



AI Search Optimization Checklist

What local service businesses need in place to get cited by AI

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Google Business Profile & directories

Claimed, verified, consistent

- ✓ Claim and fully complete Google Business Profile
- ✓ Claim Bing Places and Apple Business Connect
- ✓ Pick the most specific primary category
- ✓ Get listed in 2-3 directories for your trade
- ✓ Fix your record at the data aggregators



Structured data & schema

Machine-readable facts

- ✓ Add LocalBusiness schema (or trade subtype)
- ✓ Add Service schema for each offering
- ✓ Add FAQPage schema to FAQ sections
- ✓ Match schema data to your GBP exactly
- ✓ Validate with Google's Rich Results Test



Content & FAQs

Answers AI can quote

- ✓ One dedicated page per service you offer
- ✓ A location page for each city you cover
- ✓ FAQ answers written the way customers ask
- ✓ Real cost ranges, not "call for pricing"
- ✓ Plain text, not facts buried in images



Reviews & reputation

What customers actually say

- ✓ Steady review volume across platforms
- ✓ Reviews that name specific services
- ✓ Reviews that mention neighborhoods served
- ✓ Automated review requests after each job
- ✓ Owner replies that restate what you do



NAP consistency

Identical name, address, phone

- ✓ Pick one address format and reuse it
- ✓ One phone number on every listing
- ✓ Same business name everywhere, no variants
- ✓ Retire old addresses and dead numbers
- ✓ Mirror the same details on your website



AI-answer monitoring

Check what AI says about you

- ✓ Ask ChatGPT who to call in your city
- ✓ Check Google AI Overview for your top services
- ✓ Note which competitors get named
- ✓ Confirm the facts AI states are correct
- ✓ Re-check quarterly as answers shift

How to use this: work top to bottom. Most businesses get the biggest lift from the first two columns.

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