

Get Found in AI & Voice Search (Client Checklist. *We do the technical work.*

Use this checklist to see whether your business is set up so AI and voice search can find and recommend you. We handle the technical work; you use this to track progress.

Identity (must match everywhere)

- ☐ Legal/business name identical on website, Google Business Profile, Bing Places, Apple Business Connect, Facebook, Yelp
- ☐ Phone, address (or service area), hours identical character-for-character
- ☐ Primary category + relevant secondary categories set on GBP
- ☐ Service area cities listed (e.g., Green Bay, Allouez, De Pere, Ashwaubenon)

Profiles to claim & complete

- ☐ Google Business Profile (description, services, photos, Q&A)
- ☐ Bing Places for Business
- ☐ Apple Business Connect
- ☐ Facebook Business + Yelp (or industry dir: Houzz, Angi, Healthgrades, etc.)

Website must-haves

- ☐ Homepage opens with a clear “who / what / where” answer in the first 2–3 sentences
- ☐ Each service page answers one main question first, then details
- ☐ FAQ section with real customer questions
- ☐ About page with named owner, credentials, years in business
- ☐ Contact page with NAP + map embed
- ☐ Mobile-friendly, fast, HTTPS

Proof off the site

- ☐ Google reviews that describe the job (not just “great!”)
- ☐ At least one local/third-party mention (chamber, news, association, sponsorship)
- ☐ Owner bio or credentials visible somewhere public

Monthly check (5 minutes)

- ☐ Run this month’s check in ChatGPT, Gemini, and Perplexity. Ask: “Best [service] in [city]” and “Who does [specific job] near [city]?” Note who got named. Fix gaps (or send results to us).

Timeline: Foundation work can show movement in 4–12 weeks.

No guarantee of appearing in every answer.