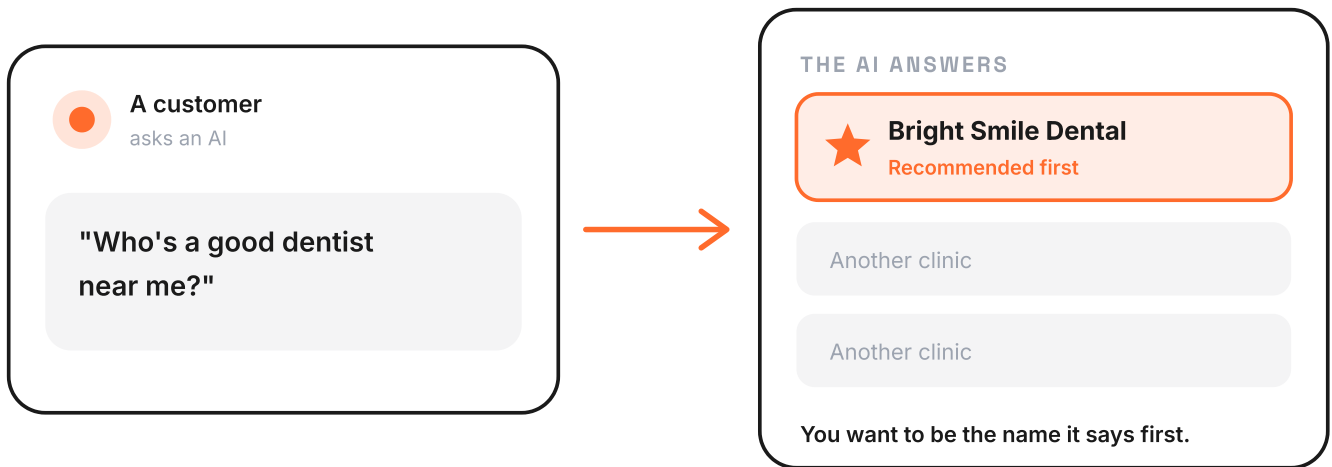


The GEO/AIO Complete Guide: How to Get Recommended by AI

People stopped Googling and started asking AI. If the AI does not know you exist, you are not on page two. You are nowhere. Here are five steps to become one of the names it says out loud.

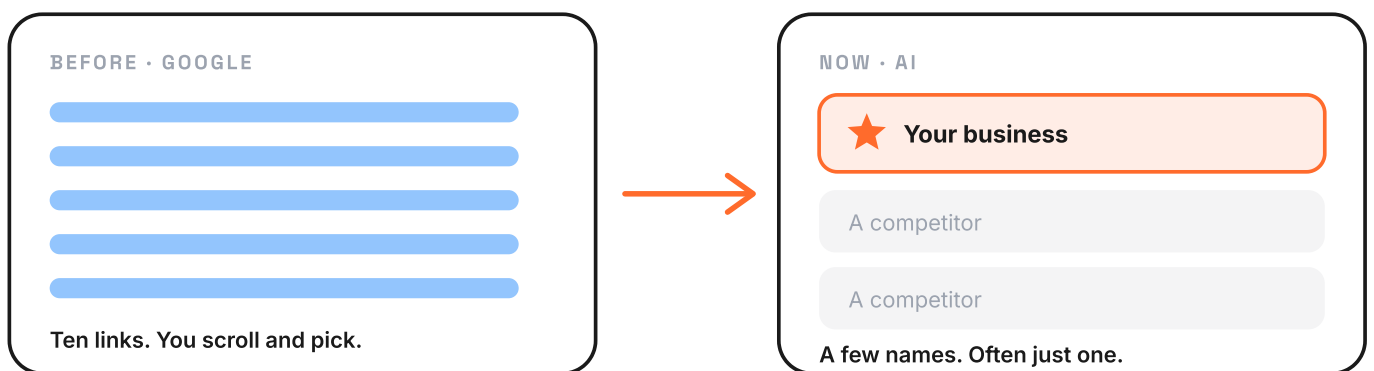


People used to open Google, scroll past the ads, and pick from a list. Plenty still do. But a fast-growing number now just ask. They open ChatGPT, Perplexity, or the AI answer box at the top of Google and type something like "who is a good dentist near me" or "best accountant for a small business in my area."

