T.O.D. AGENCY

Get *found.*

FREE PLAYBOOK · 2026 EDITION

The AI visibility playbook for spiritual businesses: how Google, ChatGPT and Gemini understand you and recommend you.

FOREWORD

Why this *playbook?*

People no longer search only on Google. They ask ChatGPT, Gemini or Google's AI Overviews: “Where can I find a good yin yoga studio in Austin?” or “How do I know if rose quartz is real?”.

These assistants read websites and summarise them. If you write clearly, with evidence and good structure, you get cited. If your site is mostly beautiful images and vague sentences, you often don't appear in the answers.

We run our own spiritual online store with 1,200+ products and a magazine with 1,400+ articles. Everything in this playbook is what we do there every day. Here is the short version you can apply without a technical background.

What is shifting

According to Pew Research, Google users click on links less often when an AI summary appears: in 8% of visits versus 15% without a summary. Increasingly, the visible businesses are the ones inside the answer itself.

01

Yoga, sound & therapy

Studios and practices that want to be found locally and online.

02

Spiritual shops & makers

Brands that explain their products and sell online.

03

Trainings & courses

Schools whose offer needs explaining.

04

Retreats & venues

Hosts who want direct bookings instead of portals.

Source: Pew Research Center, “Google users are less likely to click on links when an AI summary appears in the results”, July 22, 2025.

BASICS

Who Google and AI *recommend.*

Search engines and AI assistants work differently, but they reward the same five things:

01 **Understandable**

Every important page says in plain sentences what you offer, for whom and where.

02 **Consistent**

Name, address, offer and prices match everywhere: website, Google profile, directories.

03 **Evidenced**

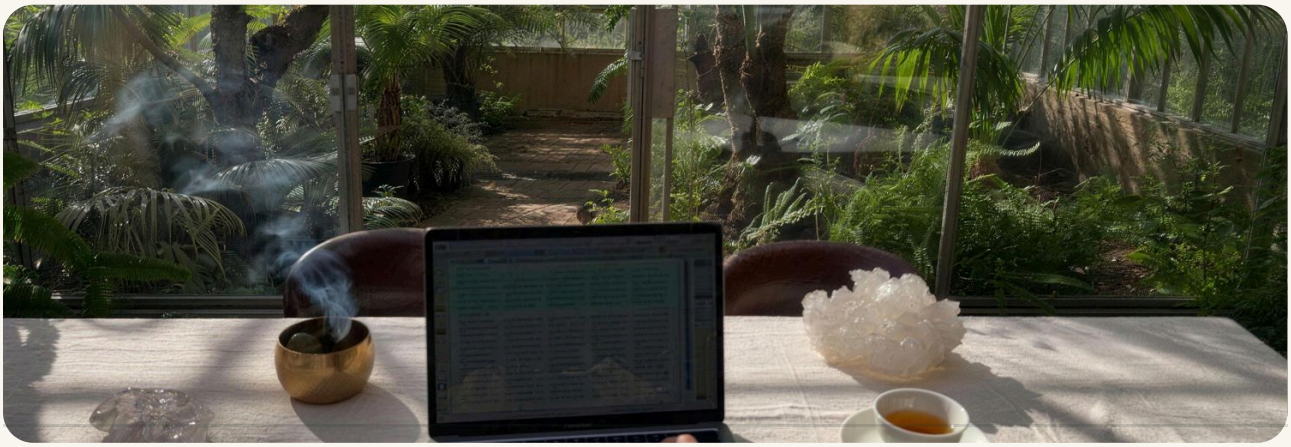
You show experience: real names, training, years, examples, sources. No empty superlatives.

04 **Structured**

Headings, short answers, FAQs and structured data help machines classify your page correctly.

05 **Mentioned**

Other credible sites mention you: partner articles, associations, press, directories.



THE CHECKLIST

10 points *to check today.*

Tick off what is already in place. Each point takes an hour or less.

