DIGITAL BLISS MARKETING SOLUTIONS LLC FREE GUIDE

THE 15-MINUTE CHECK

Are You in AI Answers?

Some homeowners skip the scroll now and just ask AI who to call. Here's how to see if it names you, and what to fix first if it doesn't.

Takes	Test in	For	From
About 15 minutes	ChatGPT, Gemini, and Google	Home service companies and contractors	Isabelle Marie, Digital Bliss Marketing Solutions

PART 1

Test it yourself (5 minutes)

Open ChatGPT, Gemini (two free AI chat apps), and Google. Ask each one these three questions. Type your town's name every time. Don't type "near me."

1. **Who is the best [your trade] in [your town]?**
2. **Who should I call for [your most common job] in [your town]?**
3. **Is [your business name] in [your town] any good?**

Screenshot each answer and write down the date. This is your starting line.

Why type the town: ChatGPT says it guesses your area from your internet connection, and a VPN (an app that hides where you are) or network can throw that off. Naming the town keeps the test fair.

PART 2

Read what comes back

LOOK FOR	WHAT IT TELLS YOU
Are you named? Who is?	Write down every business it names. **What we see:** they tend to be the ones with the most complete, matching details online.
Is what it says about you true?	Check your hours, services, and towns. ChatGPT's own help page says results "can be incomplete, outdated, or incorrect."
Where did it get it?	In ChatGPT, tap the sources under the answer. Gemini says it uses public information from Google Maps for places, including ratings and opening hours.
Did you get the same answer twice?	**What we see:** answers change from one try to the next. Ask each question two or three times before you decide.

Mark each tool: **named**, **not named**, or **wrong info**.

PART 3

Fix it, in this order

1. **Finish and verify your Google Business Profile (your free listing on Google Search and Maps; verify means proving to Google you own the business).** Gemini pulls place details from Google Maps. Google says local results are based mainly on how well your profile matches the search, how far you are from the person searching, and how well known you are. It also says to make your business info "as complete as possible." Fill in every section: services, service area, hours (holiday hours too), and photos of real jobs. Google also lists an up-to-date Business Profile among its tips for showing up in its AI answers.

2. **Ask every customer for a review, and reply to every one.** Google says "more reviews and positive ratings can help your business's local ranking" (where you show up when someone nearby searches), and that replying shows you value the feedback. **What we see:** reviews that name the job and the town give AI real words to repeat. Ask for that. Never offer anything in return. Google doesn't allow it.

3. **Use the same name, phone number, and service area everywhere.** Google's rule is to use your name the way it's used "consistently on your storefront, website, stationery, and as known to customers." **What we see:** when your listings (your business info on Google, Facebook, Yelp, and similar sites) don't match, AI answers get your details wrong. Check your Google profile, Facebook, Yelp, and your website.

4. **Put your answers on your website in plain text.** Google says there are "no additional requirements" and no special code needed to show up in its AI answers. A page has to be in Google's index (Google's list of pages it can show), and important content should be "available in textual form" (written as words, not only in pictures). ChatGPT says a site has to let its search crawler (a robot that reads websites; ChatGPT's is called OAI-SearchBot) in to be eligible. So: one page for each service, the towns you serve written out in words, and the questions people ask you on the phone, answered. Ask whoever runs your website one question: "Are we blocking any AI crawlers?"

5. **Claim your Bing listing (your free listing on Bing, Microsoft's search engine).** ChatGPT's help page names Microsoft as one of its search partners. Bing Places for Business is free. **What we see:** it takes about 10 minutes and gives one more place for your correct details to live. This one is our read, not a promise from either company.

6. **Test again in 30 days.** Same three questions. Compare the screenshots.

> **One honest note.** Nobody can promise you a spot in an AI answer. ChatGPT's help page says "Placement is not guaranteed." Google says, "There's no way to request or pay for a better local ranking on Google." What you can do is make your business easy to find and easy to trust. These six steps do that.

Want the short version of where you stand?
Take the 2-minute visibility check (11 quick questions on how customers find you)

Want me to run this check with you?
Book your free lead audit (a free one-on-one call about your marketing)

Isabelle Marie, Digital Bliss Marketing Solutions

Sources (all read Fri Nov 13, 2026)

1. OpenAI Help Center, "Searching the web with ChatGPT." help.openai.com/en/articles/9237897-chatgpt-search
2. Gemini Apps Help, "Find places & get directions in Gemini Apps." support.google.com/gemini/answer/16622866
3. Google Business Profile Help, "Tips to improve your local ranking on Google." support.google.com/business/answer/7091
4. Google Search Central, "AI features and your website." developers.google.com/search/docs/appearance/ai-features
5. Google Business Profile Help, "Guidelines for representing your business on Google." support.google.com/business/answer/3038177
6. Google Maps User Generated Content Policy, "Prohibited & restricted content." support.google.com/contributionpolicy/answer/7400114
7. Microsoft, Bing Places for Business. bing.com/forbusiness

"What we see" marks our own experience. No one has published how these tools weigh a local business, so those lines are not stated as fact.