

## Be Found When Customers Ask AI

Customers are no longer just searching in Google or on other websites for “restaurant near me” or “best plumber in town”, they are using AI tools in place of search engines. **AI visibility** is how easily you appear in services like Gemini, Claude, ChatGPT, and Siri. Google Places is one of the top sources for AI tools to learn about your business and what it offers. Keeping a Google Places listing complete, accurate, and consistent makes it far easier for AI-powered search tools to include your business in answers.

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### Simple AI Visibility Tips for Local Businesses

- 1. Claim and verify your Google Business Profile:** Make sure you own and manage your listing. Google says businesses need to add or claim and verify their profile to appear across Search, Maps, and other Google services.  
 **Do this:** Search your business name on Google and confirm that you can edit the profile.
- 2. Keep your business info complete and accurate:** Your name, address, phone number, website, category, hours, services, and attributes should all be filled out. Google says complete and detailed profile information helps it better understand your business and match it to relevant searches.  
 **Do this:** Review your profile once a month and update anything that changed.
- 3. Update your hours, including holidays and seasonal changes:** Outdated hours create a bad customer experience and can confuse search engines and AI tools.  
 **Do this:** Add special hours for holidays, snow days, seasonal schedules, and temporary closures.
- 4. Add your services, products, and service areas:** Do not assume Google or AI tools know what you offer. Spell it out.  
 **Do this:** Add every major service, product category, and town or region you serve. Example: Instead of “Contractor,” say “Kitchen remodeling, bathroom renovation, deck building, and home repairs in Lake Placid, Saranac Lake, and surrounding Adirondack communities.”
- 5. Upload fresh photos and videos:** Google recommends adding photos and videos of your storefront, products, and services to help customers understand your business.  
 **Do this:** Add new photos every month: storefront, team, work examples, products, menu items, before-and-afters, or seasonal updates.
- 6. Ask for and respond to reviews:** Reviews help customers choose you, and Google says review count and ratings can contribute to local prominence.  
 **Do this:** Ask happy customers for reviews and respond to every review with specific, helpful language.

7. **Post updates, offers, and events:** Google Business Profile posts can appear in Search and Maps, including updates, offers, events, photos, and videos.  
✔ **Do this:** Post once or twice a month about specials, services, events, new products, or helpful tips.
8. **Make your website match your Google profile:** Your website should clearly say what you do, where you do it, and how to contact you. Google also recommends establishing your official website and business details so it can better understand your business presence in Search, Maps, and knowledge panels.  
✔ **Do this:** Make sure your website has the same business name, address, phone number, hours, services, and service areas as your Google profile.
9. **Add helpful FAQ content:** AI tools are built to answer questions. Give them clear answers from your website and profile.  
✔ **Do this:** Add answers to common customer questions, such as:
- “What areas do you serve?”
  - “Do I need an appointment?”
  - “What brands do you carry?”
  - “How much does this service usually cost?”
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## Monthly 15-Minute AI Visibility Checklist

Once a month, check:

- Business name, address, and phone number are correct
  - Hours and holiday hours are updated
  - Website link works
  - Primary category and services are accurate
  - New photos have been added
  - Reviews have been answered
  - Recent update, offer, or event has been posted
  - Website matches Google Business Profile
  - FAQs answer real customer questions
  - Your business appears correctly when you search your name on Google and Maps
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## The Big Idea

AI visibility is not about tricking algorithms. It is about making your business easy to understand, easy to trust, and easy to recommend.

***Start by updating your Google Business Profile today.***

**For more ways to promote your business visit [roostadk.com](https://roostadk.com).**

