Mantas Auk

A DO-IT-YOURSELF GUIDE WITH REAL EXAMPLES

The AI Search Playbook

How to get your business named when your customers ask ChatGPT and Google's AI who to hire. Seven steps, with before-and-after pictures from real company websites.

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From the talk "Will AI Recommend Your Business?", November 2026

mantasauk.com

WHY THIS MATTERS

Your customers now ask AI who to hire

A customer used to type two words into Google and get a list of ten websites. Now they ask a full question and get an answer with two or three company names in it. If your name is not one of them, you are not in the conversation.

2.5B+
people a month see AI answers at the top of Google (AI Overviews)

1B+
people a month use Google as a chat (AI Mode)

3×
longer: the average question in AI Mode, compared with a normal search

Source: Google, 2026.

How AI decides which companies to name

AI works from what it can read. It looks in three places:

1. **Your website.** Does it answer the questions customers ask, with facts AI can repeat?
2. **Other websites.** Do trusted websites in your city and industry mention you and link to you?
3. **Reviews and profiles.** Do Google, ChatGPT and the directories all say the same thing about you?

The rule behind this whole playbook: AI can't recommend what it can't read. So write it down: your answers, your facts, your proof.

The seven steps

STEP	WHAT YOU DO	WHY IT MATTERS
1	Collect the 25 questions customers ask	These are the exact questions people type into AI
2	Answer each big question on its own page	AI copies short, clear answers from pages like these
3	Replace adjectives with facts	AI can repeat a fact. It cannot repeat "excellence"
4	Show real people	Customers and AI both check who is behind the words
5	Collect reviews and fill in your profiles	It is the proof AI finds outside your website
6	Get named on websites your customers trust	Other websites vouching for you is the strongest signal
7	Count the result every month	What you count, you can improve

Every step has the same three parts: **what to fix**, **how to do it** and **why it matters**, with a real example.

START HERE · 10 MINUTES

First, see what AI says today

Before you change anything, find out where you stand. All you need is your phone.

1. Open **ChatGPT** or **Google** (tap "AI Mode").
2. Ask a question the way a customer would ask it, before they know your name.
3. Write down which companies it names, and what it says about each one.
4. Do it for five different questions.

ONE RULE

Never type your company's name. If you ask "Is Smith Roofing good?", AI will talk about Smith Roofing, and you learn nothing. A real customer does not know your name yet. Ask the way they ask.

Questions that work

- *"I need a commercial contractor in Fort Worth to build out a restaurant. Who should I call, and why?"*
- *"Who is the best property manager in Plano for one rental house, and what do they charge?"*
- *"My roof was hit by hail. Which roofers near Plano help with the insurance claim?"*

Your score sheet

THE QUESTION I ASKED	COMPANIES AI NAMED	WERE WE NAMED?

How to read it. Named in 0 of 5: AI does not know you yet, and most companies start here. The names it gave instead are your real competitors in AI. Now read what it says about them. Those sentences come from their websites, their reviews and other websites. The rest of this playbook shows how to give AI the same kind of material about you.

1 Collect the 25 questions

WHAT TO FIX
Most websites talk about the company. Customers ask about their own problem.

HOW
One meeting with sales, the front desk and technicians. Write down what customers ask before they buy.

WHY IT MATTERS
These are the same questions people type into ChatGPT. The list is your content plan for a year.

Six kinds of questions customers ask

KIND	A REAL EXAMPLE
Price	*"How much does a new roof cost in Dallas–Fort Worth?"*
Time	*"How long does a restaurant build-out take from lease to opening?"*
Risk	*"Will insurance pay for hail damage, and what does it cost without insurance?"*
Rules	*"Do I need a permit for a new fence in Highland Park?"*
Choosing	*"Agreed value or stated value: which is right for my classic car?"*
Who	*"Who can help me sell a pharmaceutical distribution business in Texas?"*

Look at the list. **Price. Time. Risk. Rules.** Nobody asks: "Who has excellence and integrity?"

Where to find them

- [ ] Your sales team: the first five questions on every call
- [ ] Emails and website forms from the last three months
- [ ] Your Google Business Profile: the questions people post there
- [ ] Google itself: type your service and read "People also ask"
- [ ] Ask ChatGPT: "What do people ask before hiring a [your service] in [your city]?"

