

FREE CHECKLIST • AI VISIBILITY

Get *picked* by ChatGPT.

25 checks to help ChatGPT, Gemini, Perplexity & Google's AI answers name **your** business — not just your competitor's.



Shakir Cheppali

SEO • AEO • GEO SPECIALIST • SINCE 2016

THE RISK

to *ChatGPT*,
your business...
does it *exist*?

03 / AI SEARCH

WHAT'S INSIDE

01 MENTIONS
Do people talk about you?

02 YOUR WEBSITE
Does it answer clearly?

03 LOCAL TRUST
Is your Google profile strong?

04 TECH BASICS
Can AI read your site?

STEP 0 • DO THIS FIRST

The 2-minute *test*

- 1 Open **ChatGPT**, **Gemini** and **Perplexity** (a private / logged-out window is best).
- 2 Ask the questions your customers would ask — see the examples on the right.
- 3 Write down: **Are you named? Who is? Which websites are linked as sources?** Those sources are exactly where you need to show up.
- 4 Tick the boxes on the next pages, fix the gaps, and **repeat the test every month**.

best interior design company in Dubai?

most trusted [your service] in [your city]?

[your business name] reviews

→ are you in this answer?

REASON 01 • MENTIONS

01 Do people *talk* about you?

AI tools trust what **others** say about you more than what you say about yourself. The more trusted places mention your business — with the **same details** every time — the more confident ChatGPT is to recommend you.

42%

of sources ChatGPT cited for local searches were third-party mentions & directories — not the business's own site.

BRIGHTLOCAL • 800 SEARCHES • 2024

[© websites](#)[★ reviews](#)[≡ directories](#)[“ communities](#)

☐ 01 Same name, address & phone everywhere

Business name, address, phone and website must match **exactly** on your site, Google, Bing, Facebook and every directory. Mixed details = mixed signals.

☐ 02 Claim your Bing Places listing

ChatGPT's web search leans heavily on **Bing**. You can import your Google Business Profile into Bing Places in a few minutes.

☐ 03 Get listed on the directories AI reads

Your country's main business directories + the ones for your industry. Fill **every** field: services, areas, hours, photos, website.

e.g. [Clutch](#) / [GoodFirms](#) (agencies) • [Houzz](#) (interiors) • [TripAdvisor](#) (hospitality)

☐ 04 Collect reviews beyond Google

Facebook, Trustpilot, Yelp or your industry's review site. AI looks at your reputation **across platforms**, not just one star rating.

☐ 05 Get into the “best of” lists

Find the “Top 10 [service] in [city]” articles that ChatGPT cited in your Step 0 test — and ask to be reviewed or added.

☐ 06 Earn mentions on other websites

Local news, industry blogs, podcasts, partner & supplier sites, associations. One genuine mention on a trusted site beats 50 spammy links.

☐ 07 Show up where people ask for recommendations

Keep LinkedIn, Instagram & Facebook active and linked to your website. Answer questions helpfully on Reddit, Quora and local community groups.

Quick win

Search your business name on Google **and** Bing. Every listing you find with an old address, phone or name — fix it or request an update.

REASON 02 • YOUR WEBSITE

02 Does it *answer* clearly?

When someone asks **best interior firm in Dubai?**, AI looks for pages that answer in **plain, specific words**. Vague slogans, image-only pages and “we provide quality solutions” get skipped.

58%

of sources ChatGPT cited for local searches were business websites — so your own site still matters most.

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- ☐ **08 Say who you are in the very first line**
 Your homepage's first sentence: what you do, where, and for whom.

“ABC Interiors is an interior design & fit-out company in Dubai for villas and offices, since 2015.”
- ☐ **09 One page for each service**
 Not one page listing everything. Each service gets its own page: what it is, who it's for, the process, price range and FAQs.
- ☐ **10 A real page for every city / area you serve**
 Local projects, clients and details from that area — not copy-paste pages with only the city name swapped.
- ☐ **11 Answer the questions customers ask AI**
 FAQs on cost, timeline, process, “which is better”. Use the question as the heading and give the **direct answer in the first 1-2 sentences**.
- ☐ **12 Give numbers AI can quote**
 Price ranges, timelines, years in business, projects completed, areas covered. Specifics get cited — “affordable & best quality” doesn't.
- ☐ **13 Show proof**
 Case studies with real project names, locations and results. Testimonials, client logos, certifications, awards.
- ☐ **14 Show the real people behind the business**
 About page with founder & team names, photos, experience and licence / registration details. Real humans = trust.
- ☐ **15 Add schema markup**
LocalBusiness / **Organization**, **Service** and **FAQPage** schema, with **sameAs** links to your Google, LinkedIn, Instagram & directory profiles.

