

A LAUNCH RESOURCE FROM AISITEHEALTH

The New Domain AI Discoverability Checklist

Launching a new domain? Here's why AI assistants will say it doesn't exist — and how to fix that in your first week

Why your new domain is invisible

A freshly registered domain has **zero index presence**. Your site can be perfectly agent-ready on day one — readable HTML, structured data, llms.txt, open robots.txt, live A2A endpoints — and AI assistants will still insist it doesn't exist. Most assistants don't fetch URLs live; they answer from a **search index**. With no index record, Google's "did you mean" heuristic treats your new domain as a typo and shows lookalike results instead. **Google AI Overviews & Gemini** ground on Google's index; **Copilot & DuckDuckGo AI** on Bing's; **Brave's Leo** on Brave's independent index. Until one of them picks you up, you're invisible to all of them.

Readiness makes you readable. Indexing makes you discoverable. A new domain needs both.

Your launch timeline

Work top to bottom. Set up the day-one items the moment your domain goes live, push backlinks and indexing requests through your first week, then verify weekly until your first URL is indexed.

DAY ONE the moment your domain goes live

1 Google Search Console — day one

- ☐ Add your domain as a **Domain property** and verify with a DNS TXT record.
- ☐ Submit your **sitemap.xml**.
- ☐ Use **URL Inspection > Request Indexing** on your homepage and key pages.
- ☐ Console: search.google.com/search-console — expect indexing within days instead of weeks.

2 Bing Webmaster Tools — day one

- ☐ Verify your site (import straight from Search Console once that's verified).
- ☐ Submit your sitemap.
- ☐ Bing's index feeds **Copilot, DuckDuckGo, and Ecosia** — one submission, several assistants.
Console: bing.com/webmasters

3 IndexNow — instant push

- ☐ Generate a key and host the key file at your site root.
- ☐ Ping <https://api.indexnow.org/indexnow> with your URLs on every publish or update.
- ☐ Instantly notifies Bing, Yandex, Seznam, and Naver. One **curl** call per deploy — trivial to automate in CI. Details: indexnow.org

FIRST WEEK drive discovery and request indexing

4 Backlinks & indexing requests — the real accelerant

- ☐ Crawlers discover new domains by following links — even a handful helps.
- ☐ Link from your other properties and product sites.
- ☐ Publish a public GitHub repo with your domain in the README.
- ☐ Post a launch on Product Hunt, Hacker News, Reddit, LinkedIn, or X.
- ☐ List on directory and tool sites relevant to your niche.
- ☐ Re-run **Request Indexing** in Search Console for any pages still missing.

ONGOING until you're indexed everywhere

5 Expect Brave to lag

- ☐ There's no submission console — Brave's index grows from real user visits and its own crawl.
- ☐ Backlinks plus real traffic are the only levers; expect it to be the slowest index to pick you up.

6 Verify weekly until indexed

- ☐ Run **site:yourdomain.com** on Google and Bing.
- ☐ Ask the assistants directly: **"What is yourdomain.com?"**
- ☐ Watch Search Console's Coverage / Pages report for your first indexed URL.

The takeaway

Agent-readiness and search indexing are separate systems with separate gatekeepers. Structured data won't get you crawled, and getting crawled won't make you extractable. Run both playbooks.

Score your readiness — automatically

Run a free AI-readiness audit at aisitehealth.com — or point your agent at aisitehealth.com/api/audit/yourdomain.com for instant graded JSON.