

FREE CHECKLIST

The Local Business AI-Visibility Checklist

Customers are starting to **ask** instead of search — in ChatGPT, Gemini, Perplexity, and Google's AI answers. Use this to see whether your business can actually be found and recommended. Tick every box you can honestly check.

1 Can AI even find you?

- ☐ Your site **allows AI crawlers** (GPTBot, ClaudeBot, PerplexityBot, Google-Extended) in robots.txt.
- ☐ Your key facts — **services, hours, area, prices** — are real text, not locked inside images.
- ☐ Pages **load fast** and don't bury content behind heavy scripts an assistant can't read.
- ☐ You have **structured data (schema)** marking up your business, services, and FAQs.

2 Are you the answer customers get?

- ☐ Your **Google Business Profile** is claimed, complete, and kept active.
- ☐ Your **name, address & phone are identical** everywhere online (NAP consistency).
- ☐ You're **listed in the directories** your industry actually uses.
- ☐ You **actively collect Google reviews** from happy customers.
- ☐ Your site clearly answers the questions people ask: **"near me", "best", "open now"**.

3 Does your site turn visitors into customers?

- ☐ A visitor understands **what you do & who it's for in 5 seconds**.
- ☐ There's an **obvious next step** (call / book / quote) on every page.
- ☐ **Real proof is visible** — reviews, results, a guarantee, a genuine photo.
- ☐ It's **effortless on a phone** — big buttons, no overflow, easy menu.
- ☐ Leads get a **fast follow-up**, even after hours.

YOUR SCORE

Count your ticks out of 14.

Under 10? You're leaving real customers on the table — and most of these are quick to fix. We handle every item on this list under one roof. Book a free growth plan at triedtrue.ca or email hello@triedtrue.ca.