Quick check

Paste your homepage link into ChatGPT and ask: “In one sentence, what does this business do, where, and for whom?” If the answer is vague, your website is too.

REASON 03 • LOCAL TRUST

03 Is your Google Business *Profile* strong?

For “[service] in [city]” and “near me” questions, AI answers lean on **local listing data**: your categories, your rating, and what your reviews actually say. A half-filled profile with a handful of old reviews rarely makes the list.



Stars get you noticed. **Fresh, detailed reviews** tell AI what you're actually good at.

- ☐ 16 **Claim, verify & pick the right categories**
Primary category = your main service. Add every relevant secondary category.
- ☐ 17 **Fill every single field**
Description with your services and areas, the full services list with descriptions, attributes, opening date, service area.
- ☐ 18 **Keep hours, phone & links accurate**
Website, WhatsApp / booking link, opening and holiday hours — and they must match your website (see #01).
- ☐ 19 **Add real photos & posts every month**
Your team, office, vehicles and finished work. No stock photos. Regular updates show the business is active.
- ☐ 20 **Get a steady flow of new reviews**
Ask every happy client, with a direct review link or QR code. A steady trickle beats a one-time burst. **Never buy reviews or offer rewards** — it's against Google's policy.
- ☐ 21 **Ask clients to say *what* you did and *where***
AI reads the review text, not just the stars.

“They did our villa fit-out in Arabian Ranches — finished on time.”
- ☐ 22 **Reply to every review**
Thank people by name, be specific, and handle complaints calmly within 1-2 days. Buyers — and platforms — notice active owners.

Quick win

In your Google Business Profile, tap **“Ask for reviews”** to copy your short review link. Save it as a WhatsApp quick reply and send it the day each job is finished.

BONUS 04 • TECH BASICS

04 Can AI *read* your site?

☐ 23**Let AI search crawlers in**

Check your `robots.txt` doesn't block `0AI-SearchBot` (ChatGPT search), `Bingbot` or `Googlebot` — and that Cloudflare / your firewall isn't blocking bots by default.

☐ 24**Connect Google Search Console & Bing Webmaster Tools**

Submit your XML sitemap to both so new pages get found fast.

☐ 25**Key info in real text, on a fast mobile site**

Services, prices and address as HTML text — not only inside images, PDFs or sliders.

COUNT YOUR TICKS

0 - 10 TICKS

Invisible

AI barely knows you exist. Start with #01, #02 and #16.

11 - 18 TICKS

On the radar

You're known, but not the obvious pick. Focus on reviews and clear answers.

19 - 25 TICKS

Ready to be picked

Keep it fresh and re-run the Step 0 test every month.

YOUR 30-DAY PLAN

WEEK 1 • FOUNDATIONS

Test, fix details, claim listings

Step 0 test · #01 · #02 · #16-18

WEEK 2 • WEBSITE

Make your site answer clearly

#08 · #09 · #11 · #12

WEEK 3 • PROOF & TECH

Proof, schema, crawlers

#13 · #14 · #15 · #23-25

WEEK 4 • MENTIONS

Reviews, directories, lists

#03-05 · #20-21 · then re-test

AI answers change all the time and nobody can guarantee a spot in them — these steps make your business easier for AI to find, trust and recommend. Sources: OpenAI crawler documentation (developers.openai.com/api/docs/bots); BrightLocal, "Uncovering ChatGPT Search Sources" (Dec 2024).

WANT HELP?

Stuck on a *step*?

INSTAGRAM @SHAKIR_CHEPPALI
WEB SHAKIRC.COM



DM me on Instagram @shakir_cheppali

