

Help customers find and choose your business in AI search



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Getting found matters when it helps the right customer take the next step toward hiring you. Start with a website search systems can reach, clear service information, and useful evidence a customer can check. No one can guarantee an AI ranking or a place in an answer. Google says its existing search practices still apply; a separate set of tricks isn't required. [Google: AI features and your website](#)

I'd begin with one service you want more of the right inquiries for. Then I'd find the first thing that makes it hard to discover, understand, trust, or contact your business.

Demonstration: Imagine a local landscaper whose lawn-care page never says whether it handles drainage work. A homeowner with standing water may leave without asking. Making that service clear is a useful first test if the business really offers it. This is a hypothetical example, not a client result or a promise about search performance.

This guide gives you a short owner check, an order for making changes, and a way to review what happened.

For the broader picture, read [how AI search works for a service business](#).

Guidance checked September 4, 2026. The work sequence is my proposed method, not a search-engine requirement or a results deadline.

Start with a five-minute owner check

Open one important service page on your phone. Keep a note beside you and mark each answer **clear**, **unclear**, or **unknown**.

1. **What can a customer buy?** Can you tell what the service includes, who it fits, and what it doesn't cover?
2. **Where can they get it?** Does the page name the places you genuinely serve? Do your website and public business profile agree?
3. **Why should they trust it?** Can a new visitor find relevant work, real reviews, qualifications, or a clear explanation of your process?
4. **What happens next?** Is the contact route easy to find? Does it explain what the customer should expect?
5. **What can you verify?** Can you open the live page without signing in? Do you know whether Google has indexed it and whether inquiries reach you?

The time limit is for a first look, not a full technical audit. Don't count an unknown answer as a failed business.

Write down one exact gap: "The drainage service is missing from this page" is useful. "Our SEO is bad" isn't enough to act on.

Know which kind of advice you're using

I separate the work into three labels:

Label	What it means
Platform-confirmed	The search platform documents the behavior or recommendation. It still doesn't promise your result.
Observed, not causal	You recorded something on your own site. The observation alone doesn't tell you why it happened.
Proposed test	You have a reasonable change to try, with a clear check for whether it helped. It isn't a proven ranking rule.

A competing business appearing in one answer is an observation. Copying its layout and expecting the same result is a hypothesis. Keep those two things separate.

If you're comparing providers, the guide to [SEO, AEO, and GEO](#) explains the work behind the labels.

1. Check whether the page can be found

Platform-confirmed. Google needs access to a working page with content it can index. Meeting those technical requirements makes a page eligible; it doesn't guarantee indexing. [Google: technical requirements](#)

Use Search Console's URL Inspection tool to inspect the exact page address. Read the indexed result for what Google has stored. Use **Test live URL** to check the current page for access problems. A successful live test doesn't prove that the page is indexed. [Google: URL Inspection tool](#)

If someone manages your website, ask them to show you:

- whether Google can access the page;
- whether the page returns a successful response instead of an error;
- whether an indexing instruction is keeping it out;
- which address Google treats as the main version.

Ask for the actual finding, not a general “SEO score.” A page being missing from one search isn't enough to diagnose the cause.

Platform-confirmed. Google also has a Search generative AI control in Search Console. “Include” is the default; a child property may inherit its parent's choice. Check the effective setting before changing anything. If it already allows inclusion, toggling it is not a new improvement. [Google: Search generative AI control](#)

Platform-confirmed. For ChatGPT search, OpenAI identifies OAI-SearchBot as its search crawler and recommends allowing it and its published IP ranges. GPTBot is a separate control for training; allowing one does not require allowing the other. Ask your site manager to check the actual access rules, including the site's security service. [OpenAI: crawler documentation](#)

These are access checks. They are not proof that a platform will select your page.

2. Make the service easy to understand

Proposed test. Read the page as a customer deciding whether to call. Replace vague promises with facts you can stand behind:

- the specific work you do;
- the customer or situation it suits;
- the area you actually cover;
- useful limits, exclusions, or next steps;
- the proof that supports this particular service.

For the hypothetical landscaper, “We create beautiful outdoor spaces” doesn't answer whether the team deals with standing water. A plain explanation of the real service, its limits, and how an assessment works would answer the customer's question.

Platform-confirmed. If your business is eligible for a Google Business Profile, check that its details are complete and accurate too. Google describes local ranking through relevance, distance, and how well-known the business is. Profile completeness can help Google understand the business; it doesn't let you control the searcher's distance or buy a better position. [Google: local ranking guidance](#)

Don't invent extra locations, services, or credentials to fit a search phrase. Correct a mismatch because the business fact is wrong or unclear.

3. Answer the question your customer is stuck on

Platform-confirmed. Google recommends original, useful content that helps its intended reader. Its guidance asks whether the page adds information beyond a rewrite of other sources and whether the reader can achieve their goal after reading it. [Google: helpful content guidance](#)

Proposed test. Choose a question that comes up before someone hires you. Write down the answer you would give in person. Explain the conditions that change it, the options you would consider, and when the service may not be a fit.