- [ ] **1. Short answer at the top**
  The first two sentences of every offer page answer: what it is, for whom, where, what it costs or how to book.

- [ ] **2. One page per offer**
  Yin yoga, sound journey and teacher training each get their own page instead of one long collection page.

- [ ] **3. Same details everywhere**
  Name, address, phone and opening hours are identical on your website, Google profile and directories.

- [ ] **4. Complete Google Business Profile**
  Category, services, photos, opening hours, booking link. Reply to every review.

- [ ] **5. FAQ with real questions**
  Collect the questions customers ask by email and phone and answer them on your site.

- [ ] **6. Structured data**
  LocalBusiness, Product, FAQ and Article schema. Many shop systems support it, it is just often incomplete.

- [ ] **7. A real author**
  Articles carry a real name with a short bio: training, years of practice, focus.

- [ ] **8. No healing claims**
  Describe experiences and effects carefully and honestly. It protects you legally and reads as more credible (see page 8).

- [ ] **9. Articles on searched questions**
  Write about questions people actually search for. Search Console shows you which (see page 7).

- [ ] **10. Mentions elsewhere**
  Partner articles, associations, event calendars and industry directories link to and mention you.

Your score

8–10 ticks: you are well set up, now it's about content. 4–7: some basics are missing, this is your fastest lever. 0–3: talk to us, the free check shows you the first three steps.

METHOD

The in-short *answer.*

AI assistants love to quote short, complete answers. So put a paragraph above every longer text that answers the question fully in two or three sentences.

Before

"Welcome to our light-filled space of stillness. Here you may arrive, let go and reconnect. Our classes invite you to find your own path ..."

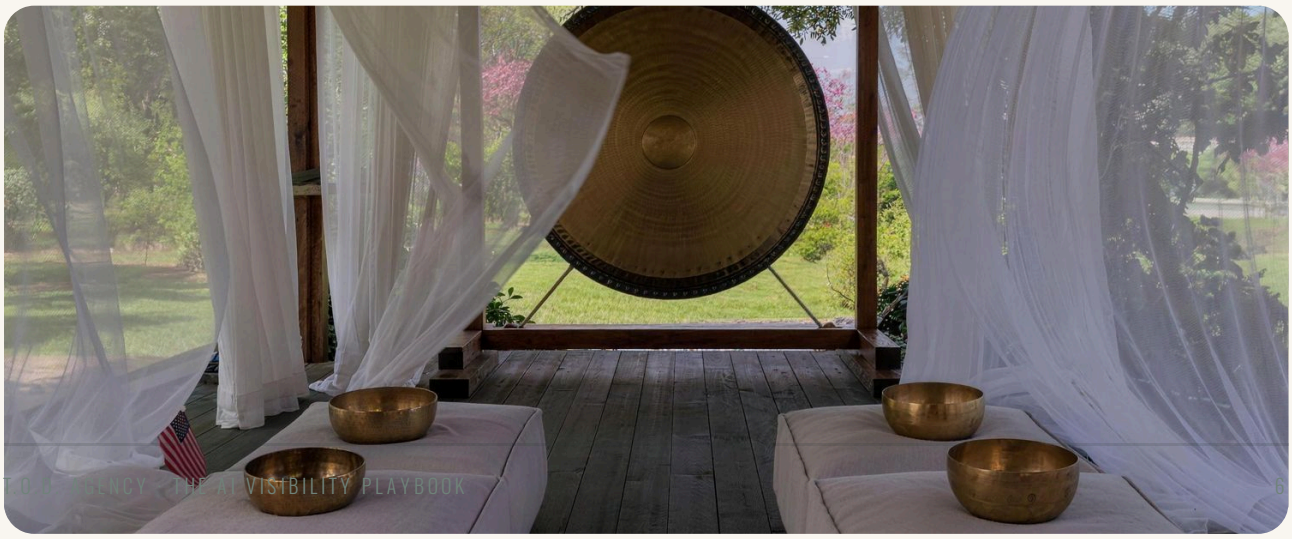
After

IN SHORT

"Yin yoga is a calm yoga style in which poses are held for three to five minutes. We teach it in East Austin on Tuesdays and Thursdays at 7 pm, suitable for beginners, 90 minutes, drop-in $28."

