

ANTIHERO AI · LIVE GUIDE · FREE

CUSTOMERS WITH ZERO AD SPEND.

How to get found on Google and in the AI chatbots without paying an agency or a single ad platform. A simple website, a blog that actually answers questions, a free Google listing, and an AI that does the typing. The exact recipe behind the Evolve website.

SATURDAY, SEPTEMBER 26, 2026 · FACEBOOK LIVE

WHAT'S INSIDE

People will happily take thousands of dollars a month from you for this. Tonight's point: you can do it yourself, for free, by talking to your computer. You do not need to be technical. You do need to care about your customers.

- 00 **Integrity first.** Why none of this works if you sell snake oil
- 01 **The words.** SEO, AI SEO, blogs, listings, link backs
- 02 **What you need.** The four-item list
- 03 **The proof.** How the Evolve blog pulls in work
- 04 **The blog recipe.** How many articles, how often, how good
- 05 **Research first.** NotebookLM deep research
- 06 **Let the AI do it.** Antigravity builds the plan and the posts
- 07 **Check your score.** Free audits, then "fix everything in this report"
- 08 **Link backs.** Nice to have. Never worth paying a guru for
- 09 **The prompts.** Every prompt from the live, cleaned up
- 10 **Links.** Every tool

HOW TO USE THIS GUIDE

Every grey box is a prompt: copy all of it. Text in [red brackets] is yours to fill in. The prompts are the ones Matt spoke into his AI on the live, cleaned up so you can paste them.

FISH TACOS Matt's running example all night. It does not matter what you sell: fish tacos, sandblasting, real estate, figurines. The recipe is the same.

INTEGRITY

FIRST

00

Matt opened the live with this, before a single tool, so it goes first here too.

"This will not work for you if you're selling snake oil, or if you're not fulfilling your promises."

MATT, ON THE LIVE

It does not have to be the best product in the world. You can be just starting out. But the search engines and the AIs are getting very good at telling who actually helps people, and your customers already are. If you are not taking care of them, more traffic just means more people finding out.

- ☐ You believe in what you sell.
- ☐ You follow through on what you promise.
- ☐ You take accountability when something goes wrong (it will).
- ☐ You charge a fair price.

RESELLING THIS AS A SERVICE?

Go for it. Matt said so on the live: this is a recipe you can take and sell as a marketer. His one ask: don't overcharge people.

TRUTH How you do anything is how you do everything.

THE WORDS

01

You'll hear these all night. Here's what they mean in English.

SEO	Search engine optimization. Making your site easy for Google (and Bing, DuckDuckGo and friends) to understand and rank.
AI SEO / GEO	The new version. People now ask ChatGPT, Claude, Gemini or Grok "where do I go for this?" instead of Googling. You want to be the answer.
BLOG	A page on your website full of articles that answer the questions your customers are already typing into search.
GOOGLE LISTING	Your free Google Business Profile: the box with your name, map pin, hours and reviews. business.google.com
META TAGS	Hidden labels in your page (title, description) that tell search engines and voice assistants what the page is. Your AI writes them.
LINK BACKS	Other websites linking to yours. A credibility signal. Helpful, not urgent.
NOTEBOOKLM	Google's free research tool. Feed it sources or let it find them, then ask it anything. notebooklm.google.com
ANTIGRAVITY	Google's free AI coding app. Matt uses it to edit sites, write posts and run the whole plan. antigravity.google
HOSTINGER	The host Matt uses for his sites. Its AI connector lets your AI edit the site for you. hostinger.com

WHAT YOU NEED

Four things. Three are free and the fourth is about the price of a sandwich.

YOU NEED	WHY	COST
A simple website	It's the words that bring people in, not the fancy design	Hosting from about \$6 a month on Hostinger (Matt's rough number)
A blog	The articles are what search engines and AIs read and recommend	Free, your AI writes it
A Google listing	Map pin, phone number, reviews, the first thing people see	Free
Proper SEO and AI tags	So Google, the chatbots and Siri know what each page is	Free, your AI adds them

"You need a simple website. You need a blog. And then you need a Google listing. And these are all free, completely free."

MATT, ON THE LIVE

DON'T HAVE A WEBSITE YET?

Perfect, because the AI builds it. The AntiHero Website Masterclass and Websites on Autopilot guides in the group walk you through it. Matt also connects his AI straight to Hostinger, so he can say "make me a website on Hostinger with this domain" and it does the technical bits.

ORDER Website, then blog, then Google listing, then tags. Tonight is about the last three.

PART ONE

THE PROOF.

Matt doesn't ask you to take his word for it. He walks through sites he built where the blog brings in the calls.