The AI does not show ten links. It picks a few names and recommends them. Sometimes just one.

Here is the part that should get your attention. If the AI does not know you exist, you are not on page two. You are nowhere. You do not even get the scroll. The customer reads three names, none of them yours, and books one. You never knew the question was asked.

That is the whole game now. Not "rank higher." It is "be one of the names the AI says out loud." This guide shows you how, in plain steps you can do yourself.

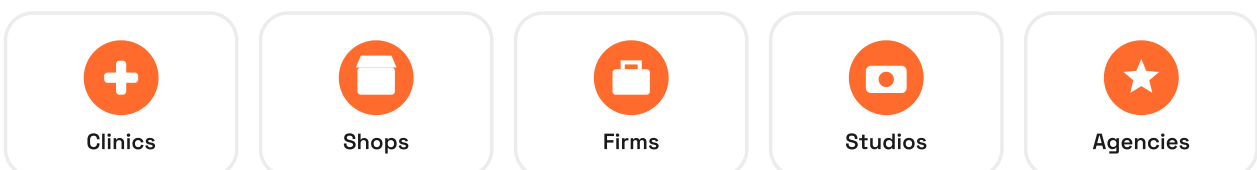


WHO THIS IS FOR

Who this is for

Business owners and the person who runs the front of the business. Service providers, local shops, clinics, firms, studios, agencies, anyone a customer might ask an AI to find for them. People who are great at the actual work and do not have time to chase every new way of being found online.

You do not need to understand the tech. You need to know what to fix and what each fix does for your customers.



Anyone a customer might ask an AI to find.

2 MINUTE TEST

How to test where you stand in 2 minutes

Before you fix anything, see where you are right now. Open ChatGPT or Perplexity and type these three things. Swap in your own business type and city.

Q Recommend a good [your business type] in [your city].

Q I need a [your business type] near [your area]. Who should I call?

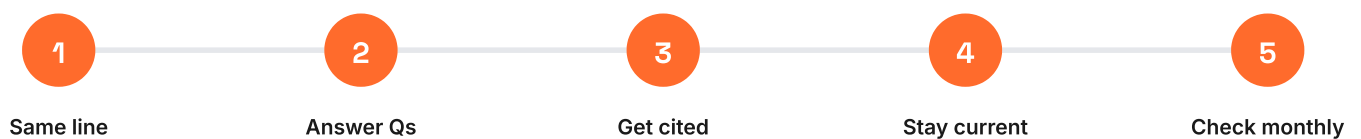
Q What are the best [your business type] businesses in [your city] and why?

Now read the answers like a customer would. Does your name come up? Is the description right? Does it list a competitor that worries you? Write down what you see. That is your starting line. By the end of this guide you will know exactly what to do about it.

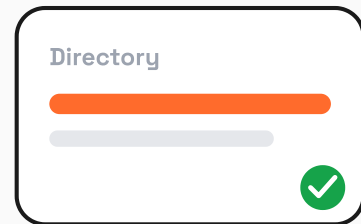
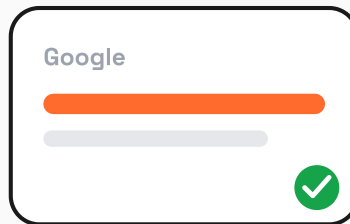
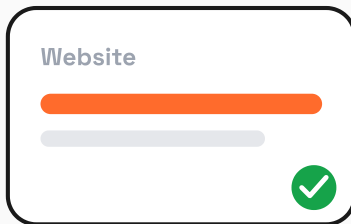
THE 5 STEPS

The 5 steps to show up when an AI recommends a business like yours

Do these in order. The first one alone fixes the most common reason businesses get skipped.



1 Say the same thing everywhere



One clear line, the same in every place.

IN PLAIN WORDS

Pick one clear sentence about what your business does and who it helps. Then use that exact same sentence everywhere a customer could find you. Your website, your Google profile, your social pages, every directory listing, your email footer. Word for word.