Then pick your top three

Mark the three questions that matter most for your sales: the ones asked by the customers you most want. Write the question exactly the way the customer says it, with your city in it. You will answer those three first, in Step 2.

Tip. Three of the six examples above are the titles of real pages you will see on the next pages. A good question becomes the title of the page, word for word.

2 Answer each big question on its own page

WHAT TO FIX

The answer is missing from your website, or it is buried deep in a long text.

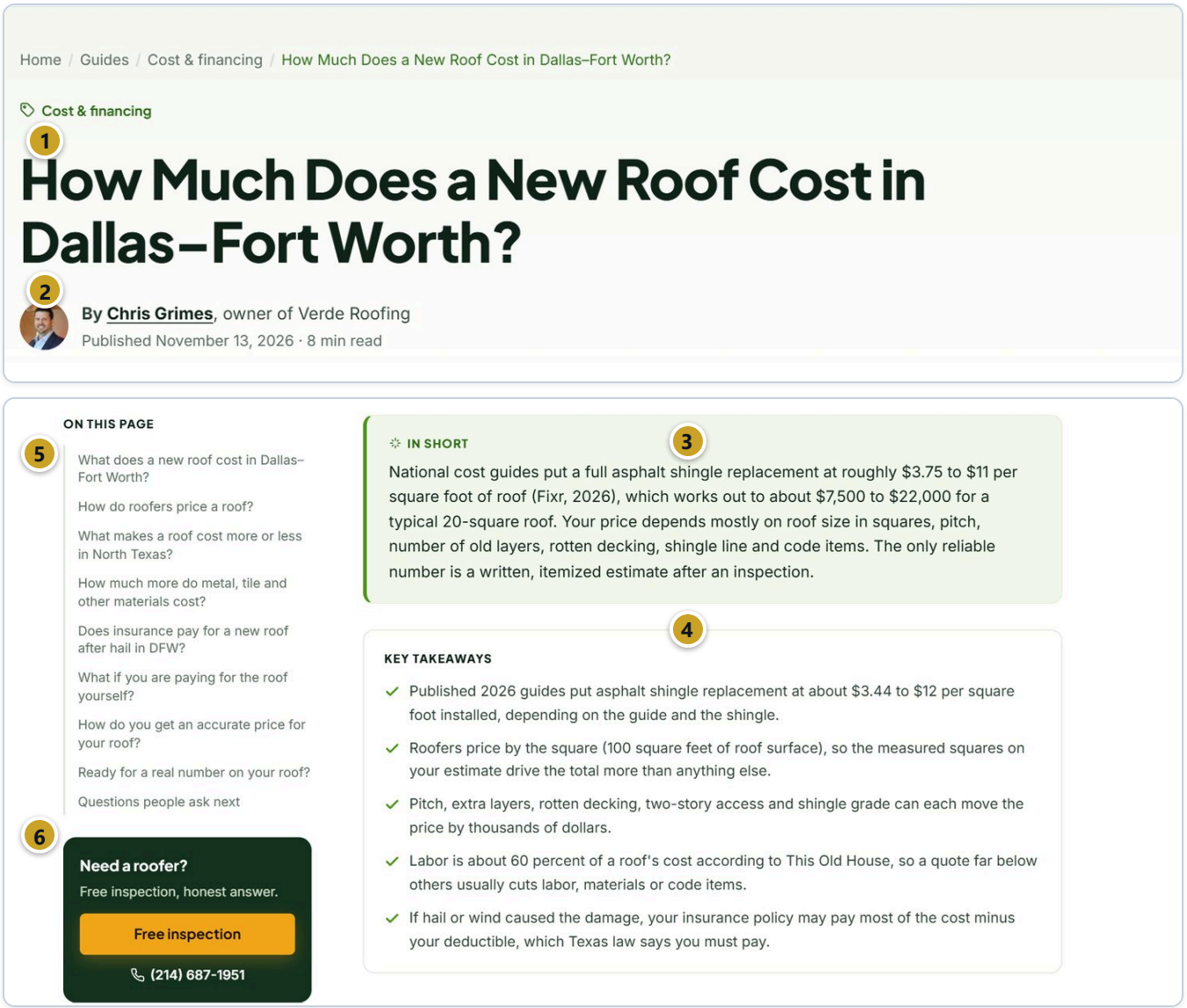
HOW

One page per big question, built the same way every time. The recipe is below.

