

Get your campaign site into chatbot answers: an October checklist

Five things to check before Election Day.

In the final weeks of the 2026 midterms, [more than a third](#) of voters will consult AI chatbots and overviews as they make up their minds. At [Caucus AI](#), we are tracking what political information chatbots provide to voters.

What chatbots say depends largely on what information they can access about a candidate online. A chatbot usually runs a few web searches and builds its answer from whatever comes back. **If a campaign site is in the chatbot's search results, the website is linked to as a source most of the time. If it isn't, the website is almost never cited.**

With just a few weeks to Election Day, we've put together a checklist for campaigns and organizations to make sure their websites are easy for chatbots to find and use.

First: read what chatbots say about you

Ask ChatGPT, Gemini, Grok, and Claude:

- "Tell me about {candidate name}"
- "What are {candidate name}'s positions?"

Check:

- ☐ Is the answer about the right person?
- ☐ Does the answer link to your website as a source?
- ☐ Is the information accurate?

If your site is not showing up prominently or at all in AI answers, it is worth checking whether chatbots can find your site, read it, and find clear information there. When chatbots run queries like those above, they usually search the candidate name plus "2026", "official website", or "issues" and work from the sources that come back. **Sites that get five things right show up in those results more often.**

Free tool: Visit caucus-ai.com to see chatbot answers and sources for most of the **2026 Senate, House, and Governor races.**

Next: Use this checklist

Start by entering your website into our [site checker tool](#) to check for restrictions on AI bots visiting your website and whether different versions of its web address all go to the same site. Work with whoever manages your website by sharing the results and working through the following steps:

1. **Check whether your site is blocking chatbots.** Websites usually have a file at `yoursite.com/robots.txt` that tells chatbots and scrapers what they can access. If the checker tool flags a restriction, it may be because you are blocking Google, OpenAI, or Claude chatbot access. Determine whether the flagged rules prevent chatbots from finding pages you want them to be able to access, and to remove unintended restrictions. Review

your website's security settings as well: Squarespace and Cloudflare can have settings that block chatbot access (our checker does not evaluate those).

2. **Make every web address you own go to one site.** Check current and former campaign domains and your site with and without the “www.” If they do not all lead to the same place, redirect them to the current site. Make sure you renew older domains, too. Lapsed campaign domains can be bought and turned into spam that still gets cited in results.
3. **Check whether your site appears in Google and Bing.** Search your bare name, and your name plus “issues” and “2026”, on Google and on Bing. Is your site high up in the list of results? When a campaign site was on page one of both Google and Bing for the chatbot's own query, it came back in the chatbot's results two-thirds of the time. When it was *not* on page one, it was cited much less often.

If your site is missing or hard to find, ask your website manager to use [Google Search Console](#) and [Bing Webmaster Tools](#) to submit your site for indexing with the search engines and ensure a sitemap is included to make search discovery more likely. Confirm that your site is on your Ballotpedia profile and Wikipedia page.

4. **Give your issues a page of their own.** When asked about your policy positions, chatbots go looking for an issues page. If you don't have one, build it, put real substance under clear issue-specific headings, and display it clearly with a URL like /issues. Sites with issue pages show up in chatbot search results and get cited more.
5. **Say who you are.** Check that your homepage and bio page spell out your full name (in text, not just images), the office you're running for, your state and district, and the year, and that the page title calls it your official campaign website. If any of that is missing, add it. ChatGPT often searches your name with the year or the office attached, and when a chatbot answers about a different person with your name, a clearer page gives that search a better chance of landing on you.

Finally: Keep checking

Re-run the checks every week through Election Day, or read your Caucus AI race page. Watch for:

- **Incorrect or outdated positions.** Confirm that your own website has clear information on the issue. Otherwise ChatGPT may be relying on a third party voter guide instead of your site.
- **An old or unfamiliar website presented as a campaign site.** If it's a domain you used to own, buy it back and redirect it. If it's someone else's, there's no clear fix beyond keeping your real site findable.
- **Confusion with someone else.** Updating your Ballotpedia and [Wikidata](#) listings may help ensure that your information is returned for relevant election searches.
- **Criticism worth responding to.** Campaign sites rarely show up in criticism answers, which come mostly from local news and opposition research, but a facts or rebuttal page can get in, mostly on ChatGPT. Only build one for an attack that is already prominent, otherwise you're handing models criticism content in your own words.

What can wait

You may have heard recommendations to add special pages or additional code to boost your website for AI systems. In our analysis, campaign sites with things like llms.txt and structured data get cited about as often as sites without. Some are good practice anyway, **but with just a few weeks left, we'd recommend the fixes above first.** *Learn more at caucus-ai.com.*