

The Get-Found-By-ChatGPT Checklist

A plain-English, no-jargon checklist to make your business easy for ChatGPT, Gemini, and other AI search tools to find — and recommend. Work through each box at your own pace.

1. Answer the exact questions customers ask

- ☐ List the 5–10 real questions customers ask before they buy or hire you.
Write them the way people actually talk — not marketing language.
- ☐ Answer each question in 1–3 plain sentences near the top of a page or post.
- ☐ Add a clear price range or “starting at” figure if you can — vague pricing gets skipped.

2. Make your credibility obvious

- ☐ Add a real founder/team bio with a name, photo, and background — not just a logo.
- ☐ State how long you've been in business and any credentials or notable clients.
- ☐ List a working phone number, email, and location in plain text (not just an image).

3. Structure content so it's easy to lift

- ☐ Use real headings (H2/H3) instead of bold text pretending to be a heading.
- ☐ Break long paragraphs into short lists or bullet points.
- ☐ Add an FAQ section to key pages, with the question as the heading.

4. Keep your information consistent everywhere

- ☐ Match your business name, address, and phone number across your website, Google Business Profile, and social pages.
- ☐ Match your one-line business description word-for-word wherever it appears.

5. Fix the technical basics

- ☐ Check your site loads quickly on mobile.
- ☐ Check your site works with a screen reader / keyboard-only navigation.
This also matters for real customers — not just AI crawlers.

6. Test it

- ☐ Ask ChatGPT or Gemini a real customer question about your industry and location (without naming your business). Do you appear?
- ☐ Ask a follow-up: “Why did you (or didn't you) recommend me?” and fix what it says.

Want the shortcut? Get your free GEO Audit — your AI visibility score, exactly what's holding you back, and a plain-English plan to fix it. No jargon, no 40-page report you'll never open.