WHY IT MATTERS

AI looks for a page that answers the question directly, and it repeats the short answer at the top.

A real page, part by part



A guide page on a roofing company's rebuilt website (Verde Roofing, Plano).

1. **The title is the question**, in the customer's words, with the city.
2. **A real person wrote it:** name, role and photo.
3. **"In short":** the answer in a few lines, with real numbers.
4. **Key takeaways:** the main points for a reader in a hurry.
5. **"On this page":** each part answers one follow-up question.
6. **One next step** that stays on screen: a button and a phone number.

STEP 2, CONTINUED

The short answer is the most important part

When AI answers a customer, it does not copy your whole page. It takes two or three sentences. Give it those sentences yourself, at the top.

How to write it

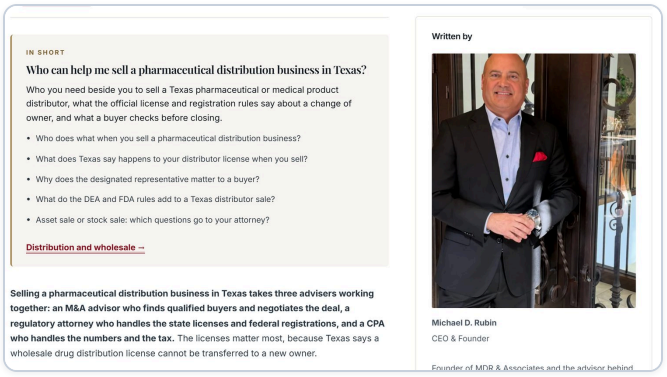
1. **Answer in the first sentence.** Yes, no, a number, or a name.
2. **Give the number.** A price range, days, a count.
3. **Say what changes it.** Two or three things.
4. **Keep it to 40 to 80 words.**

WEAK

"Roof prices vary. Contact us for a free quote!"

STRONG

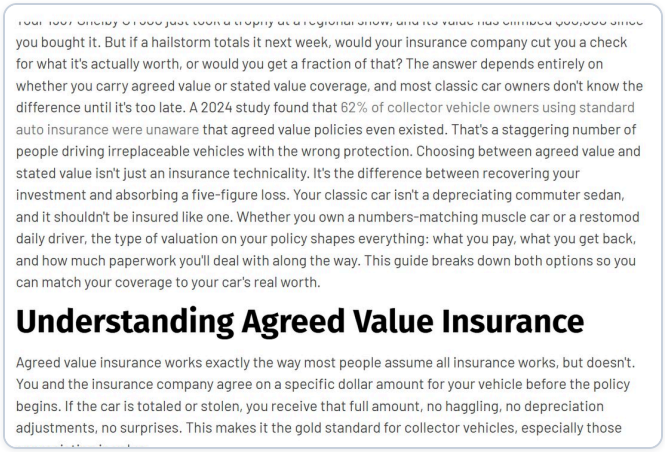
"A full asphalt shingle replacement runs roughly $7,500 to $22,000 for a typical roof. Your price depends mostly on roof size, pitch and the shingle line."



Another real page (MDR & Associates, business sales). "In short" repeats the question and lists the follow-up questions the page answers. On the right: who wrote it.

