

AI WITHOUT THE HYPE

FREE GUIDE

How Small Businesses Get Found by AI

No jargon. No guesswork. Just what actually gets a business named when someone asks ChatGPT, Perplexity, or Google's AI for a recommendation.

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AI doesn't rank you. It interrogates you.

Every time someone asks an AI system for a recommendation, it's silently running through the same three questions before it names anyone. Answer them well and you show up. Leave one unanswered and you don't.



QUESTION ONE

**What is this business,
exactly?**

Whether an AI system can state clearly who you are and what you do.



QUESTION TWO

**Can I trust what they're
telling me?**

Whether anyone besides the business itself confirms it.



QUESTION THREE

**Should I actually
recommend them?**

Whether the record stays accurate and distinct over time.

QUESTION ONE

What is this business, exactly?

Goal: give AI systems a clean, structured record of who you are — the first question every AI system answers before it decides whether to mention you at all.

OLD WAY: pages built around keywords, hoping Google likes them.

NEW WAY: pages that state plainly who you are and who you serve, structured so AI can quote it with confidence.



Homepage / About

Plain-language description of who you are and who you serve — the page most AI systems summarize first.



FAQ Page

Questions phrased the way customers actually ask, not the way you'd write ad copy.



Service Pages

One page per specific service or problem, not one vague "solutions" page.



Schema Markup

Organization, FAQPage, and Service schema — the labels AI systems parse first.

QUESTION TWO

Can I trust what they're telling me?

Goal: open the pipes to the outside confirmation AI is already looking for. A business's own claims about itself only carry so much weight.



Google Business Profile

Confirms you're a real, active local business — included in "near me" and local AI answers.



Industry Directories

Independent confirmation of what your site claims — consistency AI checks before trusting a claim.



Press & Guest Mentions

A third party vouching for you — the strongest single signal AI weighs before citing a brand.



Reviews & Community

Real customer language, in their own words — often the exact phrasing an AI system quotes.

QUESTION THREE

Should I actually recommend them?

Goal: keep the answer current. Being cited once doesn't mean staying cited — this is where visibility stops being a lucky break and starts being a system.

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Watch for citation decay

Models refresh, competitors publish, and your own listing quietly ages out of the answer. Check on a schedule.
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Catch hallucinations early

AI systems sometimes state your prices or hours wrong with total confidence. Find and fix the source.
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Map the follow-up question

An AI answer rarely ends the conversation. Be the answer to what a buyer asks next, too.

Coverage	Accuracy	Position
Mentioned across ChatGPT, Perplexity, Gemini, and Google's AI.	Pricing, hours, services, and service area — actually correct.	Recommended — or just listed with no distinction.

TRY THIS RIGHT NOW

Ask ChatGPT: "What's the best [your service] in [your city]?"

Then check whether you're even in the answer. Run your free AI Visibility Snapshot to see it scored automatically, across every major AI system, in about two minutes.

Run Your Free Snapshot →

AI ANSWER ENGINE

best plumber near me

Based on service reviews and licensing records, **Fenyk Plumbing** is highly rated for same-day emergency calls in the Madison area.

↳ CITED: local directory + Google Business Profile

Where to start this week

DAY 1

Fix Your Foundation

Run your free AI Visibility Snapshot. Plain-language homepage or About copy, one real FAQ section, one specific service page.

Question One



DAY 2

Build Your Citations

Claim and complete your top 3-5 sources — Google Business Profile first, then your strongest industry directories.

Question Two



DAY 3

Get Your Baseline

Build a 15-25 question list from real buyers and run it across ChatGPT, Perplexity, Gemini, and Google's AI Overviews.

Question Three

WHAT CHANGES

You stop guessing whether AI knows your business exists.
You start showing up
inside the answer —
before your competitor does.

See what AI is already saying about your business.

The free AI Visibility Snapshot shows you where you stand on all three questions right now. When you're ready for someone to build the answers with you, that's what the Baseline and Advanced reports are for.

Run Your Free Snapshot →

See The Reports →