



A FREE GUIDE FOR LOCAL BUSINESS OWNERS

Is Your Business Showing Up in AI?

Probably not. Here is why, how to check in ten minutes, and what to do about it in plain English.

People are asking AI who to call

More and more, a customer does not scroll through a list of websites. They ask ChatGPT, Google's AI answers, Siri or Copilot: "Who is the best plumber near me?" or "Where can I get a good haircut in Altoona?" The AI gives a short answer with a few names.

If your business is one of those names, the phone rings. If it is not, the customer never even sees you. They did not choose a competitor over you. You were just not in the answer.

The good news

You do not need to be a tech person or buy a magic product. Google has said that showing up in its AI answers is still the same fundamentals as regular search. The AI tools mostly pull from places you can control: your website, your Google listing, and the review and directory sites that already talk about you.

The bad news

Most small business websites were built to look nice to people, not to be read by the robots that feed these AI answers. And most owners have never checked. That is why the honest answer to the question on the cover is usually "probably not."

How this guide works

- Page 3: the five most common reasons a business is invisible to AI.
- Page 4: a 10-minute test you can run yourself, right now.
- Page 5: what a business that shows up does, in plain English.
- Page 6: your score and what to fix first.

Five common reasons

1. Your website is hiding its words from the robots.

Some websites, especially ones built with newer drag-and-drop or app-style tools, load their text only after a script runs. People never notice. But many AI robots do not run scripts, so all they see is an empty page. It is like a store with the lights off during an inspection.

2. Your online listings are missing or messy.

AI pulls business facts from Google Business Profile, Bing, Apple Maps and Yelp. If you have never claimed those, or your phone number or address is different from one place to the next, the AI gets unsure about you and picks someone else.

3. You do not have many recent reviews.

Reviews tell the AI you are real, active and trusted. A competitor with 80 recent reviews beats you with 6 from 2019, even if you do better work.

4. Your site never answers the question.

AI looks for clear, direct answers: what you do, where you do it, what it costs roughly, how fast you respond. A page full of "quality service and customer satisfaction" gives it nothing to quote.

5. Nobody else mentions you.

AI trusts businesses that other sites mention: a chamber of commerce listing, a local news story, an industry directory, a few community mentions. A business that only talks about itself looks thin.

The 10-minute AI check

10 min

Grab your phone or laptop. You do not need to log in to anything.

Step 1: Ask the AI like a customer would

Open ChatGPT, Google (look for the AI answer at the top), and, if you can, Claude or Perplexity. Type these, using your own trade and town:

- "Best [your type of business] in [your town]"
- "Who should I call for [a problem you solve] in [your town]?"
- "[Your business name] reviews"

Write down: were you mentioned? Was there a link to your site? Which competitors showed up instead?

Step 2: Look at your own listings

Search for your business name on Google Maps, Bing, Apple Maps and Yelp. Is it there? Is the name, address and phone number exactly the same everywhere?

Step 3: Peek at your website like a robot

On a computer, open your website, right-click, and choose "View page source." Look for your business name, what you do and your phone number in the plain text. If you see mostly code and almost no readable words, the robots are likely seeing very little.

Step 4: Check your reviews

How many Google reviews do you have, and when was the newest one?

Do not panic if it goes badly

Almost every business that runs this test finds gaps. Each gap is something with a known fix, and most are cheap.

The checklist, in plain English

Check off what you already have. Anything left blank is a gap.

- ☐ **My Google Business Profile is claimed and complete:** right categories, services, photos, hours, and fresh posts.
- ☐ **I am listed on Bing Places and Apple Business.** These feed Microsoft's AI and Siri.
- ☐ **My Yelp page is claimed.** ChatGPT and Apple lean on Yelp data for local businesses.
- ☐ **My name, address and phone are identical everywhere:** website, Facebook, every directory.
- ☐ **My website's words are real text,** not hidden behind scripts or stuck inside images.
- ☐ **My site says plainly what I do, where, and for whom,** on the first screen.
- ☐ **I have a page for each main service,** with a short, direct answer to the question customers actually ask.
- ☐ **I show real facts:** years in business, service area, typical price range, how fast I respond.
- ☐ **The owner is visible:** a real name, a real photo, a real story.
- ☐ **I get new reviews every month,** and I reply to them.
- ☐ **Other sites mention me:** chamber of commerce, local directories, community groups, local press.
- ☐ **My site loads fast on a phone** and the phone number is tap-to-call.

One honest note: there is no secret trick or special file that guarantees you will show up in AI answers, and anyone who promises one is selling something. It comes down to the basics done well and done consistently.

YOUR SCORE

So, are you being seen?

Count the boxes you checked on the previous page. Out of 12:

9 to 12 You are ahead of most local businesses. Keep the reviews coming and keep your listings fresh.

5 to 8 You have a base, but gaps are costing you. Start with listings and reviews, they are the fastest wins.

0 to 4 Right now, AI most likely cannot find or trust you. The good news is that the first few fixes make the biggest difference.

Your first three moves

- **This week:** claim or finish your Google, Bing and Yelp listings, and make the name, address and phone match everywhere.
- **This month:** ask your last 10 happy customers for a review. Reply to every review you already have.
- **Next:** make sure your website has real readable text that says what you do, where, and who for.

Missing some of these? We can help.

If you do not have these in place, or you would rather not spend your evenings on it, that is exactly what Easy Biz Tech does. I will look at where your business stands, tell you what is worth fixing first, and no pressure on the rest. A 15-minute call is free.

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Feel free to share this guide with another business owner.