AI with Harry

FREE GUIDE

Does AI Search Mention Your Business?



Version 1.0 · Written November 2026
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Does AI Search Mention Your Business?

A 20-minute audit to check whether ChatGPT, Claude, Perplexity and Google's AI answers name you, plus a 10-point checklist to fix the basics.

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The audit (20 minutes)

1. **Write 5 customer questions.** Two "best X in [your town]" questions, two problem or price questions, and one brand question: "What do you know about [Your Business] in [Town]?"
2. **Ask each one in a fresh chat** in ChatGPT (with search on), Claude (turn on web search), and Perplexity. Then search it on Google and note the AI Overview (if one appears) and the **AI Mode** answer.
3. **For each answer, note:** were you named (yes/no)? Were your details right? Who was named instead? Which websites were cited as sources?
4. **Paste your notes into Claude** with the prompt below.

The audit prompt

```
I asked AI search tools questions my customers might ask. Here are my notes:
[PASTE: QUESTION, TOOL, WAS I NAMED (Y/N), DETAILS RIGHT (Y/N), WHO WAS NAMED INSTEAD,
SOURCES CITED]

My business: [NAME, WEBSITE, TOWN, SERVICES].

With web search on:
1. Summarize where I'm visible and where I'm missing, by tool and by question.
2. List the competitors named most often and the source websites cited most often.
3. Compare my public footprint with the top 2 competitors: Google review count and
rating as shown in search, whether their websites have separate service pages, prices,
an FAQ page, and which directories or articles mention them. Mark anything you couldn't
verify.
4. Give me the 5 fixes most likely to help, quickest first.

Don't promise results and don't invent numbers.
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The 10-point checklist

1. **Google Business Profile complete.** Right category, hours (including holidays), services with prices or ranges, real photos, a plain description. Google's own guidance on AI features says to keep this current. Don't add keywords to your business name.

2. **One consistent name, address and phone (NAP)** everywhere: website, Google, Bing Places, Apple Business Connect, Facebook, Yelp and the main directory for your trade.
3. **Old details cleaned up.** Search your old phone number and address and fix any listings that still show them.
4. **A steady flow of genuine reviews.** Ask every customer, the same day, with your review link. No incentives, no only-asking-happy-customers, never buy reviews.
5. **Reply to every review**, calmly and briefly, good and bad.
6. **An FAQ page on your website** where each answer starts with the direct answer and includes real facts (prices, times, areas). Google has been phasing out Q&A on Business Profiles, so your own FAQ page matters more.
7. **One page per main service**: what it is, who it's for, price or range, how long it takes, areas served.
8. **Basic structured data** (LocalBusiness or a more specific type) that matches what's visible on the page. Test it with Google's Rich Results Test. It's tidy labeling, not a ranking trick.
9. **Mentioned on other trusted sites.** Join your trade association, ask partners to list you, and pitch local "best of" lists honestly. Follow GDPR / CAN-SPAM for any outreach, and never post fake recommendations.
10. **Re-check monthly.** Ask the same questions, compare, and keep a log of what you changed.

Never paste passwords or customer personal data into an AI prompt while you work through this.

Want the full kit?

AI Search Visibility Audit ($12) turns this into a weekend project:

- A step-by-step guide for each fix: Google Business Profile, reviews, NAP and directories, FAQ and service pages, structured data, and earning mentions
- An **AI visibility scorecard** (CSV) to track 5 AI tools across all your customer questions, month by month
- A ready-to-fill **FAQ page template** with optional FAQ schema
- 18 prompts, from question generator and "why they're cited" to schema writer, review replies and month-on-month comparison
- A worked example for a local plumbing company

Everything in one place: the All-Access Pass ($39, lifetime updates).

Every kit comes with the **10-hour guarantee**: set it up as the guide says and save 10 hours a week, or get your money back. Stuck on setup? You get a free 1-on-1 call.
