Business Profile Pro

FREE CHECKLIST

AI Visibility Checklist

Help your business get mentioned when people ask ChatGPT, Google AI and other assistants for a local pro.

1 Know the questions people ask

- [ ] Write down **10 questions** a customer might ask an assistant, such as "best [service] near me".
- [ ] Include questions about **price, timing and trust**, not just "who".
- [ ] Save the list. You will use it to check your progress.

2 Make your business easy to understand

- [ ] Say clearly on your website **what you do, where you work and who you help**.
- [ ] Give each main service its **own page** written in plain language.
- [ ] Keep your **name, address and phone number** the same everywhere.
- [ ] Add an **About page** with your story, your team and your qualifications.
- [ ] Add an **FAQ section** that answers real customer questions in a sentence or two.

TIP Assistants pull from clear, specific pages. Plain answers beat clever slogans.

3 Show proof that you are trustworthy

- [ ] Collect **reviews** on Google and on other sites your customers use.
- [ ] Reply to reviews with details about the job.
- [ ] List your **licenses, insurance and certifications** if you have them.
- [ ] Share **real photos** of your work and team.

4 Be listed where answers come from

- [ ] Complete your **Google Business Profile**.
- [ ] Claim **Bing Places** and **Apple Business Connect**.
- [ ] Check your listings on Yelp and your industry directories.
- [ ] Make sure your social profiles use the same name, description and website.

5 Keep your content fresh

- [ ] Update service pages when your offers or areas change.
- [ ] Add a new FAQ, project or helpful tip regularly.
- [ ] Remove or fix old pages with outdated details.

6 Check how you show up

- [ ] Once a month, ask ChatGPT, Google AI and other assistants the questions from your list.
- [ ] Note whether you are **mentioned**, what is said and whether anything is **wrong**.
- [ ] Fix wrong details at the source, such as your website or listings.
- [ ] Keep a simple log so you can compare month to month.

> **TIP** No one can guarantee a mention. Focus on being clear, consistent and well reviewed.

Business Profile Pro

Want us to do the marketing for you?

Business Profile Pro looks after your Google Business Profile, local search, reviews and website, so you can get back to the work you love.

Get Started

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