MARKETING MEDIA TV

Get Found.
Get Chosen.

THE 30-DAY LOCAL BUSINESS VISIBILITY WORKBOOK

Google Maps, AI Search
& Customer Trust

01 DISCOVER

02 VERIFY

03 CONTACT

A practical guide, working examples & reusable worksheets

ENGLISH DIGITAL EDITION / 2026

READ. CHECK. APPLY.

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Tap a chapter to jump. Every footer links to the product page. Save a working copy before filling the worksheets.

YOUR FIRST 30 MINUTES

Start with one service and one real customer path

Choose a service that matters to your business this month. A specific starting point, such as recurring residential cleaning, is easier to investigate than every service you offer. Choose the area you genuinely serve and write down the next step you want a suitable customer to take.

Spend ten minutes checking the route a customer might follow. Search your business name, inspect your Google profile and open the page linked from it. Check the phone number, hours, service details and contact method. Use a phone as well as a larger screen if both are available. Record the date and the visible facts, including anything you cannot verify.

Spend ten minutes choosing a repair. A wrong phone number or misleading service claim takes priority over a cosmetic change. When information is correct but thin, identify the question a customer still needs answered: what the service includes, whether their address is covered, what affects the quote, or how to request one.

Spend the final ten minutes assigning the next task. Name the person who will change the information, the location of the original record and the evidence that will show the repair is complete. Some platforms review changes before displaying them; record a pending status rather than assuming the correction is live.

Fictional example: Prairie Home Cleaning
Maya chooses recurring residential cleaning in Mount Prospect. Her first check finds that a directory lists carpet extraction, which the business does not offer. She records the incorrect page, submits a correction through its normal process and schedules a recheck. She does not describe the business as fixed until the public page changes.

PUT IT TO WORK
Use Worksheet 01 for the audit and Worksheet 02 for approved facts. Pick one high-impact repair today. Record a baseline before making the change, even if that baseline is simply a dated screenshot and a note.

ONE EXAMPLE, USED THROUGHOUT

Meet our fictional working business

Prairie Home Cleaning is a fictional service business created for this book. Maya, its fictional owner, handles inquiries and maintains its public information. The example lets us follow the same decisions from a facts sheet to a website draft and a monthly review without presenting invented success stories as evidence.

Its example service area is Arlington Heights, Mount Prospect and Palatine, Illinois. The team travels to customers. It has no customer-facing storefront. Its address must therefore be handled according to the current rules for a service-area business rather than displayed as a place customers can visit.

Its two example offers are recurring residential cleaning and move-out cleaning. Carpet extraction, mold remediation and hoarding cleanup are outside its scope. Pricing is quoted after the team understands the property, requested work, condition and access. No fixed rates, operating hours, staffing levels, certifications or insurance claims are assumed.

Photos are used only after the business has permission for the intended use and has removed or avoided private details. The examples do not provide a real address, phone number, customer name or operating website. Those details would need to be supplied and verified before any example became real public copy.

When you see a fictional draft in a chapter, study the decision behind it. Which detail reduces uncertainty? Which claim needs evidence? Which limitation should be stated? Adapt the structure to your own business rather than copying the fictional facts. Glass, HVAC, landscaping and remodeling businesses can use the same process with their own service boundaries.

PUT IT TO WORK
Write a short fact sheet for your business now: approved name, actual services, exclusions, service area, contact route and evidence owner. Leave uncertain items marked for verification. Do not allow an AI tool to fill those gaps by guessing.

START WITH THE EVIDENCE

Follow one customer decision

A person looking for a local service has several decisions to make. Does this company do the work I need? Does it serve my location? Can I trust it inside my home? What happens if I contact it? Your online presence is useful when it helps someone answer those questions with accurate information.

Begin with a single service and a single kind of customer. Auditing every service across every platform creates a long list without a clear priority. Choose a job you want to book, in an area you actually serve, and follow the path a customer might take from discovery to contact.

Separate four things in your notes: being found, being understood, being believed, and being contacted. A business can appear prominently but describe the wrong service. A convincing website can still send inquiries to an unattended mailbox. These are different problems with different fixes.

Use three evidence labels. Observed means you personally saw or tested something. Reported means a customer or colleague told you about it. Unknown means you have not checked. The labels prevent a plausible story from quietly becoming an established fact in your marketing plan.

Take screenshots only when they help explain a specific issue. Record the page address and date beside them. A screenshot of an old telephone number is useful; twenty screenshots of slightly different search results may add little. Your goal is a short repair list that someone can act on.

Keep private customer information out of the audit. You can record that the form failed without copying the contents of a real inquiry. Use a test message that identifies itself as a test, and delete unnecessary test records afterward.