The same article, before and after

BEFORE

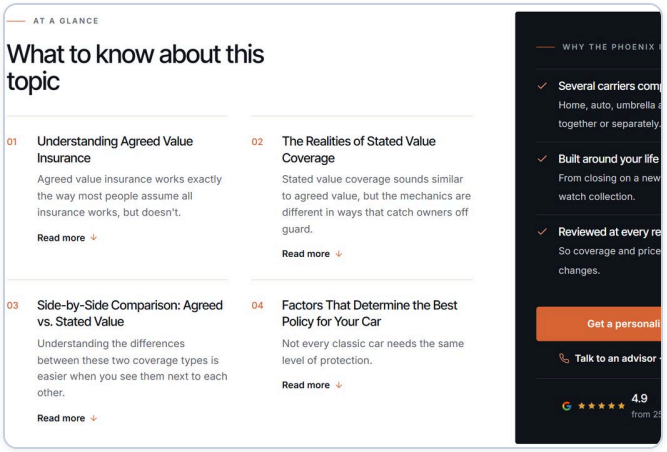

you bought it. But if a hailstorm totals it next week, would your insurance company cut you a check for what it's actually worth, or would you get a fraction of that? The answer depends entirely on whether you carry agreed value or stated value coverage, and most classic car owners don't know the difference until it's too late. A 2024 study found that 62% of collector vehicle owners using standard auto insurance were unaware that agreed value policies even existed. That's a staggering number of people driving irreplaceable vehicles with the wrong protection. Choosing between agreed value and stated value isn't just an insurance technicality. It's the difference between recovering your investment and absorbing a five-figure loss. Your classic car isn't a depreciating commuter sedan, and it shouldn't be insured like one. Whether you own a numbers-matching muscle car or a restomod daily driver, the type of valuation on your policy shapes everything: what you pay, what you get back, and how much paperwork you'll deal with along the way. This guide breaks down both options so you can match your coverage to your car's real worth.

Understanding Agreed Value Insurance

Agreed value insurance works exactly the way most people assume all insurance works, but doesn't. You and the insurance company agree on a specific dollar amount for your vehicle before the policy begins. If the car is totaled or stolen, you receive that full amount, no haggling, no depreciation adjustments, no surprises. This makes it the gold standard for collector vehicles, especially those

Long paragraphs. No summary, no author, no next step. The reader has to dig for the answer.

AFTER



"At a glance": four points with a short answer each. On the right, why this company, a quote button, a phone number and the rating.

The same article on an insurance agency's website (The Phoenix Insurance, Dallas): the current page and the rebuilt version. The words are mostly the same. The order changed.

Add one table. Options side by side, prices by size, steps in order. A table is easy for people to scan and easy for AI to read. **How fast?** One useful page a week is plenty.

3 Replace adjectives with facts

WHAT TO FIX

"Quality, integrity, excellence." Every company writes it, so it says nothing.

HOW

Put numbers, names and places on the page: years, licenses, ratings, awards, cities.

WHY IT MATTERS

A customer can check a fact. AI can repeat a fact. Neither can do anything with an adjective.

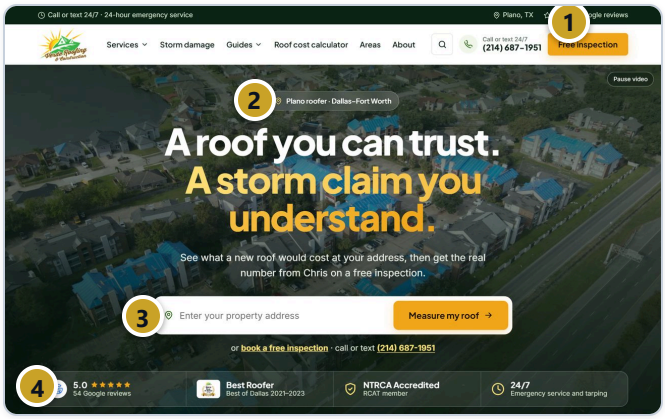
A home page, before and after

BEFORE



One headline and one button. Nothing here tells you why to pick this roofer.

AFTER



The same company (Verde Roofing), rebuilt.

1. **The rating, with the count:** 5.0 from 54 Google reviews.
2. **Where they work:** Plano, Dallas–Fort Worth.
3. **Something useful right away:** type your address, see a roof price.
4. **Proof in one row:** awards by year, accreditation, 24/7 service.

