

The Reddit & AI-Search

PLAYBOOK

OVERVIEW

When your next customer asks ChatGPT, Gemini, or Perplexity “who’s the best [service] in [city]?” the AI answers from a short list of sources it trusts. Reddit is one of the top info sources answer engines (AI) are using to build their responses. This playbook shows how to earn the kind of helpful mentions AI quotes (without getting flagged as a spammer).

WHY REDDIT?

A 2026 study of 150,000+ AI citations found **Reddit was cited in ~40% of all AI answers**, which is more than Wikipedia and YouTube, and up to **46.7% of answers on Perplexity**. Google now pays Reddit roughly **\$60M a year** to license its content for search and AI.* A genuinely helpful Reddit presence is one of the highest-leverage ways to show up in AI search.



1

Create & Earn A Trustworthy Account

Reddit rewards humans and punishes ads. Before you say a word about your business, build a profile that looks like a real person who happens to be an expert.



- **AGE THE ACCOUNT & GO LINK-FREE FOR 30 DAYS**

Just participate and add real value without mentioning or linking back to your company.

- **PRIME YOUR “KARMA”**

Work to earn more Reddit karma in normal, high-engagement subreddits (hobbies, your city, your interests). Karma and age are trust signals both Redditors and crawlers read.

- **WRITE A CASUAL-EXPERT BIO**

“Plumber and coffee addict,” not “Marketing Director at XYZ Corp.”

2

Find Where Your Buyers Actually Ask

Reddit is really big, so it's best to focus on the 5 rooms where your customers ask real questions. Find your city subreddit plus a few niche trade or problem subs and focus efforts there.



- Pick ~5 small, hyper-specific subreddits where questions are frequent and the crowd is your buyer.
- Check them daily and sort by "Rising" to catch threads early enough to be seen, but after they've proven they have legs.

3

Capture Your "Driveway Wisdom"

The gold is the specific, technical stuff only a pro knows. These are the answers you give customers over and over. Keep a running doc of them. That firsthand experience is what Reddit upvotes and AI quotes (the "Experience" in Google's E-E-A-T).



Example: "If the garage door beeps every 30 seconds, it's usually the battery backup, not the motor."

Don't write marketing copy. Write the thing you'd tell a neighbor in your driveway. Specific, useful, and unmistakably from someone who does the work, but still super casual.

4

Always Answer Value-First. USE FOUR PROOF STYLES:

- **THE DIRECT EXPERT:** Answer concisely and correctly, with a little pro vocabulary.
- **THE CONTEXT BUILDER:** Add the nuance the original poster missed.
- **THE STORYTELLER:** Frame it as "we tried X and Y happened."
- **THE PROOF-POINT:** Cite a specific number or a neutral, high-authority source (not your own site yet). AI loves quotable, data-backed answers.

5

Earn The Right To Link (THE 10-TO-1 RULE)

Ten genuinely helpful, value-first comments for every one link. Only drop a link when someone asks for more, or when it's a tool or deep-dive that solves the exact problem in the thread. Link too early, and you'll get removed and flagged. Some subs ban links outright. Value builds the account; links spend it.

6

Check If It's Working With An LLM Audit

Once a month, ask Perplexity or ChatGPT “who’s the best [service] in [city]?” and see whether your name or your Reddit answers show up. Set a Google Alert for your brand and top keywords so you never miss a thread worth answering.



Your First 30 Days.

WEEK 1-4: Age the account. Build karma in hobby/city subs. Zero promotion or links.

- Pick your 5 subreddits.
- Start checking “Rising” daily.
- Begin your driveway-wisdom doc (aim for 10 answers).
- 1–2 value-first comments a day, using the four proof styles.

WEEK 5+: Post daily, and start integrating backlinking to your site, holding the 10:1 ratio religiously.

MONTHLY: Run the LLM audit. Watch for your first Reddit-sourced AI mention.

As a reminder: Never pitch, and never link in the first 30 days. Reddit’s culture and spam filters will bury a salesperson instantly. Be the most helpful person in the room, and let the mentions compound into AI visibility.

Want It Done For You?

Clarity sounds simple, but saying less and saying it right is the hardest thing in marketing. If you’d rather have your message, your visibility, and your reviews run as one system, that’s what we do at Fencepost. We make local growth inevitable for home-service businesses.

let's chat!



Schedule a consult by reaching out to me at ross@fencepost.co or visiting our website at fencepost.co.

*Sources: Reddit AI-citation data from 2026 studies by ZipTie (ziptie.dev), RedEngage (red-engage.com, 150,000+ citations analyzed), and CogNerd (cognerd.ai); Google-Reddit content licensing deal (~\$60M/yr) via public reporting.