

Get Found on Google and in AI Answers

A plain-English checklist for small businesses. Work top to bottom. Most items take under an hour.

1. Check where you stand (15 minutes)

Start here. You cannot fix what you have not looked at.

- ☐ Google your main service plus your town. Note whether you show up in the map pack, the regular results, and the AI Overview.
- ☐ Ask ChatGPT, Gemini, and Perplexity: "Who is the best [your service] in [your city]?" Write down who they name.
- ☐ Ask each tool about your business by name. Is the information correct?
- ☐ Screenshot everything. This is your "before" picture.

2. Lock down your business facts

AI tools pull from many sources. Mixed signals make them skip you.

- ☐ Google Business Profile is 100% complete: categories, services, hours, photos, description.
- ☐ Name, address, and phone match exactly on your site, GBP, Yelp, Facebook, Bing, Apple Maps, and industry directories.
- ☐ Your About page says who you are, where you work, how long you have been in business, and who runs it.
- ☐ Bing Places is claimed and complete (ChatGPT search leans on Bing data).

3. Make your pages easy to quote

Write so a person and a machine can both grab the answer fast.

- ☐ Each service has its own page. No lumping everything onto one "Services" page.
- ☐ The first two sentences of each page answer the main question directly.
- ☐ Headings are written as the questions customers actually ask.
- ☐ Each key page has a short FAQ section with real customer questions.
- ☐ Prices, timelines, and service areas are stated plainly where you can share them.
- ☐ Pages include specific facts: numbers, dates, locations, credentials.

4. Clean up the technical basics

If search engines and AI crawlers cannot read your site, nothing else matters.

- ☐ Site loads fast on a phone. Test it at pagespeed.web.dev.
- ☐ Your site is indexed. Check Google Search Console and Bing Webmaster Tools.
- ☐ Robots.txt is not blocking AI crawlers you want to reach you.
- ☐ Schema markup is in place: LocalBusiness, Service, and FAQ where it fits.
- ☐ Important text is on the page as text, not locked inside images.

5. Build proof beyond your own site

AI tools trust what others say about you more than what you say about yourself.

- ☐ You have a steady flow of fresh Google reviews, and you reply to them.
- ☐ Reviews mention specific services and towns (ask customers to be specific).
- ☐ You are listed in the top directories for your industry.
- ☐ You have been mentioned by a local news site, chamber, partner, or community group.
- ☐ You answer questions where your customers ask them: Reddit, Facebook groups, forums.

6. Track it monthly

Set a calendar reminder. Visibility shifts month to month.

- ☐ Repeat the AI prompts from Step 1 and compare to your screenshots.
- ☐ Check GA4 for visits from chatgpt.com, perplexity.ai, and gemini.google.com.
- ☐ Watch Search Console for impressions, not just clicks. AI answers can cut clicks while still showing your name.
- ☐ Ask new customers: "How did you find us?" Add "ChatGPT or AI" as an option.

Not sure which step matters most for you?

Take the free **Where to Start** quiz at flytcreative.com/where-to-start. It finds your weakest link in about five minutes.

Want us to look for you? Request a free **Visibility Scorecard** and we will show you how you appear on Google and in AI answers, and what to fix first.

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