



COMPASS

SEO & AI Search Best Practices for Compass

How to get the most search-engine and AI-assistant visibility out of your Compass resource center — the exact settings to turn on, and how to write guides that get found and cited.

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IMPORTANT

This guide has two halves. Part 1 is everything you do inside Compass. Part 2 is the work you do outside Compass — Google Search Console, Bing, your Google Business Profile, and earning links — which is what actually turns a good resource center into search traffic.

Your Compass resource center isn't just for your existing clients. Published guides are real web pages that Google can index and that AI assistants (ChatGPT, Gemini, Perplexity, Google AI Overviews) can read and cite. When someone searches for the kind of travel you specialize in, a well-built guide can bring them to you. Here's how to make that happen — and what Compass does for you at each step.

IMPORTANT

Start here: a custom domain is required. Google Search Console and Bing verify ownership through your domain's DNS, and SEO authority builds on the domain your guides live on. If your resource center is still on a shared address, connect a custom domain (Settings → Custom domain) before doing anything else in this guide — everything below assumes you have one.

What's automatic vs. what's up to you

Job	Compass does it	You do it
Technical SEO (sitemap, meta tags, structured data, llms.txt)	Yes — automatic	—
Making pages indexable	Serves them correctly	Turn on the setting
Writing titles & descriptions	Provides the fields	Write them well
Telling Google your site exists	Publishes a sitemap	Submit it to Search Console
Earning trust & links	—	Off-platform work (Part 2)

Part 1 — Inside Compass

Turn on Search engine visibility

Nothing gets indexed until you allow it. In Settings → Search engine visibility, turn on "Allow search engines to index this site." This publishes a sitemap of your public guides and serves your pages as indexable. Left

off, every public page carries a noindex instruction and search engines skip it.

ADVISOR TIP

This is the master switch. If your guides aren't showing up anywhere, check this first — it's the most common reason a resource center is invisible.

Publish Public — and Listed

A guide must be Published and set to Public visibility to be eligible for search. The "List in public resource center" toggle then decides discoverability:

Setting	In search results?	Use it for
Public + Listed	Yes	Content you want found
Public + Unlisted	No (noindex)	One-off links you share directly
Team / Private / Client	No (sign-in required)	Internal or client-only material

Write titles and descriptions like a searcher would

This is the highest-leverage thing you control, and it's pure writing. Compass wires up the technical SEO — but the words are yours, and they matter more than any setting.

Titles

Be specific. "7-Night Caribbean Cruise: Free Drinks + \$100 Credit" beats "Our Latest Deal." Lead with the destination or topic a real person types into a search box.

Descriptions

Fill in the description field on every guide. It becomes your search snippet, your link preview, and the intro line at the top of the guide — often the exact sentence an AI assistant quotes as the answer.

Structure guides so they're easy to quote

Search and AI both reward cleanly organized content. Compass gives you the blocks — use them instead of one long paragraph:

- Headings & subheadings — break a guide into clear sections. Compass builds an automatic table of contents and gives each section its own link, so an AI can cite one specific part.
- FAQ block — publishes your Q&A as structured data, one of the cleanest formats for assistants to read.
- Tables, columns, and lists — for anything scannable (fare comparisons, packing rules, tipping amounts). Structured beats a wall of text.

- Collapsible ("Show more") — the full text stays in the page for crawlers even when visually collapsed, so you can keep long terms tidy without hiding anything from search.

Use the Promotion type for deals, and link guides into clusters

When you publish an actual offer — a credit, a perk, a group rate — create it as a Promotion guide. Compass adds extra "this is a claimable deal" structured data that no other type gets. And because guides in the same category automatically show as "Related guides," a few connected guides on one destination or cruise line read as genuine depth — far more than a single guide alone.

Connect a custom domain (required)

This is the prerequisite for everything in Part 2. Host your resource center on your own subdomain (e.g. resources.youragency.com) via Settings → Custom domain. Without it, you have no domain of your own to verify in Search Console and no place for SEO authority to accumulate. With it, everything your content earns compounds for your brand — so connect it before you submit anything to search engines.

Part 2 — Beyond Compass (this is where the traffic comes from)

Compass makes your content findable. These steps make it actually found. None of this happens inside Compass — it's the standard SEO groundwork every website needs, and it's worth an afternoon.

Set up Google Search Console

Search Console is Google's free tool that tells Google your site exists, shows you what people search to find you, and flags any problems. This is the single most important off-Compass step.

