

THE 2026 AI SEARCH VISIBILITY GUIDE

Will AI Recommend You?

How ChatGPT, Google's AI and the other assistants decide which businesses to name, and a 30-day plan to make sure yours is one of them.

For established service businesses: law firms, therapy practices, real estate agents and owners doing \$250K to \$5M a year.

WHY THIS MATTERS NOW

The answer is the new front page.

For twenty years, winning online meant ranking on page one of Google. In 2026 a growing share of your future clients never see page one. They ask an assistant, read the answer, and call whoever it names.



45%

of US consumers now use AI tools to find local business recommendations, up from 6% a year earlier.

BrightLocal, Local Consumer Review Survey 2026 (1,002 US adults, published March 2026)

900M

people use ChatGPT every week.

Reported February 2026

68%

of Google searches ended without a click to any website in early 2026, up from about 60% in 2024.

SparkToro analysis of Similarweb US data, January to April 2026

What it means for you: being "on Google" is no longer enough. You need to be the business the answer names. The good news: the businesses that get named are not the biggest. They are the clearest, the most consistent and the most talked about. All three are within your control.

HOW IT WORKS

How AI decides who to recommend

AI companies don't publish their rules. But across the audits we run, the businesses that get named share the same five signals.

1 Clear pages

One page per service, one page per location, written in plain words: what you do, who it's for, where you do it. An assistant can't recommend what it can't clearly describe.

2 Consistent details

The same business name, address and phone number on your website, Google profile, directories and social profiles. Mismatches make you look like two different businesses, or an unreliable one.

3 Specific reviews

Reviews that mention the service and the city by name ("helped us with our LLC in Mission Valley") give AI something concrete to repeat.

4 Mentions on other sites

Industry directories, local press, partner websites, podcasts. Every trusted site that talks about you is a second opinion the assistant can lean on.

5 Fresh answers

Articles, videos and FAQs that answer the exact questions your clients ask, kept current. Assistants quote businesses that have already answered the question.

How many of the five do you have?

Take the free 2-minute visibility score. 10 questions, instant result.

[Get my free score](#)

TRY IT NOW

The 60-second self-test

Open ChatGPT, Google (look for the AI answer at the top) and Gemini. Ask each of these, swapping in your own details.

"Recommend a [your service] in [your city]."

"Who is the best [your service] near [a neighborhood you serve]?"

"I need help with [your client's most common problem] in [your city]. Who should I call?"

Then score yourself:

What you saw	Score	What it means
You were named in most answers	Strong	Protect it: keep reviews and content fresh.
You were named once, or described wrong	Shaky	The signals exist but conflict. Consistency is usually the fix.
Competitors were named, you weren't	Invisible	Start with clear pages and your Google profile this month.

Write down who was named instead of you

Look at their websites and reviews. You'll usually see the five signals from page 3 staring back at you. That's your gap list.

Shaky or invisible? Let's fix that first.

Book a free 30-minute plan call. I'll run the test with you live and hand you the three fixes that would get you named.

[Book my free call](#)

Make yourself easy to describe

Clear pages

- ☐ A separate page for each core service, not one page listing twelve.
- ☐ First sentence of each page says what, who and where: "We help San Diego business owners form and protect their LLCs."
- ☐ A short FAQ on each page with the questions clients actually ask on the phone.
- ☐ Your city and the neighborhoods you serve, written out in the text.
- ☐ One clear next step at the bottom of every page.

Consistent details

- ☐ Pick one exact version of your name, address and phone number. Write it down.
- ☐ Match it on your website footer, Google Business Profile, Apple Maps, Bing, Yelp and your industry directories.
- ☐ Check your Google profile category: the main one should be the service you most want to be known for.
- ☐ Fix old listings with an old address or a former phone number. They quietly split your identity.

Why this works

Assistants build their answer from what the web already says about you. When your website, your Google profile and your listings all say the same clear thing, the answer says it too.

Quick win: search your business name plus "phone" and click through the first ten results. Every mismatch you fix this week is a signal you strengthen.

Give AI something to repeat

Specific reviews

- ☐ Ask every happy client within a week of the result, while it's fresh.
- ☐ Make it easy: send the direct review link by text.
- ☐ Invite detail: "If you mention what we helped with and your area, it helps other people like you find us."
- ☐ Reply to every review, using the service name naturally in your reply.

Mentions on other sites

- ☐ Claim your profile on the two or three directories that matter most in your field.
- ☐ Offer a local podcast, newsletter or association a useful talk or article.
- ☐ Ask referral partners to list you on their "resources" page.

Fresh answers

- ☐ List the 10 questions you answer most on calls. Each one is an article or a 60-second video.
- ☐ Publish one a week. Use the question as the title.
- ☐ Update your key pages every quarter so the details stay current.

What this looks like for you

Law firms

One page per practice area. Consistent details across Google, the State Bar profile and legal directories. Reviews that name the matter type. Everything inside your state's attorney advertising rules.

Therapists and practices

Clear pages for what you treat, written for the person struggling. Most ethics codes limit asking clients for testimonials, so clarity, directory profiles and helpful content carry more weight. Keep health privacy in mind with any tracking or forms.

Real estate agents

Neighborhood pages and neighborhood videos. Reviews that name the area you sold in. A Google profile of your own, not just your brokerage's. Portals can't make you the local expert; your own content can.

Established service businesses

Service and location pages, a complete Google profile, and a steady flow of specific reviews. Owners who answer questions on video become the name AI repeats.

A word on shortcuts

Fake or paid reviews are banned by the FTC and can get your profile suspended. Mass-produced AI articles tend to say what everyone else says. The businesses that win are specific, consistent and real.

YOUR 30-DAY PLAN

One month, about two hours a week

Week	Do this
Week 1 Get consistent	Run the self-test and write down who was named. Lock your exact name, address and phone. Fix your Google profile: category, hours, photos, services, booking link.
Week 2 Get clear	Rewrite the first paragraph of your top 3 service pages: what, who, where. Add a 5-question FAQ to each. Fix the 10 listings you found with wrong details.
Week 3 Get talked about	Ask 10 recent happy clients for a review, by text, with the direct link. Claim or update your top 2 industry directories. Reply to every review you have.
Week 4 Get quoted	List your 10 most-asked questions. Publish the first answer as an article or short video. Run the self-test again and compare.

Track it

Keep a one-line log each week: who the assistants named, how many new reviews came in, how many calls you booked. Four weeks of notes shows you what moved.

Keep going: one answer a week and a handful of new reviews a month compound fast. Re-run the self-test every quarter.

YOUR NEXT STEP

Want us to check yours?

Take the free visibility score: 10 questions, 2 minutes. It shows exactly where you're losing clients on Google, AI, social and follow-up.

Then book a free 30-minute call. I'll look at your business live and build you a custom marketing plan: where you rank, whether AI recommends you or a competitor, and the three fixes that would bring in the most leads, fastest.

You keep the plan whether we work together or not.

[Get my free score](#)

[Book my free plan call](#)



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SCAN FOR YOUR
FREE SCORE

Sources: BrightLocal, "Local Consumer Review Survey 2026," March 10, 2026, brightlocal.com/research/lcrs-ai-trust · ChatGPT weekly users as reported February 2026, en.wikipedia.org/wiki/ChatGPT · SparkToro, "In 2026, less than one third of Google searches still send a click," Similarweb US data Jan to Apr 2026, sparktoro.com