

START WITH ONE SERVICE AND ONE AREA

AI and local visibility checklist

A practical worksheet for trades and home services

Start with one service you want more work for and one town you genuinely cover. Check the live facts, save the evidence and choose three fixes. A blank box means investigate or ask for help; there is no automatic visibility score.

Business

Service

Town and date

01 Make your business details clear

- ☐ My real business name, phone number and website are accurate on my site, Google Business Profile and the main directories customers use. I have not added extra keywords to my Profile name.
- ☐ The services, towns, opening hours and emergency availability listed match what we actually offer. There are no invented branches or areas we cannot serve.
- ☐ My Google Business Profile is verified, its main category fits my trade and its service area is accurate. If customers do not visit my base, its address is hidden on my Profile. [1]

02 Give each main service a useful page

- ☐ A customer can see what the service includes, who it is for, the area covered and how to request a quote. The page answers the questions we hear before a job.
- ☐ Local proof is genuine: job photos or examples used with permission, current qualifications and accurate review quotes linked to their original source. I can support every claim.
- ☐ Important details are readable text, not only images. The main service page is easy to find through the website menu or other relevant pages.

03 Make the enquiry route easy

- ☐ The phone link opens the right number on mobile, and the email or contact route is correct. A customer can tell when and how to reach us.
- ☐ The quote form is readable and usable on a phone. The next step is clear, and it does not promise a response time we cannot deliver.

CHECK THE LIVE EVIDENCE

Check what search can see

04 Check access and indexing

- ☐ My homepage and main service page load publicly without a login, broken page or obvious error. I can read the useful content on mobile.
- ☐ In Google Search Console, I have inspected the main service URL and recorded its indexing status. A live test checks current access; it does not guarantee indexing. If I do not have access, I have asked my web provider to check. [2]
- ☐ My web provider has checked for accidental robots.txt or hosting blocks, noindex instructions and a canonical pointing to the wrong page. They have also checked that the sitemap lists the pages we want found.

05 Keep AI search permissions separate

- ☐ I have asked my web provider to review crawler access for the search products we care about. OAI-SearchBot is for ChatGPT search. GPTBot is for potential model-training use; its setting is separate. Allowing access does not guarantee an appearance. [4]

Google says its usual SEO foundations apply to AI Overviews and AI Mode. It does not require special AI schema or new AI text files. Inclusion is never guaranteed. [3]

06 Take an evidence based AI snapshot

- ☐ I have run a customer-style query in an AI product with search enabled, without naming my business in the discovery prompt.
- ☐ I have saved the exact prompt, product and mode, model if shown, date and time, location and account settings, plus a screenshot and the source URLs.
- ☐ I have opened the linked sources and checked any claims about my business, service or area. I have marked what appeared, what was absent and what was inaccurate.

Repeatable discovery prompt

Find [service] providers serving [town or postcode]. List each business, its relevant service and source links. State when you cannot verify a detail.

A single answer is a snapshot. Results can vary with wording, time, location, account and product. Absence does not prove an indexing problem; appearing is not an endorsement. For a separate fact check, ask what services and areas [business name] covers and request sources.

SAVE A SNAPSHOT AND PICK THE NEXT ACTIONS

Your evidence and next three fixes

AI snapshot record

Exact prompt or saved prompt file

Product and mode / model if shown

Date and time

Location used in the prompt

Actual location and account or personalisation settings if known

Source URLs and screenshot file

Outcome ☐ Appeared ☐ Absent ☐ No AI response ☐ Inaccurate

Your three priority fixes

01 Fix and evidence

Owner

Recheck date

02 Fix and evidence

Owner

Recheck date

03 Fix and evidence

Owner

Recheck date

Request your free 48 hour audit

Get a free AI and local visibility audit from PhD Networks. We will show you what we found and what to fix first. Use the findings yourself, or ask us to quote the implementation. No obligation to buy.

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Sources checked 3 October 2026

[1] Google Business Profile representation guidelines

[2] Google Search Console URL Inspection

[3] Google Search Central AI features and your website

[4] OpenAI crawler documentation