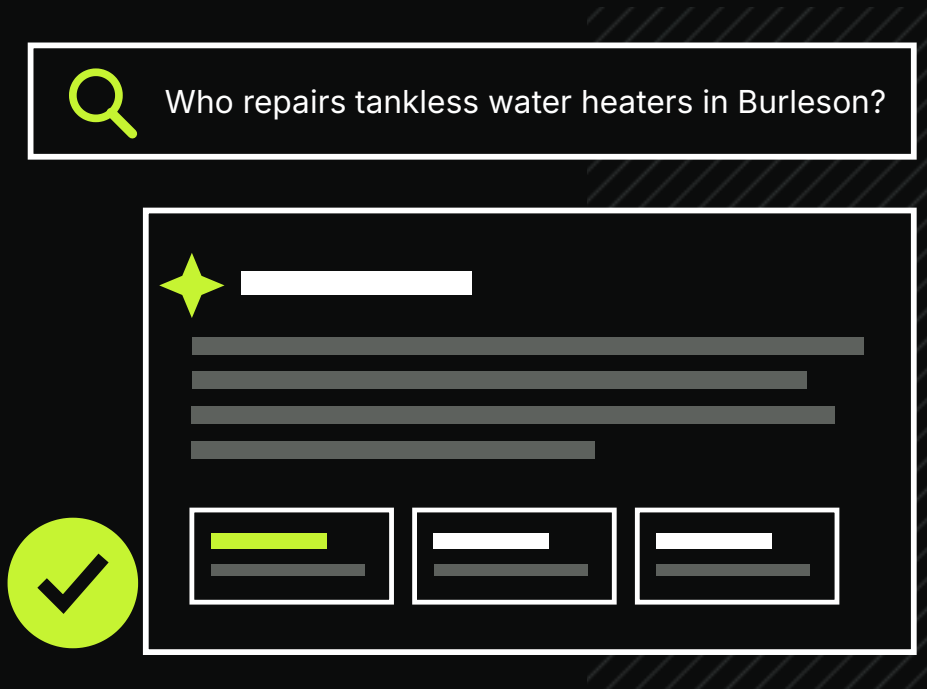
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DIGITAL MARKETING

FREE SMALL BUSINESS RESOURCE

Is Your Business Ready for AI Search?

A practical checklist to help customers find accurate answers about your business online.



00 START HERE

Customers are asking full questions now.

Instead of typing “plumber Burleson,” more people type or say a whole question:

> Who repairs tankless water heaters in Burleson?

An **AI-powered search tool** reads information from across the web and writes a short answer, often with links to the pages it used. In Google, these show up as **AI Overviews** at the top of results and in **AI Mode**, a conversational search. Other AI assistants work in similar ways.

The answer can only be as good as the information it finds. If your website is vague, outdated, or hard to find, the answer about your business may be too.

What Google says (and doesn’t say)

GOOD NEWS	SKIP THE GIMMICKS
Google says no special optimization is required to appear in AI Overviews or AI Mode. The same basics apply: useful pages, clear information, and pages Google can find. To be shown as a supporting link, a page must be indexed and eligible to appear in Search with a snippet.	Google says you don’t need an llms.txt file, special “AI files,” or special markup to appear in its search features, and structured data isn’t required for its AI features. For local businesses, Google says Business Profiles can help your business details appear in AI responses.

Straight talk: nobody can guarantee your business appears in an AI answer, and there’s no reliable “AI readiness score.” This checklist helps make sure that when your business does come up, the information is accurate, useful, and backed by real work.

The five steps

01 **Basics**
Who, what, where, and how to reach you.

02 **Answers**
Questions customers ask before calling.

03 **Proof**
Real projects, photos, credentials.

04 **Findable**
Key pages Google can index.

05 **Test**
Three questions, logged honestly.

Our example business. Lone Oak Plumbing is a *made-up* plumbing company in Burleson, Texas, with a fictional phone number and website. Swap in your own details as you go.

01 Make the Basics Easy to Find

People and AI tools both look for the same four facts. They should be stated plainly, in text (not only inside an image), on your website.

- ☐ **Who you are**
  Your business name, exactly as it appears on your sign and your Google Business Profile.
- ☐ **Where you work**
  The towns you actually serve, or your address if customers visit you.
- ☐ **What you do**
  Your main services in customers' words: "tankless water heater repair," not "hydronic solutions."
- ☐ **How to reach you**
  Phone number, contact form, and hours, the same everywhere.

Where those details belong

Homepage

Name, main services, and service area in the first screen, plus a phone number that's tap-to-call on phones.

Contact & About pages

Full contact details and hours, who runs the business, and how long you've served the area.

Header, footer & service pages

Phone and service area on every page; each service page names the towns where that service is offered.

Compare your details

Write what each place says. Circle anything that doesn't match your website, then fix it.