How to write it

- Answer exactly one question people really ask.
- State facts: place, duration, price, who it's for, what it is.
- No metaphors in the first sentence. The poetry can come afterwards.
- Repeat the question as a subheading, then the short answer, then the details.



TOOL

Search Console in *15 minutes.*

Google Search Console is free and shows you for which searches your pages already appear. The quickest wins are pages that are close to the top.

STEP 1	Open search.google.com/search-console and choose your website. If it isn't set up yet, verification usually takes only a few minutes.
STEP 2	Go to “Performance”, set the date range to 3 months and enable “Average position”.
STEP 3	Filter queries with a position between 8 and 20. These are topics where Google already considers you relevant.
STEP 4	Pick the five queries with the most impressions. Open the matching page and check: is the answer at the top? Is there an in-short answer and an FAQ?
STEP 5	Improve these five pages, not fifty. Check again after four to eight weeks.

How we do it

At our company a worker fetches this data automatically every morning and writes a list of pages that are close to the top. The editorial team works through exactly that list.

Without *healing claims.*

Advertising rules (in the US the FTC, in the UK the ASA, in Germany the HWG) limit what you may claim about effects. Honest wording protects you and reads as more credible to people and machines.

RISKY	BETTER
"Reiki cures back pain."	"Many people experience reiki as deep relaxation. It does not replace medical treatment."
"Guaranteed stress-free after 3 hours."	"In our classes you learn breathing techniques you can use in everyday life."
"This clear quartz cleanses your aura."	"In many traditions, clear quartz is considered a stone of clarity."
"Singing bowls release blockages in the body."	"A sound journey invites you to slow down and notice how you feel."

Rules of thumb

- Don't promise results or cures for illnesses.
- Label tradition as tradition: "is considered", "in the tradition of".
- Describe your own experience clearly as experience.
- No fear, no artificial urgency.

Note: this is not legal advice. If in doubt, have your copy reviewed by a lawyer.

INDEPENDENCE

Your own platform *pays off.*

Booking portals, course platforms and membership apps are convenient. But they take commission or monthly fees and often keep the customer data.

Worked example

A retreat with 12 guests at $1,500 each. With 15% portal commission, each retreat loses:

$2,700

Illustrative calculation, not a forecast. Portals typically charge around 15 to 20% commission depending on the provider.

What you should own yourself

- Your domain and your website
- Your customer list and newsletter consents
- Your bookings and payments
- Your courses and recordings

ACTION

Your *30-day plan.*

One week, one focus. That's how the playbook turns into results.

WEEK 1	Go through the checklist. Complete your Google Business Profile. Make your details consistent everywhere.
WEEK 2	Add in-short answers to your five most important pages. Remove healing claims from your copy.
WEEK 3	Set up or open Search Console. Improve the five pages that are close to the top. Add FAQs.
WEEK 4	Write one in-depth article on a searched question. Arrange one external mention, for example a partner article or an association listing.

T.O.D. AGENCY

ABOUT US

Built for us first. *Now for you.*

T.O.D. Agency is the agency of Temple of Desire. We make spiritual businesses visible on Google and in AI answers, build Shopify stores and set up expert magazines and systems.

1,200+
PRODUCTS IN TWO SHOPS

7 figures
ANNUAL REVENUE

Tens of thousands
CUSTOMERS ACROSS THE EU AND US

1,400+
ARTICLES IN OUR OWN MAGAZINE

T.O.D. is run by Julia and Leif Daniel, the founders of Temple of Desire. Since 2025 we have also been working with other businesses in B2B.

Free AI visibility check

Send us your website and we'll tell you how Google and ChatGPT see you and what to do first. Free, no obligation.

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