

Built To Be Found

Online Essentials in the Age of AI

OPTIMIZE FOR AI SEARCH AND VISIBILITY

- ☐ Use clear language on your website.
- ☐ Add structured data to your website (products, services, reviews, location).
- ☐ Create FAQ pages that plainly answer common questions.
- ☐ Ensure all pages have relevant meta titles, descriptions and long-tail keywords.

STRENGTHEN YOUR ONLINE PRESENCE ACROSS PLATFORMS

- ☐ Claim and update your Google Business Profile .
- ☐ Update relevant directories (Bing Places, Apple Maps, industry-specific).
- ☐ Make sure your name, address, phone is consistent online.
- ☐ Create listings on online marketplaces as appropriate.

COLLECT AND LEVERAGE CUSTOMER REVIEWS

- ☐ Encourage happy customers to leave Google and other reviews.
- ☐ Respond to reviews in a professional, timely manner.
- ☐ Share strong reviews on your website and social channels.
- ☐ Use a review management tool if necessary.

PUBLISH HELPFUL, AI-FRIENDLY CONTENT


- ☐ Write blog posts, guides, or tutorials around your customers' questions.
- ☐ Create comparison content (e.g., "X vs Y: Which is better for you?")
- ☐ Add location-specific pages or blog posts.
- ☐ Use internal links to guide users (and AI) through your most valuable content.

IMPROVE YOUR WEBSITE

- ☐ Ensure your site is mobile-optimized (fast loading, responsive design).
- ☐ Check that buttons, forms, and navigation work on small screens.
- ☐ Make your site voice-search-friendly by using natural language.
- ☐ Ensure that a first-time visitor can understand who you are—and how you are different.



**Not Sure Where to Start?
We Can Help!**

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