



How Google AI Overviews source local business recommendations


The five data layers Google checks before citing your business


Customer searches Google
"how much does carpet cleaning cost" · "emergency plumber near me"
· "best HVAC company in Nashville"


Google AI Overview (Gemini)
Synthesizes multiple sources into a single answer block — appears above all other search results


Google Business Profile
Categories, descriptions, service areas, photos, Q&A, hours, attributes
CRITICAL



Customer Reviews
Star ratings, review text content, service mentions, recency, volume
CRITICAL



Website Content
Service pages, location pages, FAQs, blog posts, pricing info
HIGH



Schema Markup
LocalBusiness, Service, FAQPage, Organization structured data
HIGH


Directory Citations
Yelp, BBB, Angi, HomeAdvisor, industry directories — NAP consistency
REINFORCING

Entity reinforcement: Google cross-checks all five layers


 **High confidence = business gets cited**
GBP description matches website services. Schema matches GBP categories. Reviews mention specific services listed on the site. Directory NAP is consistent everywhere. Google can confidently describe the business.

 **Low confidence = business gets skipped**
GBP has generic description. No schema markup on website. Reviews are sparse or vague. Yelp has old address, BBB has wrong phone number. Google can't tell what the business does or where it operates.

 **Cited in AI Overview**

"Water heater replacement typically costs \$1,200 to \$3,500 depending on the type and size. Local companies like [Nashville Plumbing Co.](#) offer same-day installation for standard tank units. Most plumbers recommend..."

+35% organic clicks · +91% paid clicks

 **Missing from AI Overview**

Business doesn't appear in the AI-generated answer. Customer sees the AI Overview, gets their answer, and either clicks a cited competitor or leaves Google without clicking anything at all.

-61% organic CTR · 68% fewer visibility slots

40%+
of local queries trigger AI Overviews

68%
fewer businesses shown vs. traditional results

67%
of consumers don't fact-check AI answers

35%
more clicks for businesses cited in Overviews