

AI Visibility Action Plan

Your 30-Day Quick Start

The bottom line: AI systems don't judge quality. They recommend based on documented evidence. Use this checklist to get visible.

WEEK 1: Google Business Profile Audit

- Log into Google Business Profile (search "Google Business Profile" + your business name)
- Verify: business name, address, phone number, website URL are 100% accurate
- Add all relevant service categories (be specific, not generic)
- Add service area if you're service-based (exact zip codes or radius)
- Upload 5-10 photos (interior, exterior, team, recent work)

WEEK 2: NAP Consistency Audit

Create a spreadsheet. List these platforms, then verify your Name, Address, Phone match exactly on each:

- Your website
- Google Business Profile
- Facebook
- Yelp, BBB, Apple Maps, Siri
- Industry directories specific to your field

△ Fix any mismatches. This takes 2-3 hours but eliminates credibility gaps.

WEEK 3: Start Review Generation

- Choose your review request method: email, text, or QR code
- Create a template: "We appreciate your business. If you had a good experience, we'd love a Google review. [direct link]"
- Request reviews within 24 hours of job completion (for service businesses)
- Set calendar reminder: Review requests every business day this week
- Respond to any existing reviews, even old ones (we can automate this for you)

WEEK 4: Answer Customer Questions

Ask your team: What do customers ask BEFORE hiring us? Write down 5-10 questions.

- Examples: Cost? Process? Timeline? Common problems? What to look for?
- Add 3-5 of these as FAQs to your website OR create brief answers on your service pages
- Goal: Answer customer questions before they call. AI systems will reference this content.

ONGOING (Month 2+)

- Continue requesting reviews consistently (1+ per week)
- Respond to all reviews monthly
- Update Google Business Profile quarterly (photos, business updates)
- Check business information across platforms semi-annually

Remember: You're not chasing every new AI tool. You're building documentation that AI systems can trust.