WHY THE AI CARES

An AI is trying to figure out who you are from scraps it finds all over the web. When every source says the same clean thing, the AI trusts it and repeats it. When one listing calls you a "studio," another calls you a "consultancy," and a third has an old tagline, the AI gets confused and plays it safe by recommending someone clearer instead.

DO THIS

Write one short description. Keep it simple: what you do, who you help, where. For example: "We are a family dental clinic in Greenfield offering check-ups, cleanings, and braces for kids and adults." Then go to every place you are listed and paste that same line in. Fix the ones that disagree.

REAL EXAMPLE

Across our audits, this is the single most common mess we find. A business will have three different descriptions floating around. One listing says one thing, another says something else, a third is blank. The fix is simple. Pick one line, something like "physiotherapy for back pain, sports injuries, and post-surgery recovery," and put it everywhere. After that, the AI tends to start describing the business that way too, in its own words.

START HERE IF

your listings are a mess of old taglines and you have never written down one clear description.

2

Answer real customer questions, in plain words, on your own site



IN PLAIN WORDS

Make a page on your own website that answers the actual questions customers ask you, written the way a normal person would ask them. Not a brochure. A list of real questions with honest, plain answers.

WHY THE AI CARES

When someone asks an AI a question, the AI goes looking for a page that already answers that exact question. If your site answers it clearly, you become the source. If your site only has a glossy "About Us" with no real answers, the AI skips you and pulls the answer from a competitor who did the work.

DO THIS

Think about the questions you get asked every single week. "Do you take walk-ins?" "What happens at a first visit?" "Do you handle [specific thing]?" "How long does it take?" "Where do I park?" Write each question as a heading, then answer it in a sentence or two, plainly. Call the page "Questions We Get" or "FAQs." Add to it whenever a new question comes up.

REAL EXAMPLE

We see this pattern a lot. A business keeps getting the same worried question over and over, something like "can you help if I am already behind." The work was never on the website, so the AI had nothing to pull from. Once that exact question and a plain answer go on a questions page, the AI starts pulling that page when someone asks the same thing.

START HERE IF

you have a website but it does not actually answer the questions people call to ask.

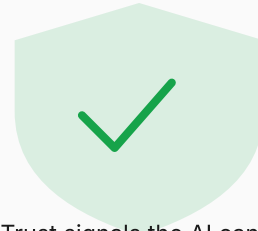
3

Get mentioned in places an AI already trusts



Reviews

Directories



Trust signals the AI can see.

IN PLAIN WORDS

Be present in the spots the wider web already treats as reliable. Solid directories, local listings, and genuine customer reviews. The AI did not decide on its own who to trust. It learned from where your name shows up and what people say about you.

WHY THE AI CARES

An AI leans on signals it can find from many sources. A real review on a well-known platform, a clean listing in a respected directory, a mention from a local group or association. These tell the AI you are real, active, and worth recommending. A business with no reviews and no mentions looks like a question mark, and AIs do not recommend question marks.

DO THIS

Claim and complete your listing on the big map and review platforms. Get listed in two or three respected directories for your line of work. Then ask happy customers for reviews, simply and often. After a good visit or a finished job, send a short note: "Glad we could help. A quick review really helps other people find us." Make it easy with a direct link. Do not buy fake reviews. AIs and platforms are good at spotting them, and it can hurt you.

REAL EXAMPLE

We see this consistently. A business with two reviews and no directory presence looks like a question mark to an AI. Over a couple of months of steady, genuine reviews and a few solid directory listings, that changes. The AI starts naming the business as a well-reviewed option, and it often picks up the very words real customers use in their reviews.

START HERE IF

you have very few reviews or you are not listed on the main map and directory platforms at all.

4

Keep your details current and consistent

✓ Hours	9am to 8pm
✓ Phone	Same number
✓ Address	Same place

Correct and matching, everywhere.

IN PLAIN WORDS

Your hours, address, phone number, and list of services need to be correct and the same everywhere. Old phone number on one site, wrong hours on another, a service you stopped offering still listed somewhere. Fix all of it.

WHY THE AI CARES

An AI repeats whatever it finds, right or wrong. If your old listing says you close at 5 and you actually close at 8, the AI tells customers 5, and you lose the evening crowd. If two sources disagree on your phone number, the AI may pick the wrong one, or skip you because it is not sure. Stale info does not just look bad. It actively sends your customers away or to a dead end.

