AI Search Visibility Guide

How to help your business show up in ChatGPT, Google AI Overviews, Gemini, Copilot and Perplexity.

More customers now ask AI assistants for recommendations before they search Google. This guide explains, in plain language, what you can control and what to do first.

How AI Assistants Find Businesses

AI search tools combine what they learned during training with live web search. When someone asks "who is the best roofer near Pittsburgh," the assistant may search the web, read business listings, reviews and articles, and then summarize what it finds.

There is no paid placement in organic AI answers and no setting that guarantees you will be mentioned. What you can do is make accurate, helpful information about your business easy to find and easy to trust.

Step 1: Make Your Facts Consistent

- Use the same business name, address, phone and hours on your website, Google Business Profile, Bing Places, Apple Business Connect, Facebook, Yelp and directories.
- Add LocalBusiness/Organization structured data to your website.
- Create an About page with founding year, owners, credentials and service area.

Step 2: Answer Real Questions

- List the 20 questions customers ask most often by phone or email.
- Answer each one clearly on your website in 2-4 sentences, then add detail.
- Use the question as a heading (H2 or H3).
- Include pricing ranges, timelines and what affects cost where you can.
- Keep answers up to date and add the date reviewed.

Step 3: Show Experience & Expertise

- Add author names and short bios to articles.
- Show licenses, certifications, insurance and awards.
- Publish real project examples with photos, locations and results.
- Feature genuine customer reviews (with permission).

Step 4: Earn Mentions on Trusted Sites

- Get listed with your chamber of commerce, trade associations and suppliers.
- Share expert tips with local news outlets, blogs and podcasts.
- Sponsor local events and organizations.
- Encourage reviews on Google and other relevant platforms.

Step 5: Make Sure Crawlers Can Read Your Site

- Check robots.txt is not blocking search engines or AI crawlers you want to allow.
- Review CDN or firewall bot settings (for example, Cloudflare).
- Make sure important content is in HTML text, not only in images or PDFs.
- Keep pages fast and mobile friendly.
- Submit your XML sitemap in Google Search Console and Bing Webmaster Tools.

Step 6: Test and Track

- Each month, ask ChatGPT, Gemini, Copilot and Perplexity about your service and city.
- Record whether your business is mentioned and which sources are cited.
- Try to get listed on the sources that are cited most often.
- Watch referral traffic from AI tools in Google Analytics 4.

Quick Reference: Where AI Tools Get Local Data

AI tool	Commonly uses	Your priority
Google AI Overviews / Gemini	Google Search index, Business Profiles	Google Business Profile, website SEO
Microsoft Copilot	Bing search index	Bing Places, Bing Webmaster Tools
ChatGPT	Web search results and training data	Website content, listings, mentions
Perplexity	Live web search with citations	Clear answer content, trusted mentions
Siri / Apple Maps	Apple business data	Apple Business Connect

About the author: Jon Crain founded Pittsburgh SEO Services in 2001 and has helped businesses across Western Pennsylvania, Ohio and West Virginia with SEO, local search and websites for more than two decades. Want help putting this into practice? Call 412-250-7965 or visit pittsburghseoservices.com.

Last updated: November 2026. Platform features change often; check each official help center for current details.