Ask Maps Is Here.
Is Your Property Ready to Be Recommended?

Google's new Gemini-powered feature answers renter questions directly inside Maps — no list of results, no clicks to websites. Here's what determines who shows up.

● LIVE ON IOS & ANDROID · MARCH 12, 2026

93%
of AI Mode searches end without a single click

SOCI 2026 Local Visibility Index

12%
of Google's total U.S. search volume now goes to ChatGPT

First Page Sage, 2026

3–30×
harder to appear in AI search vs. traditional local results

Search Engine Land, 2026

WHAT ASK MAPS USES TO RECOMMEND A PROPERTY

3 Signals That Determine If You Show Up

1 A Complete, Active Google Business Profile

Ask Maps draws from GBP **first** — before your website, before reviews. Missing amenities, outdated descriptions, or an inactive profile means the AI doesn't have enough confidence to recommend you.

PRIMARY SIGNAL

2 Descriptive Reviews — Not Just Star Ratings

Ask Maps uses **attribute matching** — it reads review language to determine if your property fits what a renter asked for. *"Great place, 5 stars"* doesn't help. Reviews that mention amenities, community feel, and location? That's what earns the recommendation.

ATTRIBUTE MATCH SIGNAL

3 Structured Content AI Can Parse and Cite

Gemini, ChatGPT, and Google's AI Overview need **specific, well-structured content** to pull from. Generic copy and thin pages get skipped. FAQ pages, local context pages, and detailed amenity descriptions give AI what it needs to name your property.

CONTENT SIGNAL

THE BOTTOM LINE

Renters are building their shortlist inside Google Maps before they ever visit your website. The properties winning Ask Maps aren't spending more on ads — they own the signals AI uses to recommend them.

Swifty

BESWIFTY.COM

Does your property show up where renters ask?

Search360

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