Count the facts on your own home page

Open it tonight and tick what a stranger can find in one minute:

- [ ] The year you started
- [ ] Licenses and certifications, by name
- [ ] How many projects or customers
- [ ] The cities and areas you serve, by name
- [ ] Brands or kinds of clients you worked for
- [ ] Prices, or real price ranges
- [ ] How long the work takes
- [ ] Your warranty, in plain words
- [ ] Your Google rating and number of reviews
- [ ] Photos of your own work, with captions

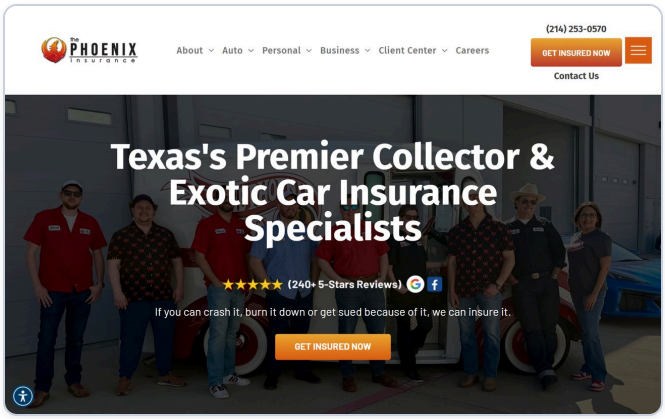
Fewer than five ticks? You found your first task. The facts exist. Today they live in the owner's head.

STEP 3, CONTINUED

Make it easy to say yes

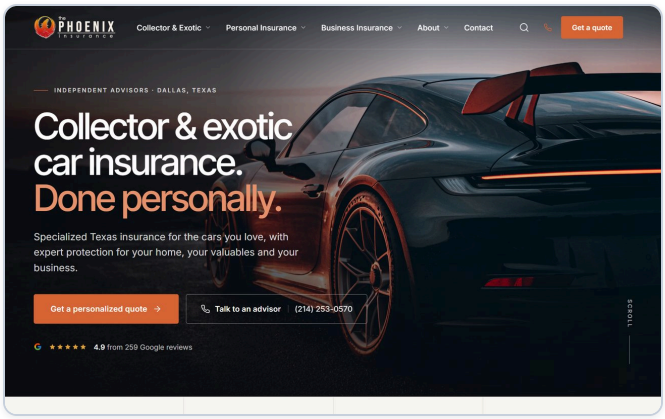
A visitor who found you through AI is already interested. Do not lose them at the last step.

BEFORE



"Texas's Premier... Specialists": an adjective. One button.

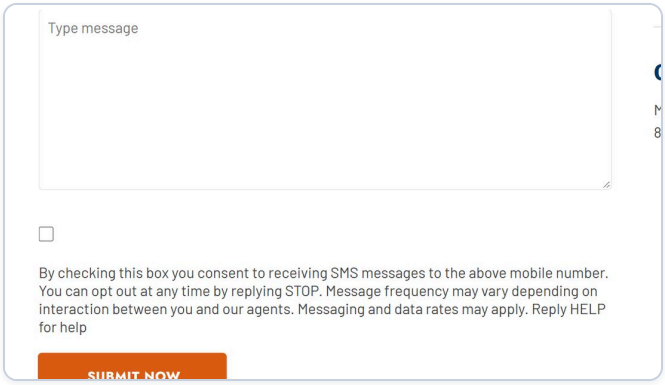
AFTER



Who they are (independent advisors, Dallas), two ways to reach them, the exact rating: 4.9 from 259 reviews.

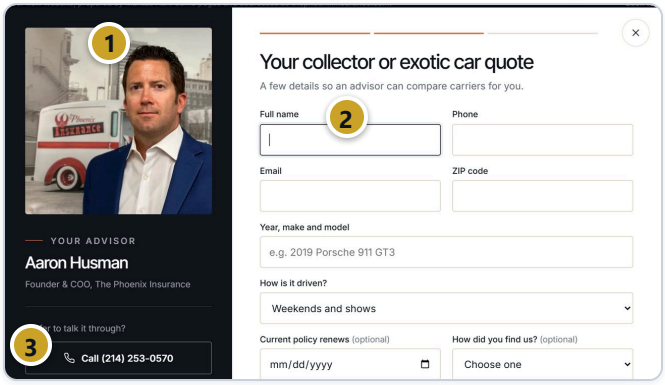
The contact form: before and after

BEFORE



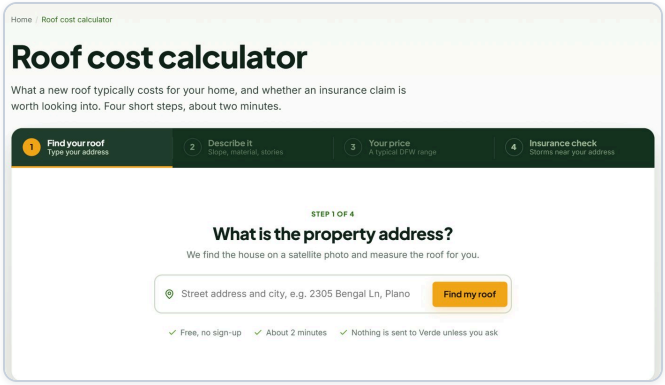
An empty box. The visitor has to decide what to write, and nobody knows who will read it.