1. Go to Google Search Console and sign in with a Google account: search.google.com/search-console
2. Click "Add property" and choose the "URL prefix" option. Enter your resource center's full address (your custom domain, e.g. https://resources.youragency.com).
3. Verify you own it. The easiest method for most agents is "HTML tag" — but if your resource center is a Compass custom domain you don't control the raw HTML, so use the "Domain name provider" / DNS TXT-record method instead, adding the record at whoever manages your domain's DNS.
4. Once verified, go to "Sitemaps" in the left menu and submit your sitemap URL (copy it from Settings → Search engine visibility — it ends in /sitemap.xml).
5. Done. Google now knows about every guide. Indexing takes days to a few weeks; check back in the "Pages" report to see what's been indexed.

ADVISOR TIP

The verification TXT record has to be added at your own domain's DNS provider — wherever you registered your domain (GoDaddy, Namecheap, Cloudflare, etc.). Our support team can't access your DNS, but if you're not sure how, whoever manages your domain or website can add the record in a couple of minutes. You only do this once.

Add Bing Webmaster Tools (don't skip this)

Bing powers more than just Bing — it feeds ChatGPT's web search and other AI tools. Setting it up is quick because it can import everything from Google.

1. Go to Bing Webmaster Tools: bing.com/webmasters
2. Sign in and choose "Import from Google Search Console" — it pulls your site and verification across automatically. (Or add and verify the site manually the same way you did for Google.)
3. Confirm your sitemap is listed under "Sitemaps." That's it.

Claim your Google Business Profile

For a travel advisor, your Google Business Profile is often what shows up first when someone searches your agency name or "travel agent near me." It's free, and it's separate from your website.

1. Create or claim your profile at business.google.com
2. Fill it out completely: business name, category (Travel Agency), service area, hours, phone, and your website — point the website field at your resource center or main site.
3. Add photos and ask happy clients for reviews. Reviews and completeness are what make the profile rank.

Be consistent everywhere (NAP)

Search engines trust businesses whose Name, Address, and Phone number ("NAP") match across the web. Use the exact same agency name, phone, and URL on your Google Business Profile, your social profiles, any directory listings, and the social links you add in Compass Settings. Inconsistency (e.g. "Jane's Travel" in one place, "Jane Travel LLC" in another) quietly weakens your ranking.

Earn links and mentions

Links from other reputable sites are still the strongest ranking signal there is, and they help AI assistants decide you're a trustworthy source to cite. You don't need many — a few good ones beat dozens of junk links:

- Ask suppliers, cruise lines, and host agencies you work with to link to your relevant guides.
- Get listed in reputable travel-advisor directories and your host agency's "find an advisor" pages.

- Share guides on your social channels and in your newsletter — real people linking and clicking is a signal.
- When a guide genuinely answers a question, it earns links on its own. That's why the writing in Part 1 matters so much.

Help AI assistants cite you specifically

Getting quoted in ChatGPT/Gemini/Perplexity answers comes down to being a clear, trustworthy, well-structured source they can crawl — which is exactly what everything above builds. A few extras that specifically help AI:

- Answer real questions directly and early in the guide — assistants lift the first clean, self-contained answer.
 - Keep facts current and accurate; the "Updated" date on your guides is a freshness signal AI answers favor.
 - Fill in your social links (Settings → SEO & social) so assistants can tie the content to your real brand.
 - Cover a topic thoroughly across a cluster of guides rather than one thin page — depth reads as authority.
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Launch checklist

- ☐ Search engine visibility turned ON
- ☐ Custom domain connected
- ☐ Guides published Public + Listed
- ☐ Every guide has a specific title and a filled-in description
- ☐ Website + social links added under SEO & social
- ☐ Google Search Console verified + sitemap submitted
- ☐ Bing Webmaster Tools set up (imported from Google)
- ☐ Google Business Profile claimed and completed
- ☐ Name / phone / URL consistent everywhere

Frequently asked questions

How long until my guides show up in Google?

Usually days to a few weeks after you submit your sitemap in Search Console. New sites take longer to build trust. Check the "Pages" report in Search Console to see what's been indexed.

Do I really need Search Console if Compass already publishes a sitemap?

Yes. Compass makes the sitemap; Search Console is how you hand it to Google, confirm indexing, and see what's working. Publishing a sitemap without submitting it is like printing flyers and never handing them out.

I'm not technical — is the DNS verification a problem?

It's a one-time step. The record goes on your own domain's DNS (at your registrar), which our support team can't access — but whoever set up your domain or manages your website can add it in a few minutes. After that, everything else is point-and-click.

Will this get me cited by ChatGPT and other AI tools?

It gives you the best possible chance: your content is crawlable, structured, trustworthy, and tied to your real brand. AI citation isn't guaranteed for anyone, but thin, unstructured, or hidden content has almost no chance — and yours won't be that.