

4 Steps to AI Visibility

How to Get Your Local Business Chosen by Chatbots
(ChatGPT, Bing Chat, Gemini, Claude, etc.)



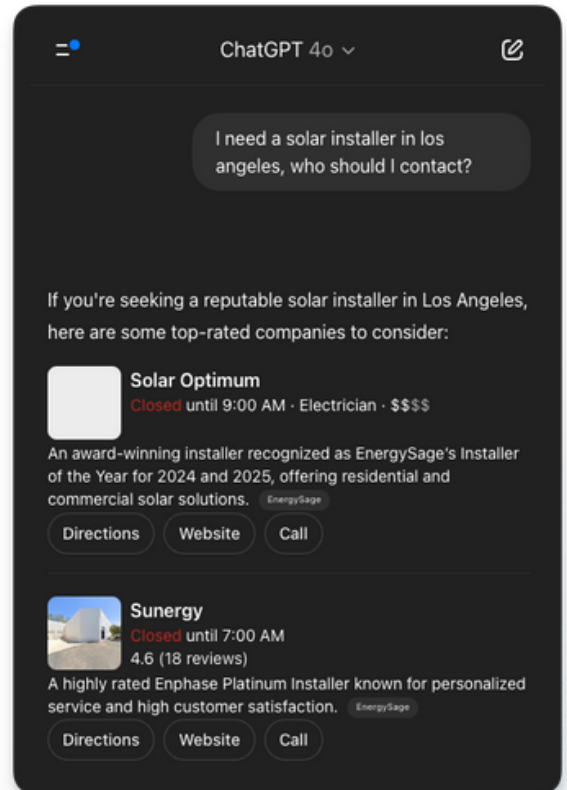
The Way People Search Has Changed Forever

"People no longer Google 'plumber near me.' They just ask ChatGPT.

And here's the kicker: **Chatbots usually give only 4-5 answers.** If it's not you, it's your competitors.

What you will learn:

- ✓ How to structure your site for AI discoverability
- ✓ How to set up pages to appear in more AI searches
- ✓ Tools to track if chatbots mention your brand
- ✓ How to format content in Q&A



"ChatGPT returns similar results as Google, make sure you rank for those!"

**"AI is the new google search.
Your business is either the answer -
or invisible."**



Clare Woods
Co-Director of Woodwork Web

Step 1: Add Schema So Machines Know Who You Are

Why AI Needs Schema:

AI scrapers rely on structured data to display organised results, just like Google shows phone numbers, addresses, and ratings in search results.

Without schema markup, AI chatbots can't easily extract your business details to recommend you with specifics like contact info, hours, or location.

Quick Schema Checklist:

- ✓ LocalBusiness schema with address, hours
- ✓ FAQPage schema on each service page

“Use plugins like RankMath or Schema Pro to inject structured data in WordPress.”

```
{
  "@context": "https://schema.org",
  "@type": "LocalBusiness",
  "name": "Lakeside Dental",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "123 Main St",
    "addressLocality": "Chicago",
    "addressRegion": "IL",
    "postalCode": "60601"
  },
  "telephone": "(555) 123-4567",
  "openingHours": "Mo-Fr 09:00-17:00",
  "sameAs": [
    "https://www.google.com/business/",
    "https://www.yelp.com/biz/lakeside-dental"
  ]
}
```

Create your local business schema here:
<https://technicalseo.com/tools/schema-markup-generator/>

Step 2: Use Q&A Format to Match Natural Queries

Why Q&A Content is Critical:

AI chatbots are trained on conversational patterns. When people ask "What are your hours?" or "Do you accept insurance?", AI looks for content that matches these natural language queries.

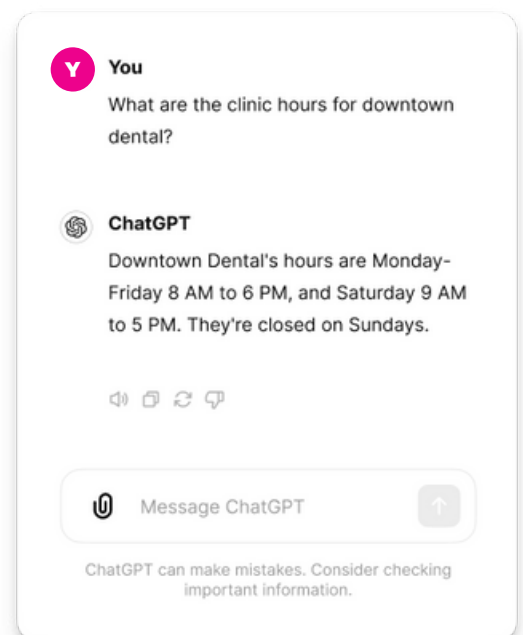
Q&A format content directly aligns with how people actually speak to AI, making your business the perfect match for their questions.

