Get found on Google and in AI answers

A checklist for local businesses

When someone nearby searches for what you do, or asks an AI tool for a recommendation, you want your business to be one of the names that comes up. This checklist covers the basics that help, in the order we'd tackle them.

1. Your Google Business Profile

Google says local results are based mainly on three things: relevance, distance and prominence. Your Business Profile feeds all three.

- Claim and verify your profile at business.google.com.
- Pick the most specific primary category that fits, then add any secondary ones that truly apply.
- Fill in your hours, service area, phone number and website, and keep holiday hours up to date.
- Add real photos of your work, your team and your location.
- Ask happy customers for reviews, and reply to every review, good or bad.

2. Make sure search engines and AI tools can read your site

- Search your business name plus your town. If your site doesn't show up at all, Google may not have it indexed. Google Search Console will tell you.
- Check your robots.txt file isn't blocking Google or the AI search bots. Our free AI crawler check at avellolabs.com/tools/ai-crawler-check/ shows which bots your site lets in.
- Make sure your site loads on https, with no security warning.

3. Say clearly what you do and where

- Every page needs a title that says what the page is about, plus your town.
- Your home page should say in the first line what you do and the area you serve.
- Give each main service its own page, written the way customers talk about it.

- Put your name, address and phone number on the site exactly as they appear on your Business Profile.

4. Answer the questions customers actually ask

AI tools build their answers from pages that answer a question directly.

- List the questions you hear on the phone every week, and answer each one on your site in a few plain sentences.
- Add prices or price ranges if you can. Customers ask about them first.
- Add business details in a format search engines read (called schema). Our free schema generator at avellolabs.com/tools/schema-generator/ writes it for you.

5. Build trust beyond your own site

- Keep your business name, address and phone number the same everywhere you're listed.
- Get listed in the directories and associations that matter in your trade.
- Local news, sponsorships and partner businesses that link to you all help Google and AI tools see you as a real, active business.

What to skip

- Anyone who promises a top spot on Google. Nobody controls that.
- Pages stuffed with town names you don't really serve.
- Buying reviews or links. Google's rules forbid both.

Want a hand?

Free 20-minute review: the 3 fixes we'd make first. A short phone call, no obligation.

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