HOW IT WORKED FOR EVOLVE

Evolve is the Edmonton sandblasting company Matt ran marketing for. The website has a blog. The blog answers local questions. The phone rings.

WHAT MATT SAID ON THE LIVE

- Over roughly three or four months, revenue somewhere around **\$220K to \$300K**, by his estimate.
- Counting the industrial contracts they bid on, **upwards of half a million, probably \$750K** worth of work quoted. Some single contracts were around **\$130,000**.
- One inquiry came from a very large contractor asking about blasting the inside of tanks. That is the door to the big oil companies.
- Ask any chatbot for the best dustless blasting in Edmonton and Evolve comes up.

WHAT THE ARTICLES LOOK LIKE

Every article answers one real question a local customer would type. Examples from the Evolve blog: "**Can you sandblast in winter in Edmonton?**", "**Rocker panel rust in Edmonton: blast or repair?**", and a plain-English explainer on **concrete surface profile (CSP) floor prep**.

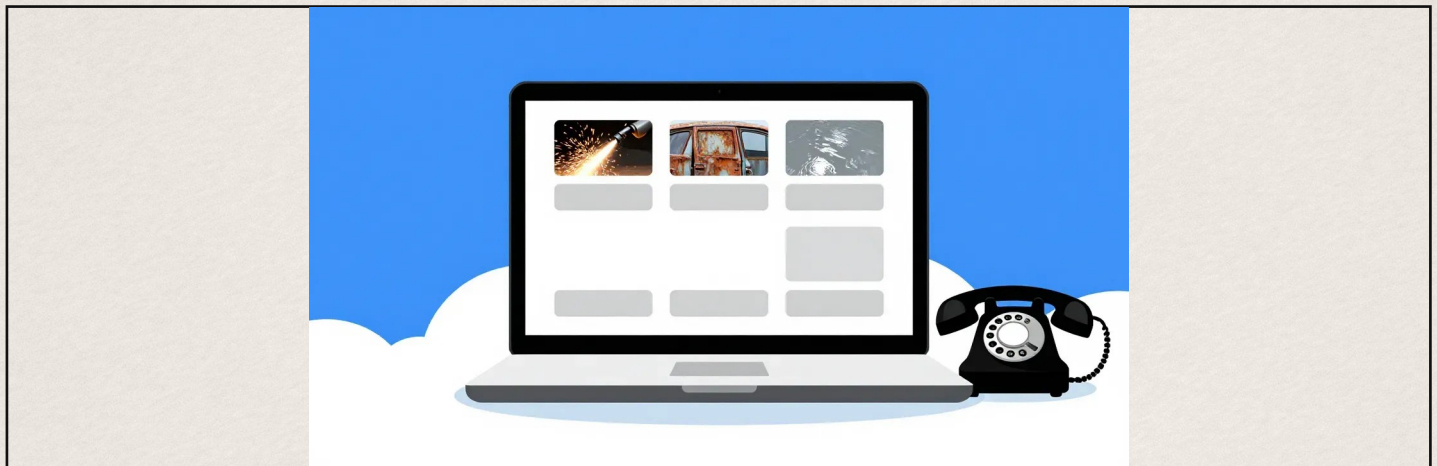


ILLUSTRATION: A LOCAL BLOG OF QUESTION-ANSWERING ARTICLES. THE PHONE RINGS.

SAME RECIPE, OTHER SITES

2240 Speed Shop (Edmonton auto paint): "How much does it really cost to paint a car in Canada?" **Final Finish** (epoxy floors): "Concrete sealer vs floor coating", "Flake vs metallic vs solid floors".

HONEST BIT Matt was clear it's more than just blogs: you still need a good product. And it isn't instant. It usually takes a couple of weeks for search engines and AIs to pick it up.

THE BLOG

RECIPE

This is the part people get wrong. They either never start, or they dump 500 articles of slop. Google and the AIs aren't stupid. They notice both.

WHEN	HOW MANY	RULE
Launch	20, maximum 50	A starter library of real questions your customers ask
Every week after	5 to 10	Keep adding. A site that keeps updating looks alive and trusted
When you want more of one job	About 10 on that topic	Aim the articles at the work you want

"They can't just be word optimized. They have to be optimized for success. They have to be really high quality articles."

MATT, ON THE LIVE

THE CEDAR SHAKE TRICK

Matt wanted more cedar siding and log home jobs for Evolve, so he had his AI add about ten articles on log homes and cleaning cedar shakes with blasting. That week, by his account, four or five inquiries came in for exactly that work.