Quick Q&A Checklist:

- ✓ Frame content like "What are the steps to file a divorce?"
- ✓ Add 3–5 FAQs on every service/location page
- ✓ Use conversational tone:
Year 8-9 (12-14 years) reading level

Content Template:

- Q: What are your clinic's hours on weekends?**
A: We're open 9–5 on Saturdays and closed on Sundays.
- Q: Do you accept walk-in appointments?**
A: Yes, we accept walk-ins Monday through Friday before 3PM.
- Q: What insurance do you accept?**
A: We accept most major insurance including Southern Cross, Aetna, and Cigna.



The Q&A on the page can lead to results like this.

Step 3: Build Smart Local Pages (Not Spam)

Why Specific Service & Location Pages Work:

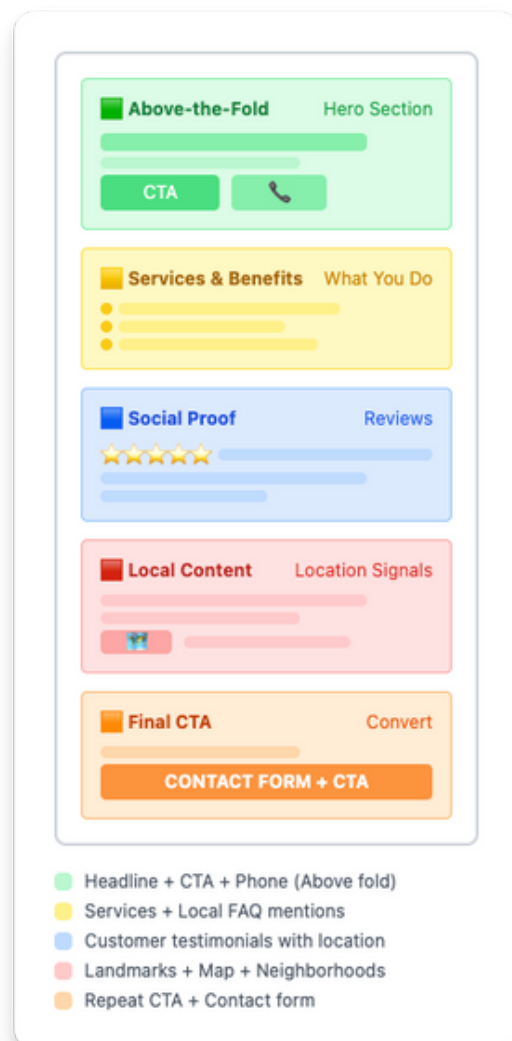
AI chatbots excel at matching specific queries to specific content. When someone asks "best childrens dentist in Takapuna," AI needs dedicated pages with unique, location-specific details to make confident recommendations.

Generic pages with just different city names won't cut it, AI recognises and ignores thin, duplicated content.

Must-Have Sections

- ✓ Unique heading and meta title including specific service / local keywords
- ✓ Unique intro about the location & service
- ✓ Service and location specific images
- ✓ Local FAQs & Review section

“Don’t just change the headline of each local page. AI ignores duplicate content with different city names. Make sure they are unique!”



Your To Do: Create one page for every service and location combination you offer.

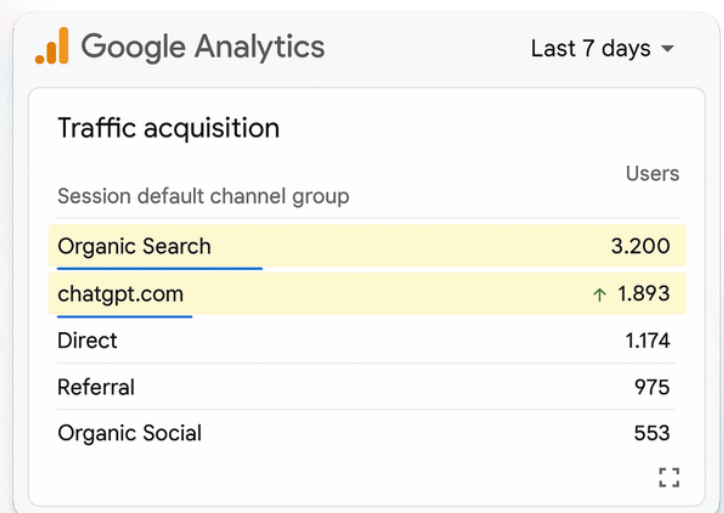
Step 4: Monitor When AI Mentions You (or Your Competitor)

When ChatGPT or other AI tools mention your business with a link, users click through to your website. These show up as referrals in your analytics, you just need to know where to look.

Plus, manually testing common queries helps you see exactly what AI says about your business.

Check Your Analytics:

- ✓ Search for “chatgpt.com” as UTM Source
- ✓ Enter common queries in ChatGPT to check if you appear
- ✓ Set up alerts for more chatgpt.com UTM source visitors to see progression



Queries You Can Test:

Y You
Best [your service] in [your city]

Y You
[Your service] near [landmark]

Y You
[Service] recommendations in [area]

Need help?
Get in touch with us
we can help you get
more visibility
hello@woodswork.co.nz