign in. Your Google account works.
3. Choose **Import from Google Search Console**, then **Continue**.
4. Sign in with the same Google account and click **Allow**.
5. Tick your website and click **Import**.

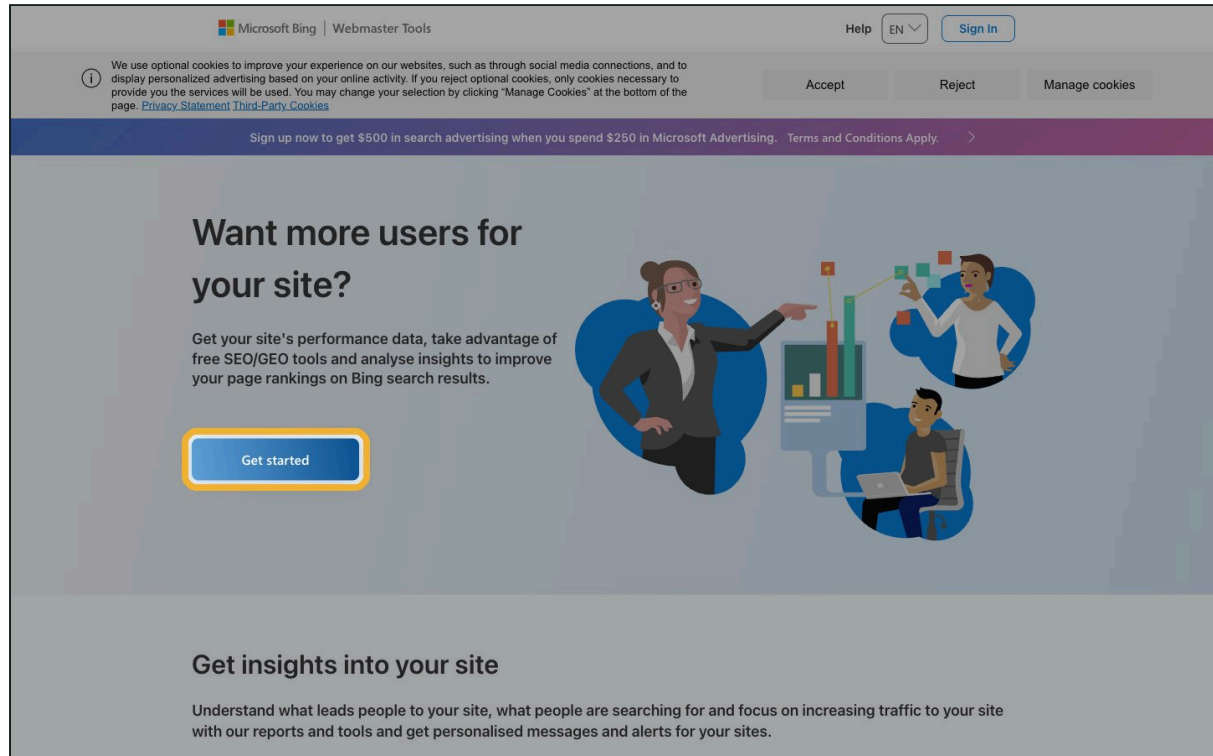


FIG. 8 Start here, at bing.com/webmasters: click *Get started*.

Done. Bing copies your proof and your sitemap straight from Google. Nothing to paste this time.

On WordPress with Rank Math? Open Rank Math → Dashboard and switch on **Instant Indexing** if it's off. From then on, every page you publish or update gets sent to Bing on its own.

9 STEP 9

Add your Instagram, TikTok, X and YouTube

This one surprised me. I was clicking around Search Console and saw I could add my social accounts. My exact words: "wow, I'm going to add all of this."

Here's what it does. It shows you how your posts appear on Google, and which Google searches lead people to your videos. (It doesn't link them to your website. It just lets you see them.)

1. Open the property menu at the top of the left sidebar and click **Add property**.
2. Click **Add** next to Instagram, TikTok, X or YouTube.
3. Sign in to that account and follow the prompts.
4. Repeat for every account you have.