WHAT MAKES AN ARTICLE GOOD

- Answers one specific question a real customer asks, in your area.
- Well researched, with sources, and actually useful even if they never buy.
- Written for people first, keywords second.
- Read it yourself before it goes live. If it wouldn't help your mum, it won't help your ranking.

WHY IT WORKS

Someone lands on your article looking for an answer, gets a good one, and remembers the name. "Who's Evolve? Oh, these guys do this too." That is your website becoming an authority.

PART TWO

THE WORK.

Research the questions, let the AI write the plan, let it build the posts, then check the score. Mostly copy and paste.



RESEARCH FIRST

05

Before you write anything, find out what your customers search for and what problems they have. NotebookLM does this for free.

1. Go to notebooklm.google.com and create a new notebook.
2. Click to add sources and choose **Deep Research**, not Fast Research. Matt's rule: always deep.
3. Paste the research prompt below (or the one your AI writes for you in step 06) and hit enter.
4. Import the sources it finds. On the live it pulled in 27.
5. Ask it for a report, then feed that report back into your AI to plan and write blog posts.

PROMPT 01 · NOTEBOOKLM MARKET RESEARCH

Act as a world-class market researcher and SEO strategist.

Based on the provided sources, analyze the market for **[what you sell]** in **[your city, region or country]**.

Tell me:

1. The questions real customers ask before they buy, in their own words.
2. Their biggest problems, fears and objections.
3. What competitors rank for, and the gaps nobody answers well.
4. 30 blog article ideas, each answering one real question, ranked by how likely it brings a paying customer.
5. The local terms, places and seasons I should mention.

PRO MOVE

Not sure what to ask NotebookLM? Ask your AI to write the NotebookLM prompt for you. That is exactly what Matt did, and it's the prompt above, generalised.

FREE NotebookLM is free. There is a full guide on it in the group (the September 23 live).

LET THE AI DO IT

06

Matt opened Google Antigravity (free) and just talked to it with voice recording. No jargon. This is the prompt, cleaned up.

PROMPT 02 · THE MASTER PLAN

Hi. I'm trying to optimize my website **[your domain]** for AI visibility and for Google visibility. I also want to create blogs so I'm seen more. I have a few link backs, but I really want people to start calling me organically.

I want customers in **[your area: city, province or state, country]**.

Create a giant plan to optimize my website so I rank higher on Google, on AI search engines (ChatGPT, Claude, Gemini, Grok, Perplexity), and on Siri and other voice assistants.

Do a full state-of-the-union review of where I should be ranking.

Also give me a prompt I can paste into NotebookLM to do the market research.

Then teach me how to improve my website so I can rank higher without spending \$20,000 on some guru. Please.

PROMPT 03 · NOW DO IT

Please implement your entire plan. Do as much of it as you possibly can by yourself, then give me a list of the things only I can do.

If you need to install tools or apps to get this done, you have my permission. Do whatever you think is best.

One rule: blog posts must be really high quality and genuinely resonate with people in the area they're searching from.

Build articles people actually care about, not just search engine filler.

If you have questions or need anything from me, ask.

WHAT HAPPENED ON THE LIVE

In under a minute it wrote a master plan covering technical SEO, Google, AI search (GEO) and voice assistants, noticed the open page was missing a proper title and meta description, offered to add them, and started writing blog posts.

MANNERS Always say please and thank you to your AI. Matt insists.

THE FOLLOW-UPS

The first answer is never the last. These are the follow-ups Matt used, in plain English.

PROMPT 04 · BLOGS AND A GOOGLE LISTING

Yes, make it as visible as possible.
Should we add blogs? If so, which blog posts would bring in the most inquiries?
I don't have a Google Business listing yet. Can you show me how to set one up? Do I need to spend money?
Give me a fully comprehensive list of everything I can do for absolutely free, without spending a dollar or hiring anyone.

PROMPT 05 · EVERY NEW WEEK

Add **[10]** new articles to the blog. My desired outcome: more inquiries for **[the job you want more of]** in **[area]**. Each article answers one real question a customer would ask. Well researched, sourced, useful even if they never call.
Match the tone of the existing posts. Include proper titles, meta descriptions and schema. Show me the list of titles before you publish.

PROMPT 06 · THE TAGS

Optimize this site for AI and Google search engine optimization, as well as Siri and other voice search. Add proper titles, meta descriptions, Open Graph tags, structured data (LocalBusiness and Article schema), a sitemap and robots.txt.
Then tell me how to submit the site to Google Search Console and Bing Webmaster Tools.

ALREADY CONNECTED TO YOUR HOST?

On the live, Matt told his AI the site lives on Hostinger and the connector is already installed, so it could edit the site directly. Without a connector, ask it for the files and the exact steps instead.