AFTER



A window that opens on any page (The Phoenix Insurance, rebuilt).

1. **A face and a name.** "Your advisor: Aaron Husman." People answer a person, not a company.
2. **Short questions with examples** ("e.g. 2019 Porsche 911 GT3") and answers to pick with one click.
3. **A second way:** "Prefer to talk it through?" with the phone number and office hours.



Even better: answer the question with a tool. This roofer's rebuilt site has a calculator: type your address, answer three questions, see a typical price. The customer gets an answer in two minutes, and the company gets a serious inquiry.

4 Show real people

WHAT TO FIX

"Our team of experts", with no names. Articles with no author.

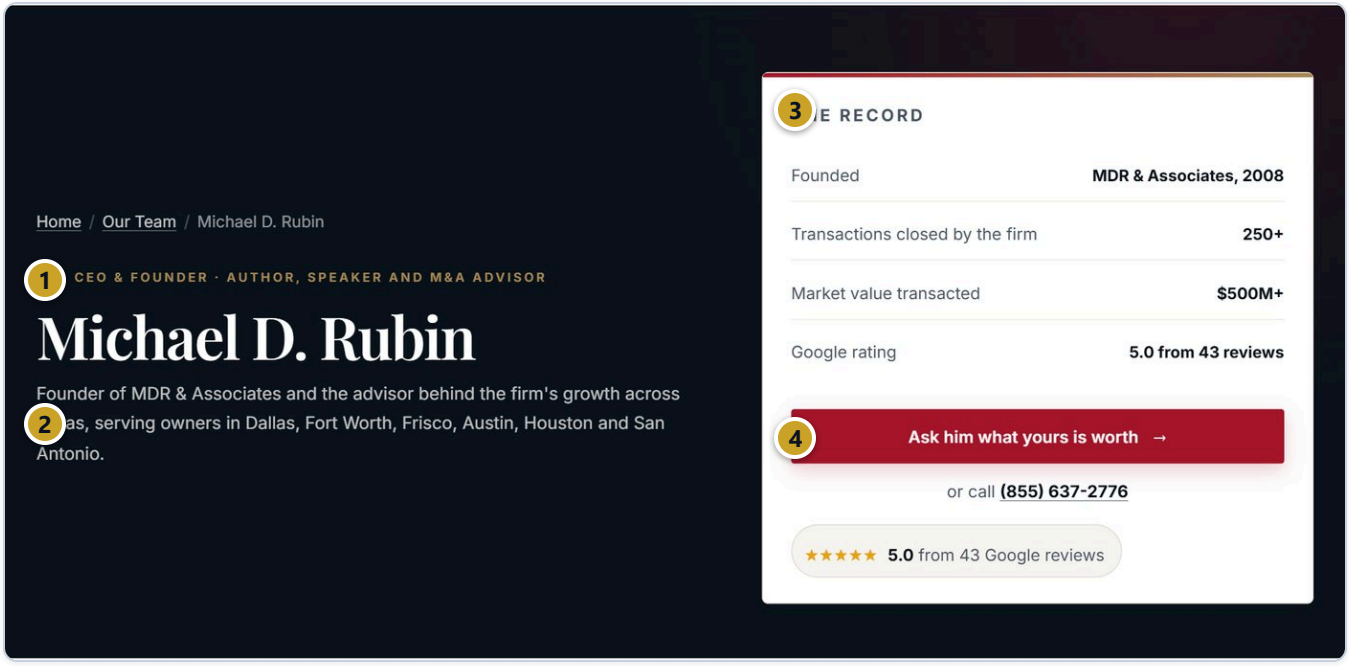
HOW

Give every key person a profile page, and put a name on every article.