DO THIS

Make a short list of your core details: name, address, phone, hours, main services. Then walk through every place you are listed and confirm each one matches. Set a reminder to recheck a few times a year, and right away whenever something changes, like new hours or a new phone number. This is boring. It is also one of the cheapest wins on this list.

REAL EXAMPLE

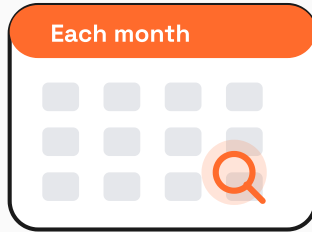
We see this all the time after a business moves. The new address goes up in one or two places, but old listings still point to the old spot. Customers turn up at an empty unit. The fix is to update every listing to match, and the wrong-address problem stops cold. The AI starts giving out the correct address too.

START HERE IF

you have moved, changed your phone, or changed your hours in the last year or two and are not sure every listing got updated.

5

Check yourself, and re-check monthly



Ask the AI again.
See if your name
comes up.

IN PLAIN WORDS

Treat the AI like a mystery shopper. Once a month, ask it to recommend a business like yours and see whose name comes up. This is how you find out if the work is paying off and catch problems early.

WHY THIS MATTERS

The AI's answers change as the web changes, so a one-time check is not enough. Checking regularly tells you whether you are getting named, whether your description is right, and who your real competition is in the AI's eyes.

DO THIS

Once a month, open ChatGPT or Perplexity and run the same three prompts from the two-minute test at the top of this guide. Note whether you got named, whether the description was accurate, and which competitors showed up. If you are not appearing, look back at steps 1 through 4 to find the gap. If your description is wrong, that points straight to step 1 or step 4. Keep a simple log so you can see progress month over month.

REAL EXAMPLE

This is what progress looks like across our audits. Month one, the business is not named at all. After cleaning up descriptions and gathering real reviews, month two it shows up as a smaller option. A month or two later it is among the first names listed. The monthly check is how you know what is working and what to fix next.

START HERE IF

you have never once asked an AI to recommend a business like yours. Do it today.

BEFORE & AFTER

Before and after

Your description

BEFORE

Different on every listing, some outdated

AFTER

One clear line, identical everywhere

Customer questions

BEFORE

Buried in a glossy About page, or nowhere

AFTER

Answered plainly on a "Questions We Get" page

Reviews and mentions

BEFORE

A handful, scattered, or none

AFTER

Steady genuine reviews, listed in respected directories

Your details

BEFORE

Old hours and phone numbers in places you forgot

AFTER

Correct and matching everywhere, checked often

AI recommendation

BEFORE

Names a competitor, skips you

AFTER

Names you, with the right description

Knowing where you stand

BEFORE

A guess

AFTER

A monthly check you actually run

YOUR CHECKLIST

Quick-start checklist

TODAY

Run the 2-min test
5 min



THIS WEEK

Fix the 5 steps
3 to 4 hours



EVERY MONTH

Re-check the AI
5 min

- Run the two-minute test now and write down whether the AI names you (5 minutes)
- Write one clear description of your business and paste it everywhere identical (about 1 hour)
- Add a "Questions We Get" page that answers your most common real questions (1 to 2 hours)
- Claim your map and review listings, get into two or three respected directories (about 1 hour)
- Set up a simple, polite review request to send after every good job or visit (about 30 minutes)
- Walk through every listing and fix wrong hours, address, phone, and services (1 to 2 hours)
- Put a monthly reminder on your calendar to re-run the two-minute test and log the result (5 minutes)

Start with the first box. You can do it before your next coffee.

NEXT STEP

Want to go further

Want to see where you are losing customers before they ever reach you? Try our free tools:

- **Automation Advisor** at naavimlabs.com/tools/automation-advisor
- **Conversion Autopsy** at naavimlabs.com/tools/conversion-autopsy

Want us to set this up for you? **Reach out**. No pitch, we just like fixing this specific problem.



Automation Advisor

See what to automate

FREE



Conversion Autopsy

See why visitors leave

FREE