

The Ultimate AI Visibility Checklist

How to get your local business chosen by Chatbots, ChatGPT, Bing Chat, Gemini, Claude, etc



Claim & Fully Optimise Your Google Business Profile

It feeds Google's knowledge graph, and AI chatbots often pull trusted business info from there.



Use Consistent Business Name, Address & Phone (NAP) Everywhere

Chatbots need to recognise you as a unique, trustworthy entity.



Create or Improve Your Website's FAQ

AI bots love question-answer format, they pull directly from it to answer users.

Tip: Use real customer questions like: "Do I need an appointment?" or "How much does it cost?"



Add Local Business Schema Markup to Your Website

It helps AI and search engines know exactly who you are, where you are, and what you do.



Create a Dedicated Page for Each Location & Each Service

AI chatbots match based on specific context. A page titled "Root Canal Treatment in Albany" is way more likely to be cited than a generic "Our Services" page.



Have Your Service, City, and Business Name in the Same Sentence

AI needs to connect the dots, this helps form a clear association between your brand and the service area.



Use Clear Headings Like "What Services Do You Offer?"

Als scan headings to understand your page. Clear, question based headers = better retrieval.