WHY IT MATTERS

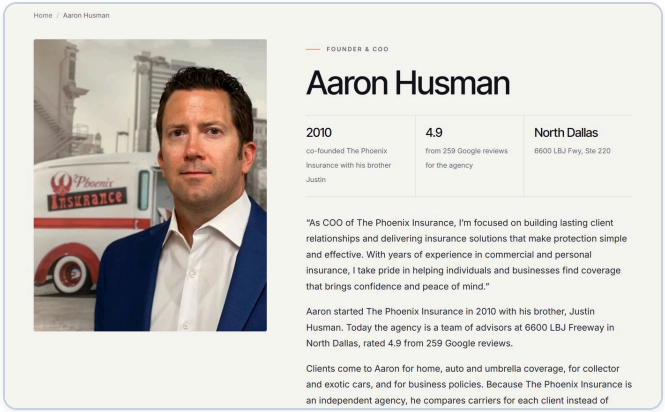
Customers hire people. AI looks for a real, named expert behind the advice before it repeats it.

What a good profile page looks like



A founder's profile page (MDR & Associates, business sales).

1. **Name and role**, and what he is known for.
2. **One sentence** on what he does and where.
3. **The record, in numbers:** founded, deals closed, rating.
4. **A way to reach this person** directly.



A second example (The Phoenix Insurance, rebuilt): three facts at the top, then his own words and his story.

Your checklist

- [ ] A real photo, not a stock picture
- [ ] Full name, role, years in the trade
- [ ] Licenses, certifications, memberships
- [ ] Three or four facts in numbers
- [ ] A few sentences in the person's own words
- [ ] A list of the articles this person wrote
- [ ] Phone, email or a "talk to me" button

Then connect it. Every article says "By [name], [role]" and links to this profile. Look back at the pages in Step 2: both show the author, with a photo.

5 Collect reviews and fill in your profiles

WHAT TO FIX
Few reviews, old reviews, and profiles that are empty or say different things.

HOW
Ask every customer. Then fill in every field on Google and on ChatGPT.

WHY IT MATTERS
This is what AI reads about you outside your own website. It trusts it more than your own words.

Reviews

- [ ] **Ask everyone**, not only the happy ones. Google's rules require it, and a mix of real reviews is trusted more.
- [ ] **Ask the same day** the job is done, by text, with the direct link to your Google review page.
- [ ] **Answer every review**, good or bad, within a few days. Mention the job, in plain words.
- [ ] **Show the exact number** on your website: "4.9 from 259 Google reviews", not "hundreds of 5-star reviews".

NEW · MOST COMPANIES HAVE NOT DONE THIS YET

Claim your business profile in ChatGPT

Since November 2026, a business can claim its own profile inside ChatGPT and tell it the facts directly. It is free. If you leave it empty, ChatGPT has to guess from other websites.

1. Go to **chatgpt.com/business-hub** and sign in.
2. Search for your business and choose it.
3. Prove it is yours: a code sent to your business phone or email, or a small record your web person adds to your domain.
4. Fill in every tab: **About, Contact, Photos, Location, Hours**.

The About text is short: about 300 characters. Use them well: what you do, where, for whom, one fact, and how to start. Example: "Family-owned plumber in Frisco since 2009. Repairs, water heaters and repiping for homes in Collin County. 4.9 on Google from 180 reviews. Call (214) 555-0100 or book online."

Your Google Business Profile

- [ ] The right main category, and every service you offer listed by name
- [ ] Real photos of your work and your team, added every month
- [ ] Correct hours, including holidays
- [ ] Answers to the questions people post on the profile

One rule for all profiles: the same name, address, phone and hours everywhere: your website, Google, ChatGPT, Yelp, your association. When they differ, AI does not know which one is true.

6 Get named on websites your customers trust

WHAT TO FIX
Nobody outside your own website mentions you, or the wrong websites do.

HOW
Start with the people you already work with. The list is below.

WHY IT MATTERS
When other websites write about you, AI treats it as proof. Your own website alone is only your word.

What is a backlink? Another website that links to yours. To Google it is a vote. To AI it is proof: something it can repeat about you that you did not write yourself.