DETAIL	YOUR WEBSITE	GOOGLE BUSINESS PROFILE	OTHER LISTING: _____	FIXED?
Business name				
What you do				
Where you work				
Phone / contact				
Hours				

Work from home? Keep your address private. Service-area businesses that don't serve customers at their location should hide the address on their Google Business Profile and list their service area instead. Do the same on your website and listings: name your towns, not your street.

Companion guides: the **Google Business Profile Optimization Checklist** and **Local SEO Made Simple** cover profiles and listings in more detail.

02 Answer Questions Customers Ask

The questions people ask on the phone are the same ones they ask search tools. Answer them on your website using a simple pattern: **the direct answer first, then any conditions the customer should know.**

SERVICE AREA **"Do you work in Joshua?"**	**Yes. We serve Burleson, Crowley, and Joshua.** For homes outside those towns, call and we'll tell you whether we can help.
PRICING FACTORS **"How much does a tankless repair cost?"**	**It depends on what's wrong, the unit, and the parts needed.** We diagnose first and give you a price before any work starts.
AVAILABILITY **"Can you come today?"**	**Often, yes, on weekdays.** Call before noon for the best chance at a same-day visit; weekend visits depend on the schedule.
WHAT TO EXPECT **"What happens when you arrive?"**	**We find the problem, explain it, and give you options and a price.** Nothing gets fixed until you say yes, and we clean up before we leave.

Example answers for fictional Lone Oak Plumbing. Only publish promises your business actually keeps.

Before and after: a vague service page

BEFORE "Lone Oak Plumbing offers quality water heater solutions for all your residential needs. Contact us today to learn more about our services!"

AFTER "**Lone Oak Plumbing repairs and replaces tankless and tank water heaters for homes in Burleson, Crowley, and Joshua.** Most repairs start with a diagnostic visit, and we'll give you a price before any work begins. Weekday same-day visits are often available. Call 817-555-0142."

The "after" version answers who, what, where, how much (honestly), and when, in four sentences, without a single buzzword.

QUESTIONS MY CUSTOMERS ASK BEFORE THEY CALL

03 Back Up Claims with Real Examples

"Quality service" and "trusted experts" don't tell anyone much. A real project, an original photo, or an accurate credential does. Use only details your business can verify, and that you have permission to share.

YOUR ORIGINAL PHOTO OF THE FINISHED JOB	**Tankless water heater repair in Crowley**	
	WHAT THEY NEEDED	A homeowner's tankless water heater kept shutting off mid-shower and showing an error code.
	WHAT WE DID	Diagnosed a clogged inlet filter and scale buildup, cleaned the filter, flushed the unit, and confirmed steady hot water before leaving.
	WHERE	A home in Crowley, Texas (neighborhood only, with the homeowner's OK).

Fictional example. Name the town, not the street address, and leave out customer names unless you have permission.

Three kinds of proof that make a page more useful

DRAFT ONE OF YOUR OWN PROJECTS

CUSTOMER NEEDED _____

_____

WE DID _____

_____

WHERE (TOWN) _____

- ☐ **Completed projects**
  Short write-ups like the one above: the problem, the work, and the town. Add them to the matching service page.
- ☐ **Original photos**
  Your own photos of your team and your work. Stock photos can't show what you actually did.
- ☐ **Accurate credentials**
  Licenses, certifications, and years in business, written exactly as issued. If your trade or state requires license numbers on advertising, include them.
- ☐ **Genuine reviews**
  Real customer words, shared with permission. Never write or buy reviews; the FTC bans fake ones.

DO

- ✓ Use details you can prove if a customer asks
- ✓ Keep project write-ups short and specific
- ✓ Update credentials when they renew or change

DON'T

- ✗ Claim certifications or awards you don't hold
- ✗ Show another company's work or stock photos as yours
- ✗ Share customer details without permission

04 Check That Key Pages Can Be Found

Indexing means Google has found a page and stored it, so it can be shown in search results. A page that isn't indexed can't appear as a supporting link in Google's AI features either.

Check one key service page with URL Inspection

You'll need access to your site in Google Search Console. If you don't have it, ask your web provider to add you as a user.

1. **Paste the full page address** into the search bar at the top of Search Console. Example: `https://loneoakplumbing.example/tankless-water-heater-repair/`
2. **Read the result.** "URL is on Google" means it's indexed. Google notes this isn't a guarantee the page will appear for any particular search.
3. **If it says the URL is not on Google,** read the reason shown, then select *Test live URL* to check the current version of the page.
4. **After any fix,** run the live test again. If it passes, select *Request indexing* so Google knows the page changed.

Page blocked or missing? Ask your web provider:

- ☐ **"Is this page set to noindex?"**
  A setting or tag that tells search engines not to index it. Common on pages copied from a staging site.
- ☐ **"Is it linked from our menu or other pages?"**
  Pages with no internal links are harder for Google to find.
- ☐ **"Can Google see the main text?"**
  Important information should be in the page text, not only in images, PDFs, or pop-ups.
- ☐ **"Is robots.txt blocking it?"**
  A file that can stop Google from crawling pages, sometimes by accident.
- ☐ **"Is it in our sitemap?"**
  The list of pages you give search engines, usually submitted in Search Console.
- ☐ **"When will it be fixed, and who will check?"**
  Agree on a date, then inspect the URL again yourself.