Then add something the reader can inspect: an owned project photo, a clear process explanation, an accurately quoted review you have permission to use, or a source for a technical claim. Keep the proof beside the claim it supports.

You don't need a separate page for every wording of the same question. Google warns against producing many pages mainly to manipulate rankings or AI responses. It also says unnecessary AI text files such as llms.txt and artificial mentions aren't shortcuts to Google Search visibility. [Google: generative AI optimization guide](#)

Useful organization is for the reader. It isn't a reason to slice every answer into a rigid format.

4. Make outside evidence and contact details agree

Proposed test. Compare your service page with the public places customers might check next: your business profile, a real trade membership, a relevant directory, or the original review page.

Fix outdated information in accounts you control. If another organization holds the record, use its normal correction process. Don't claim a membership, award, or endorsement you don't have.

I'd put accuracy ahead of collecting more mentions. Google specifically cautions against pursuing inauthentic mentions as an AI-search tactic. [Google: generative AI optimization guide](#)

Then walk the contact path on a phone. Check the labels, required information, error messages, and confirmation. If you test a submission, label it as a test and make sure the person handling inquiries expects it.

A button working is different from a message arriving. Check both before calling the path fixed.

Use the next 30 days to complete one useful change

Proposed method. This is a work-and-review window. It is not a promise to rank, receive an AI citation, or win revenue in 30 days. Begin when the required access and approval are in place.

When	What I'd do	What to record
Days 1-5	Run the owner check, resolve the important unknown, and choose the first justified change.	The affected page, dated evidence, current state, owner, and a clear success check.
Days 6-14	Prepare the change in a draft or preview. Check facts and retain the previous version.	The before-and-after copy or setting, supporting sources, and a way to undo the change.

When	What I'd do	What to record
Days 15-21	Review the preview, approve the exact version, publish, and inspect the live page separately.	The live URL, publication date, phone and desktop checks, and any agreed test receipt.
Days 22-30	Review delivery and the available observations. Decide what to keep, repair, investigate, or try next.	A dated decision with the data window and its limits.

Choose one change first so you can inspect it properly. That doesn't cancel the rest of the work.

If access or approval takes longer, move the dates. If you publish near the end of the month, you don't yet have a full month of results.

Measure the change without overstating it

I'd keep five questions separate:

1. **Delivery:** Did the intended change reach the live page and work correctly?
2. **Search exposure:** Was the page indexed, shown in search, or cited in the measured surface?
3. **Inquiries:** Did genuine calls or messages arrive?
4. **Fit:** Were those inquiries from people the business could help?
5. **Business:** Did any become agreed work and recorded revenue?

Platform-confirmed. Google's Generative AI performance report shows impressions from its AI search features. That data overlaps the Web search performance report, so don't add the two totals together. A missing report or empty row isn't proof of zero business opportunity.

[Google: Generative AI performance report](#)

Platform-confirmed. Bing's AI Performance report shows citations across supported AI experiences. Microsoft says those aggregated citation measures don't describe a page's rank or authority within an individual answer. Treat them as exposure evidence, not sales.

[Microsoft: AI Performance in Bing Webmaster Tools](#)

Observed, not causal. If inquiries rise after a change, record it. Also record other things that changed, such as a promotion, season, referral source, or another page. A small before-and-after comparison cannot tell you which change caused the result.

Use matching date lengths, pages, devices, and locations where the reports allow. Keep preview traffic, your own tests, and unverified event values out of business results. An analytics event isn't automatically a qualified lead or earned revenue.

Questions owners often ask

Can anyone guarantee a place in AI search?

No. You can improve the inputs you control, but the platform chooses what appears. Even Google's minimum technical requirements don't guarantee indexing. [Google: technical requirements](#)

Do I need special schema or an AI file?

Not as a general Google AI-search requirement. Google says no special schema or machine-readable file is needed for its AI features. If structured data is used, it should match the visible page. [Google: AI features and your website](#)

Should I refresh the page every month?

Check it when the underlying facts change, and set a review date you can keep. Correct a changed service, old detail, or weak answer. Don't change a date just to make unchanged content look new; Google calls that out in its helpful-content guidance. [Google: helpful content guidance](#)

When is outside help useful?

When the evidence conflicts, you can't see whether inquiries arrive, or several changes look equally important. Help should make the first decision clearer and the agreed work easier to verify. See [what SAMethod's implementation support includes](#).

Your next useful move

Choose one service page now. Write down the first unclear answer from the owner check, what evidence would settle it, and who can make the change. That is enough to start a useful conversation with your site manager.

Find your next opportunity to grow revenue

If you'd like help choosing the first priority, my Free Revenue Opportunity Review looks at how customers find you across search, AI tools, and social media, why they might choose your business, and how easily they can contact you.

You'll receive a free written report with practical recommendations and a walkthrough. Share your business website and the service you want help with through the request form. Any paid implementation is a separate, optional decision.

[Request a free growth review](#)