A GOOD LINK
Comes from a real website with real readers that fits your business: your city, your industry, your partners. A reader of that page could become your customer.

A BAD LINK
Comes from a website that exists only to sell links. One Dallas company paid an agency for ten months and got four: a fashion blog, a "general knowledge" blog, a website with no name and a website with escort ads.

Ten places to get a good link, free

- [ ] Your trade association's member page
- [ ] Your chamber of commerce
- [ ] Suppliers: ask to be listed as a dealer or installer
- [ ] Partners: a story about a project you did together
- [ ] Business customers: a short case study on their site
- [ ] Local news: a project, an opening, an award
- [ ] Trade magazines and industry websites
- [ ] Charities and events you sponsor
- [ ] Schools and alumni pages
- [ ] Business groups you belong to (BNI, Vistage, Rotary)

How to ask

Keep it to two lines. *"We just finished the project we did together. Could you add a short note about it on your website, with a link to ours? I am happy to write the text for you."* Offer to write it. Most partners say yes when the work is done for them.

How far does this get you?

For most companies this adds up to **10 to 20 links**. It is a strong start, and then the list runs out. The companies AI names today keep adding new ones every month. That ongoing part is what a good SEO agency does: it finds relevant websites with real readers, writes the articles, and places new links every month.

Before you pay anyone for links, ask three things: Where will we appear? Why does that website make sense for our business? Will I see every link? No clear answers, no payment.

7 Count the result every month

WHAT TO FIX	HOW	WHY IT MATTERS
"I think it is working." One nice screenshot shown once.	Five numbers, counted the same way on the same day every month.	You see what works, you stop what does not, and you can hold anyone you pay to a number.

WHAT TO COUNT	HOW
AI names you	Ask the same 25 questions every month, without your name. Write it as a count: "named in 6 of 25".
Who it names instead	Keep the list of competitors AI names, and what it says about them.
Google's AI shows your site	Google Search Console → Performance → **Generative AI**. It counts how often Google's AI answers showed your website. Free.
Clicks from Google	Search Console → Performance. Compare with the month before.
New customers	Ask every new caller one thing: **"How did you find us?"** Write the answer down.

Can AI read your website? Ask your web person.

- [ ] "Can ChatGPT and Google's AI read our website?" Some security settings block AI crawlers by mistake.
- [ ] Is the important text real text on the page, not only inside images or PDF files?
- [ ] Does the site load fast and work on a phone?
- [ ] Is Google Search Console set up, so you can see the numbers above?

Five mistakes to avoid

- ✕ **Piles of pages written by AI.** Nobody asked for them. One useful answer beats fifty empty pages.
- ✕ **Blocking AI by mistake.** A security setting can hide your whole website.
- ✕ **One screenshot as proof.** Ask for the same questions, counted every month.
- ✕ **An empty ChatGPT profile.** It is new and free, and most companies have not claimed theirs (Step 5).
- ✕ **Leaving it all to marketing.** The facts customers ask about are with sales, technicians and finance.

YOUR PLAN

Start this week

THIS WEEK

- [ ] Ask AI five questions, without your name
- [ ] Ask your team for the 25 questions
- [ ] Pick the three that matter most for sales
- [ ] Count the facts on your home page
- [ ] Claim your profile at chatgpt.com/business-hub

EVERY MONTH

- [ ] Publish answers to new questions, one a week
- [ ] Ask every customer for a review
- [ ] Add one or two good links
- [ ] Add new photos to your profiles
- [ ] Run the same 25 questions and count

What it looks like when it works

0 → 29

A commercial contractor: named in 0 of 70 buyer questions in October, 29 of 70 in ChatGPT in November. Three new clients that month said they found him through ChatGPT.

38 → 295

A dent repair shop: clicks from Google Search per month, August to October, after a new website with pages that answer customer questions. No ads.

77,400

An online store: times Google's AI answers showed the website in three months. It was close to zero in August.

Client results from 2026, shared without names. Sources: Google Search Console and monthly AI tests.

QUESTIONS? LET'S TALK

Book 30 minutes with me. It is free.

Bring your questions, or ask for a free AI check: we ask AI 25 questions your customers would ask and show you who it names today.

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Website pictures show public pages and rebuilt versions of the companies named, used as examples of structure.