> **Keep it simple.** You don't need special AI files or markup for Google's AI features. Getting your important pages indexed, linked, and clearly written does the heavy lifting.

PAGE I INSPECTED _____

RESULT AND DATE _____

NOTES FROM MY WEB PROVIDER

_____

_____

_____

05 Run a Three-Question Search Test

Ask three kinds of questions in regular Google Search and in an AI-powered search tool (such as Google's AI Mode, or an AI assistant your customers use). Write down exactly what you see.

1 · Branded

A question about your business by name.

"What does Lone Oak Plumbing do, and where?"

2 · Local service

What a nearby customer needs, without your name.

"Who repairs tankless water heaters in Burleson?"

3 · Before buying

A question customers ask before they call.

"Should I repair or replace a tankless water heater?"

Record what you find

QUESTION TYPE	EXACT QUESTION & DATE	TOOL USED	WHAT APPEARED	SOURCE LINKS SHOWN	ANYTHING WRONG OR MISSING?
Branded "What does Lone Oak Plumbing do, and where?"					
Local service "Who repairs tankless water heaters in Burleson?"					
Before buying "Should I repair or replace a tankless water heater?"					

This is a snapshot, not a ranking report. Results can change from day to day and vary by person, device, location, and wording. Don't chase one result. Look for things that are *wrong* (an old phone number, a town you don't serve) or *missing* (a service you offer that never comes up), and fix the source page.

Found something wrong? Trace it back. The links shown with an answer often point to where the information came from: your website, your Google profile, or another listing. Correct it there first.

06 The 15-Minute AI Search Readiness Check

Print this page. Check what's true today; anything unchecked is a candidate fix. No score, just a to-do list.

BUSINESS _____ DATE _____ CHECKED BY _____

- ☐ **Name, services, towns, and phone** are stated in text on the homepage
- ☐ **Home address is hidden** if you don't serve customers at your location
- ☐ **Common questions are answered** answer first, then conditions
- ☐ **Credentials are accurate** and current, exactly as issued
- ☐ **Important info is in page text,** not only in images or PDFs
- ☐ **Website and Google Business Profile match** on name, phone, hours, and service area
- ☐ **Each main service has its own page** that answers who, what, where, and how much
- ☐ **At least one real project** with an original photo is on a key service page
- ☐ **One key service page shows** "URL is on Google" in URL Inspection
- ☐ **Three-question test is logged** with dates and sources (below)

My three questions

TYPE	EXACT QUESTION	TOOL & DATE	WRONG OR MISSING
Branded			
Local			
Before buying			

My top three fixes

#	PAGE OR LISTING TO UPDATE	ACTION TO TAKE	DATE TO CHECK AGAIN
Ex.	Service Areas page + Google Business Profile	An AI answer said we serve Cleburne. We stopped in 2025. Remove Cleburne from both, and add a "Where we work" answer to the homepage.	Re-run the local question in 2 weeks
1			
2			
3			

The example row uses fictional Lone Oak Plumbing.

KEEP IT GOING

A simple monthly habit

01
Re-run your three questions

Same questions, same tools. Note what changed since last time.

02
Fix one thing

An outdated detail, a missing answer, or a page that isn't indexed.

03
Add one real example

A recent project with your own photo, on the matching service page.

Four AI search myths to ignore

- ✖ **"You need an llms.txt file."** Google says its search features don't use one.
- ✖ **"There's a secret AI markup."** Google says no special markup is required.
- ✖ **"Someone can guarantee AI placement."** No one can. Be wary of anyone who promises it.
- ✖ **"Your readiness score is 87%."** There's no official score. Fix real problems instead.

Need a Hand? We Know Some People.

If you'd rather have someone help with your website, profile, and content, Kre-adiv is here. No pressure. No confusing marketing talk. Just real people helping businesses get found.

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Let's Talk About Your Business →

Sources

AI features and your website — Google Search Central
Optimizing for generative AI features in Search — Google Search Central
About AI Overviews — Google Search Help
Creating helpful, reliable, people-first content — Google Search Central
Block indexing with noindex — Google Search Central
URL Inspection tool — Search Console Help
Inspect and troubleshoot a single page — Search Console Help
Guidelines for representing your business — Business Profile Help
Manage your service areas — Business Profile Help
Final rule banning fake reviews — FTC

General educational information only. No visibility, rankings, leads, or revenue are guaranteed. AI search features change often and vary by user and location; this guide was checked against Google's documentation in November 2026. Lone Oak Plumbing and all of its details are fictional. © 2026 Kre-adiv Digital Marketing.