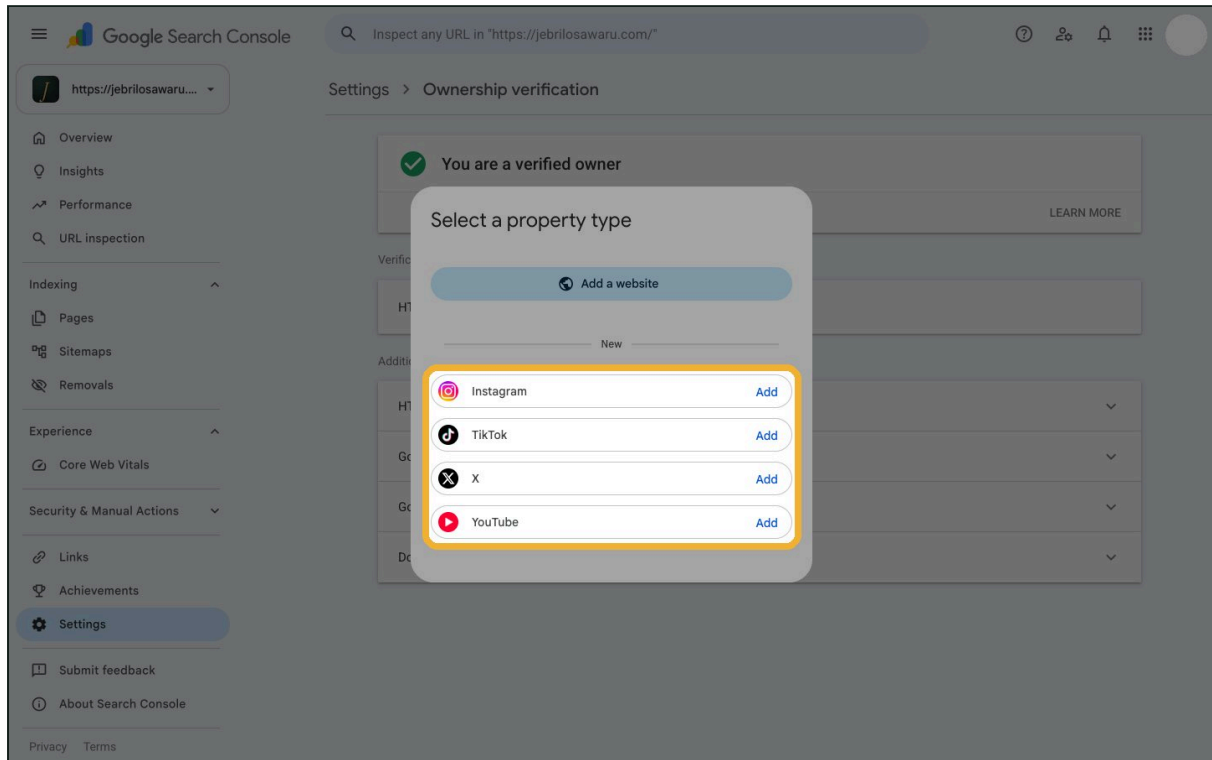


FIG. 9 *Add property now lists Instagram, TikTok, X and YouTube.*

Two things. Google is still rolling this out, so you might not see it yet. And the reports start empty. Give them a few days.

PART THREE

What happened next



This is the part nobody tells you.

Sunday, late: verified. Sitemap in. Indexing requested. The welcome email landed at 1:19 am.

About a day later: nobody called me and nobody emailed me. I just Googled my name again, and my website was the first result, above my Instagram, my LinkedIn and my Facebook page.