PUT IT TO WORK
Choose one priority service, one customer situation, and one area. Write the next step that customer should take.

A REPEATABLE FIRST PASS

Run a focused twenty-minute audit

Set a timer and open a simple document. Give each finding four fields: location, observation, customer consequence, and next check. Do not start rewriting the website halfway through the audit. Finishing the inspection first helps you distinguish the biggest obstacle from the most interesting cosmetic change.

Minutes one through five: search for your business by its actual name and area. Inspect the website, business profile, and any directory result you recognize. Check the telephone number, service description, hours, and link destination. Mark unavailable information as unknown rather than assuming it is correct.

Minutes six through ten: try two customer searches for the chosen service. Record the wording, approximate location, date, and device. Look at the kinds of results presented. If your business appears, ask whether the visible description is accurate. If it does not appear, record that single observation without calling it a permanent ranking.

Minutes eleven through fifteen: open your service page on a phone. Can you identify the service and coverage area? Can you see a relevant example or explanation of the work? Tap the telephone link and check the number before placing any call. Submit one clearly labeled test inquiry if you control the destination.

Minutes sixteen through twenty: inspect one AI response, if that is relevant to your customers. Ask a factual question about your business and check any cited pages. Record incorrect claims separately from simple omissions. Save the question and date so you know what the observation actually represents.

Finish by selecting a single issue that could misdirect or prevent a real inquiry. Assign a person and a completion check. A smaller audit that produces a verified repair is more valuable than an elaborate score nobody uses.

PUT IT TO WORK
Complete the four-field finding record for your most important issue. Keep the remaining observations for later.

FICTIONAL WORKED EXAMPLE

Read a completed audit

Prairie Home Cleaning is a fictional teaching business used throughout this workbook. Its owner, Maya, provides recurring residential cleaning and move-out cleaning in Arlington Heights, Mount Prospect, and Palatine. The company visits customers and has no public storefront. The following observations are invented for the exercise, not results from a real business.

Maya chooses one customer situation: a Mount Prospect resident preparing an empty home for a move. The intended next step is a request for a scoped estimate. She checks the move-out page, the business profile, and one local directory before considering additional promotion.

Her model audit finds three problems. The directory lists a discontinued number. The service page says 'all cleaning needs,' although carpet extraction, mold treatment, and hoarding cleanup are outside the service. The inquiry form asks for a name and email but nothing about location, property size, or timing.

She writes consequences rather than vague judgments. The telephone error can send an inquiry to the wrong destination. The broad description can attract unsuitable work. The incomplete form forces an extra exchange before she knows whether she can help. Each consequence suggests a different practical repair.

Maya's first task is to correct the directory contact information and verify the public listing. Her second is to clarify the service boundaries on her own page. Her third is to add a small number of relevant questions to the estimate form and test the resulting message.

The model contains no claim that these changes generated customers or improved rankings. The immediate outcomes are observable: a correct number, a clearer service description, and a working form that collects useful information. Business results require later measurement and enough time to observe actual inquiries.

PUT IT TO WORK
Rewrite one of your findings as a customer consequence, then specify the evidence that will show the repair worked.

VERIFY BEFORE DRAWING CONCLUSIONS

Treat AI answers as snapshots

An AI answer is an observation from a particular tool, question, and moment. It is not a complete inventory of businesses or an objective score of their quality. Use it to discover information gaps and factual errors. Avoid treating a single inclusion or omission as a dependable measure of your marketing.

Start with questions whose answers you can verify. Ask what services your company provides, where it works, or how someone should request an estimate. Compare the response with your approved business facts. Check cited pages directly; a link can exist without supporting the specific claim beside it.

Keep three columns: accurate, incorrect, and unsupported. An accurate statement matches an approved fact. An incorrect statement conflicts with it. An unsupported claim has no evidence you can find, even if it sounds flattering. 'Available every weekend' needs checking just as much as a wrong telephone number.

When an answer is wrong, identify the narrowest useful correction. An outdated directory may need an edit. Your own service page may need a clearer explanation. If the answer provides no useful source, save the observation and use the tool's feedback option where available. Do not claim that feedback guarantees a future change.

Google's guidance for its generative search features says that normal SEO foundations remain relevant and that special AI files or special schema are not required. That guidance applies to Google; it does not establish how every other AI product selects information.

Repeat a limited check after important corrections, keeping the original wording and recording the date. Note different conditions, such as a different tool or location. Spend more attention on accurate public information and customer outcomes than on repeatedly prompting until your preferred answer appears.

PUT IT TO WORK
Save one AI question, its dated answer, the cited sources, and one verified correction worth making.

REFERENCE: Google Search Central: Optimizing for generative AI features