

The 3-Search Test

The three searches a buyer runs before they call you: the AI answer, the reviews and YouTube. How I check if a business shows up in each. About 15 minutes.



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From my X post, word for word

A gym with 4.7 stars and 250+ reviews. On August 18 I ran the three searches a first-timer runs before joining. **It didn't show up once.**

AT A GLANCE

Time

About 15 minutes

You need

Your phone, signed out

You get

Your score out of three

On August 18 I checked a gym the way a first-timer would. 4.7 stars, 250+ reviews. I ran three searches. It didn't show up once.

That's the 3-Search Test. The three searches a buyer runs before they call you, and whether you show up in each.

Buyers don't trust one place anymore. BrightLocal found 97% of people who use AI for local picks sometimes double-check them against real reviews. [BrightLocal: Local Consumer Review Survey 2026](#)

Sources checked October 5, 2026. The gym check is one real check I ran on August 18, 2026, described by trade only.

01

What I found on August 18

4.7 stars. 250+ reviews.

Zero for three.

The gym had done the hard part. Real members, real reviews. A buyer searching the way new members search still never saw it.

One check, one business. It doesn't prove why, and it won't predict your result.

02

The three searches a buyer runs

1

The AI answer

Who's the best near me?

2

G The reviews

Stars and what people say

3

YouTube

Seeing it before buying

- The AI answer: 45% of people now use AI for local picks, up from 6% a year before. [BrightLocal, 2026](#)
- The reviews: Google says more reviews and good ratings can help you rank locally. [Google Business Profile Help](#)
- YouTube: 84% of U.S. adults use it. [Pew Research Center](#)

03

Run it on your business

1

Go signed out.

Open a private window on your phone, so your own history doesn't help you.

2

Ask the AI.

Paste my prompt below into ChatGPT. Are you one of the names?

3

Check the reviews.

Google your service plus your town. Are you in the map results, and what do the stars say?

4

Search YouTube.

Same words on YouTube. Is any video yours, or about you?

5

Write your score.

Out of three, with the date. Run it again in a month.

04

Copy and paste: the AI search

Ask it the way a buyer would. Fill in the brackets with your service and your town.

```
I'm looking for a [your service] near [your town].  
I want to call one this week.  
Who are the best three, and why?
```

05

Why the reviews alone aren't enough

How people check a local business (BrightLocal, 2026)



Source: <https://www.brightlocal.com/research/lcrs-ai-trust/>

Reviews help you get picked. They only work if the buyer finds you first. The three searches are where they look. [BrightLocal: Local Consumer Review Survey 2026](#)

<https://support.google.com/business/answer/7091?hl=en>

Google Business Profile Help

Describe your issue

Sign in

Help Center Community Get-Started Guide

Google Business Profile

Tips to improve your local ranking on Google

Help

- Understand your Business Profile performance & insights
- Manage your Business Profile on Google with the Gemini web app

Google's own page on local ranking.

06

What it doesn't prove

It's one check on one day. It shows you where buyers look and where you're missing. It doesn't tell you why, and it isn't a promise of calls.

SOURCES

1. BrightLocal: Local Consumer Review Survey 2026, AI and trust. <https://www.brightlocal.com/research/lcrs-ai-trust/>
 2. Google Business Profile Help: Tips to improve your local ranking on Google. <https://support.google.com/business/answer/7091?hl=en>
 3. Pew Research Center: Social Media Fact Sheet. <https://www.pewresearch.org/internet/fact-sheet/social-media/>
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NEXT STEP



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Scored under three? My free Revenue Opportunity Review looks at why, and what I'd fix first. [Request a free review](#)

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