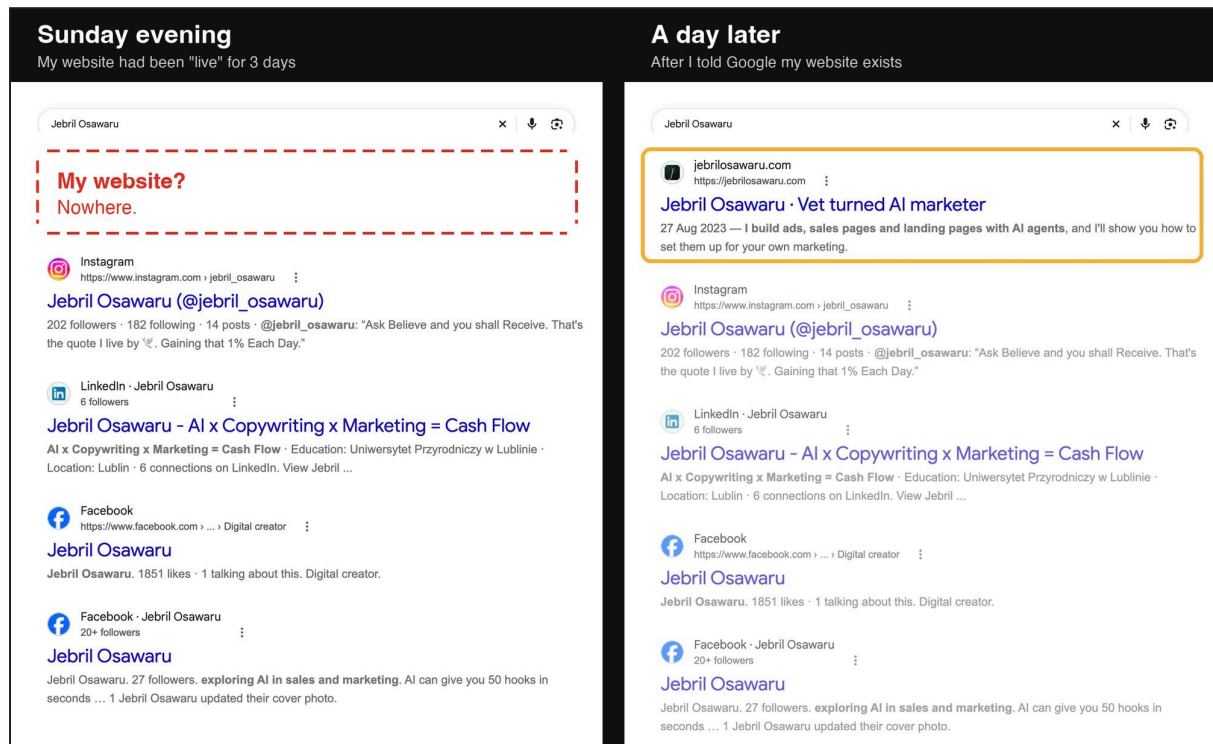


FIG. 10 Same search, my name. Sunday evening on the left, a day later on the right.

Mine was fast. Google says it can take anywhere from a few days to a few weeks, so don't panic if yours takes longer. One day you search, and you're just there.

(One more thing I noticed: from Nigeria, my website showed up 4th, not first. Google shows people different results depending on where they are, so don't judge it from one search.)

How to check yours: in a week, type `site:yourbusiness.com` into Google. If your pages show up, you're in.

Nothing after 3 weeks? In Search Console, open **Pages** in the left menu. It tells you which pages Google skipped, and why.

What this guide won't do

Getting on Google is not the same as being first on Google.

This guide puts you in the phone book. Your name, your address, there when someone looks you up. That alone fixes the "is this person even legit?" problem.

Showing up when a stranger searches "best [what you sell] in [your city]" is the next level. That takes pages that answer what your customers are searching for, posted again and again. That's my next project, and I'll show you that too.

PART FOUR

How I actually did it



I didn't do most of this by hand. Here's exactly how it went.

The door: how Claude got into my website

My website runs on WordPress. On it, I have a free plugin called **Agent Connector for WP** (made by Soflyy, the team behind the Breakdance website builder).

Think of it as a door. Without it, Claude can only tell you what to click. With it, Claude walks in and clicks for you.

The plugin gives your site a special address, like this:

```
https://yourbusiness.com/wp-json/mcp/mcp-adapter-default-server
```

You add that address to Claude as a connector. I connected mine inside VS Code. In the Claude app, it's the same screen I showed in my LinkedIn series: **Customize** → **Connectors** → **+ Add** → **Add custom connector**. Paste the address, sign in to your WordPress when it asks, and click **Approve**. You do that once.