CHECK YOUR SCORE

07

Run a free SEO or AI visibility audit, then hand the whole report to your AI with four words: fix everything in this report.

1. Run a free audit of your site (options below).
2. Download or copy the report.
3. Paste it into your AI.
4. Say: "Fix everything in this report."
5. Run the audit again. Repeat until there's nothing left to fix.

PROMPT 07 · FIX THE REPORT

I just got this free SEO and AI visibility report for **[your domain]**: **[paste the report or attach the PDF]**.
Fix every issue in it that you can. For anything you can't fix yourself, tell me exactly what to do, step by step.
Then tell me what else would improve my visibility on Google and in AI chatbots.

FREE CHECK

WHAT IT TELLS YOU

PageSpeed Insights	Speed, accessibility and basic SEO from Google itself
Google Search Console	What Google actually indexed and what people searched to find you
Bing Webmaster Tools	The same for Bing, which also feeds some AI answers
Semrush (free tier)	Authority score and keyword overview, with a free daily limit
Ask the chatbots	Ask ChatGPT, Gemini, Claude, Grok: "best [your service] in [your city]?" Are you there?

THE INTERNET IS LIVE

Matt's favourite free tool (SEOcean) wouldn't load on the night and had apparently moved its free check behind a sign-up. Tools come and go. The method doesn't: get a report, feed it to the AI, fix everything.

WATCH OUT Lots of "free audit" sites are really sales calls. If it wants a meeting to show you your own report, close the tab.

LINK BACKS

08

A link back is another website linking to yours. Google treats it as a sign you're credible. Useful. Not urgent. Not worth buying.

- **Start with the basics.** Blog, Google listing, steady new articles. That alone gets you seen.
- **Earn the easy ones.** Your suppliers, local directories, your chamber of commerce, partners, clients who'll mention you.
- **The designer's trick.** Matt adds a small "made with love by KR8TIV" credit link in the footer of sites he builds. If you build sites for people, so can you.
- **Be careful who you pay.** "You have to buy link backs" is a classic snake oil pitch.

"If you do the basic things, if you do a blog, if you have a Google listing, and you slowly add to those blogs, even five a week, Google's gonna start to see your site."

MATT, ON THE LIVE

THE AGENCY MATH

Matt's point on the live: some people charge around \$10,000 a month for leads, and much of what they're doing is this, with AI. Now you know the recipe.

WHEN TO PAY SOMEONE When your business is running, you're busy, and you just don't want to deal with it. That's a fair trade. Paying because you think it's magic is not.

THE CHEAT SHEET

09

The whole live on one page.

- 1. Integrity check.** Good product, kept promises, fair price.
- 2. Simple website.** Words matter more than design.
- 3. Free Google listing.** business.google.com.
- 4. Research.** NotebookLM deep research: the questions customers ask.
- 5. Master plan.** Ask your AI for the full Google + AI + voice plan, then "please implement it".
- 6. Launch library.** 20 to 50 genuinely useful articles.
- 7. Tags.** Titles, descriptions, schema, sitemap, Search Console, Bing.
- 8. Audit, fix, repeat.** Free report in, "fix everything" out.
- 9. Keep feeding it.** 5 to 10 articles a week, aimed at the work you want.
- 10. Be patient.** Usually a couple of weeks before it shows.

HOMEWORK

Ask three chatbots "who is the best [your service] in [your city]?" today and screenshot the answers. Run the recipe. Ask again in a month. Post both in the group.

LINKS

Every tool mentioned on the live, plus the official setup pages.

RESEARCH AND AI

NotebookLM	notebooklm.google.com
Google Antigravity	antigravity.google
Grok	grok.com
Grok Bot	x.ai/bot

GET LISTED

Google Business Profile	business.google.com
Google Search Console	search.google.com/search-console
Bing Webmaster Tools	bing.com/webmasters
Google: SEO starter guide	developers.google.com/search/docs/fundamentals/seo-starter-guide

CHECK YOUR SCORE

PageSpeed Insights	pagespeed.web.dev
Semrush	semrush.com
Schema validator	validator.schema.org

HOSTING AND SITES FROM THE LIVE

Hostinger	hostinger.com
AntiHero AI group (all the guides)	facebook.com/groups/antiheroai

NOW GO

GET FOUND.

Homework: set up your free Google listing tonight and get your first ten articles researched this week. Post the list of titles in the group before you publish. The AntiHero AI group is free, sells nothing, and will tell you honestly if an article reads like it was written for a robot.



[FACEBOOK.COM/GROUPS/ANTIHEROAI](https://facebook.com/groups/antiheroai)