What I did myself

I did Steps 1 and 2 by hand. Added my website in Search Console. Picked HTML tag. Copied the code.

Then I pasted the code into my chat with Claude and told it: "Go to WordPress on my account."

Where I tripped

Claude came back and said it couldn't get in.

I was confused. "We are completely logged in! What's wrong?"

Turns out my browser was logged in. Claude wasn't. Claude has its own pass to my website, separate from mine, and that pass had expired. So I typed `/mcp` in the chat, picked my website, clicked **Authenticate**, and approved it in the browser. 30 seconds, and Claude was back in.

What Claude did, in order

1. It looked around my website first, and found 123 things it can do there, from editing pages to running commands.
2. It checked Rank Math's Google box BEFORE touching it. Empty. So nothing of mine got overwritten.
3. It saved my code in the box, then read it back to make sure it stuck.
4. It cleared my LiteSpeed cache. (The step everybody skips. Claude didn't.)

5. It opened my live homepage the way a stranger would, and found my code in the page. The page loaded in 1.5 seconds.
6. It checked my sitemap opens, and that my site points Google to it.
7. Only then did it tell me: "Go ahead. Click Verify."

About 2 minutes. Then I clicked Verify, submitted the sitemap and requested indexing myself.

The next day, Claude checked one more thing for me: Rank Math has a switch called **Instant Indexing**, and it was already on. It tells Bing about every page the moment I publish or update it. Claude sent my homepage through it, and Bing accepted it. So Bing knew about my site before I had even done Step 8.

And the whole time, I was chilling and working on my offer. This happened on the side.

If your Claude is connected to your website

Paste your Google code into the chat with this:

COPY THIS PROMPT

Here is my Google Search Console verification tag: [paste it]. Go into my WordPress and put it in my SEO plugin's Google Search Console box. Before you change anything, check whether that box already has a code, and if it does, stop and ask me. After you save it, read it back to confirm it saved. Then clear my website's cache, open my live homepage the way a visitor would, and confirm the tag is in the page. Only then, tell me to click Verify.

How much of the door you open is up to you

This plugin gives Claude the same power as the owner of the website. It can change anything on it, even run commands on the server.

I gave Claude all of that on purpose. I build my whole website with Claude, so it needs the keys to every room. But that's my use. How much access you give depends on what you need it for.

If all you want is to get on Google, you don't need to hand over the master key. Use the prompt below instead. It's slower, but you stay in control of every click.

If your Claude isn't connected (most people)

Paste this into Claude or ChatGPT, and let it hold your hand:

COPY THIS PROMPT

I want my website to show up on Google and Bing. I have never used Google Search Console. Walk me through it one click at a time. First, ask me what my website is built on (WordPress, Shopify, Wix, Squarespace or something else) and wait for my answer. Then give me one step, and wait for me to say "done" before you give me the next one. If I get an error, ask me to paste it and tell me exactly what to click to fix it.

One last thing

That Sunday evening, I didn't know what Search Console was. By 1:19 in the morning, Google knew my website existed. And I spent most of that evening working on my offer, not on this.

That's what I do. I don't learn the tech. I get AI to do the work, and then I show you exactly how.

Now send this to that one friend whose business you couldn't find on Google.

And follow me on LinkedIn, Jebril Osawaru, for more of this. Every day.

jebrilosawaru.com



About the cover

The animal on the cover is a bloodhound.

In his *General History of Quadrupeds*, first published in 1790, the engraver Thomas Bewick wrote that it was "remarkable for the fineness of its scent", and that it "could follow, with great certainty, the footsteps of a man to a considerable distance."

Google is a bloodhound. It can find almost anything on the internet, but someone has to hand it the scent first. Steps 1 to 7 in this guide are you handing Google the scent of your website.

The engraving is *Blood Hound*, engraved by John Scott for *The Sportsman's Repository* (1831), plate 15. Public domain, from the Biodiversity Heritage Library.

Set in Newsreader and Instrument Serif.