

Getting your Business Found by AI

A Hands-on Guide that Fits into Your Everyday Operation

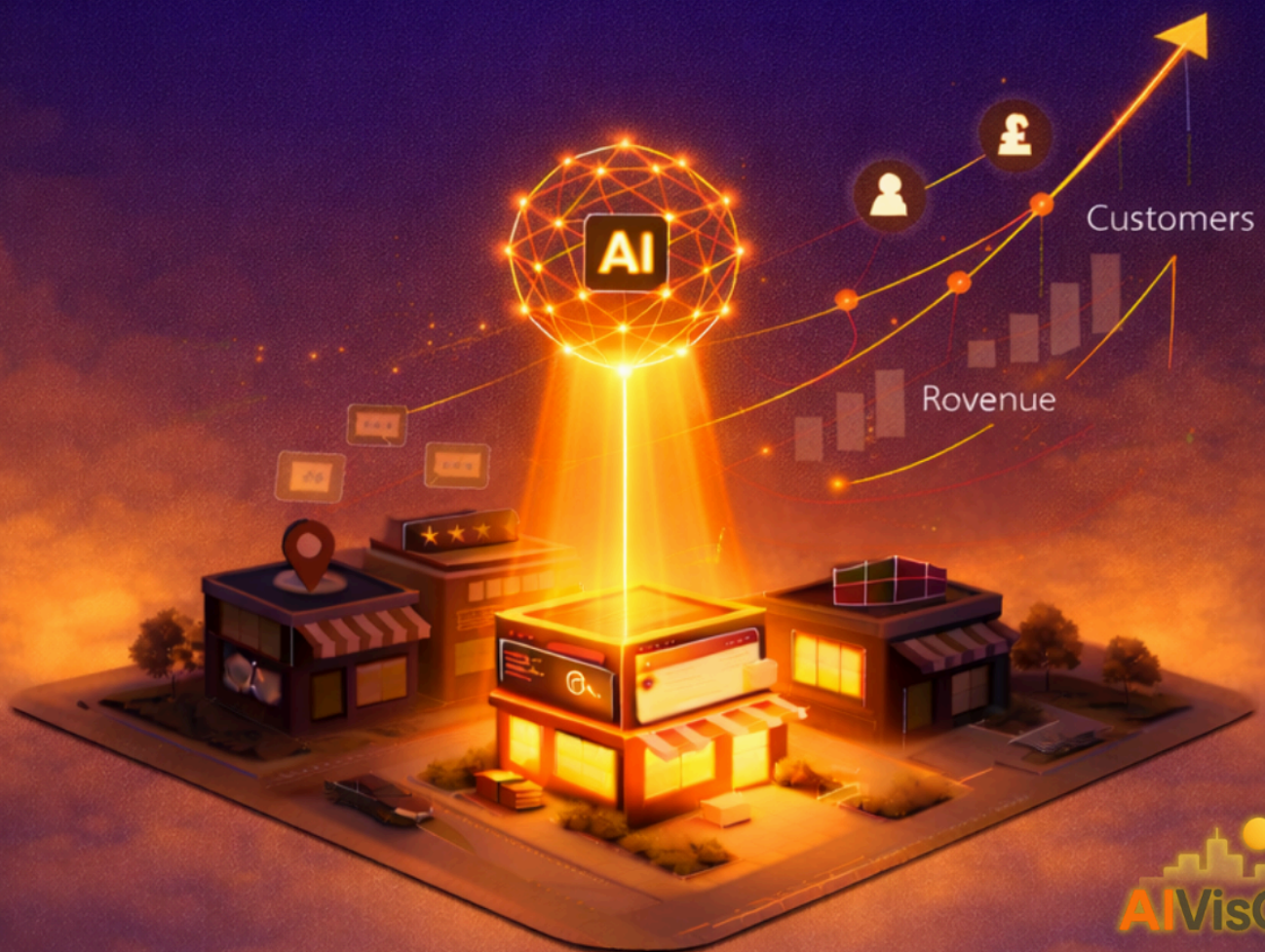


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Introduction

A Subtle Shift in How AI Connects Customers to Businesses

In recent times, you've probably used an AI chatbot or read a Google AI Overview to find a product or service. Instead of scrolling through pages of search results, you asked a question and received a short list of clear, relevant recommendations.

That experience matters more than it seems.

Millions of customers are now doing exactly the same thing. When they ask AI for help, AI doesn't show them lists to browse. It summarises what it understands and recommends businesses it believes are the best fit for the situation. For a business owner, this is a major opportunity: being recommended instead of merely being listed.

The question is whether your business is positioned to benefit from this change.

AI does not recommend businesses based on rankings alone. It recommends businesses it understands clearly and in which situations they are relevant. If that understanding is weak or fragmented, the business may simply get left out.

Many businesses still rely entirely on traditional SEO and assume that is enough. Others assume AI visibility is a technical problem best left to agencies. Both assumptions miss the core issue. AI visibility is not primarily about optimisation or tools. It is about meaning: how your business is described, interpreted, and associated with real customer needs.

No one understands your business better than you. Unlike SEO tactics, this work does not require deep technical knowledge or constant tweaks. What it requires is a clear, structured way to observe how your business is currently interpreted and improve it in a sustainable way.

This book is for you if you want to use AI visibility as a strategic growth lever. It explains, in plain terms, how AI systems decide which businesses to recommend. Rather than teaching tools, dashboards, or technical optimisation, this book shows you what actually matters for AI recommendation. Through a set of practical missions, you will know what to fix, what to prioritise, and what to ignore. At the end you will have a clear and sustainable action plan to improve how your business is seen and recommended by AI.

Chapter 1. What This Book Is, and How It Is Designed to Be Used

This book helps you to improve how your business is understood and recommended when customers use AI systems to ask for help.

It is written with the realities of small business life in mind. Your time is limited. Your priorities compete. Any work that does not fit into day-to-day operations is difficult to sustain. For that reason, this book treats AI visibility as something that can be integrated into how you already run your business.

To understand what this book offers, it helps to be clear about the problem space it addresses.

AI-based discovery and visibility

When people use AI systems, they do not search in the traditional sense. They describe situations, ask questions, and expect guidance. The AI system then decides what information to surface, which businesses to mention, and how to describe them.

In this context, AI visibility refers to how clearly and confidently an AI system can understand your business and decide when you should be recommended. It also includes how accurately your business is described once it is mentioned.

If your signals are clear and consistent, AI systems can form a stable understanding of your business. If those signals are fragmented, outdated, or contradictory, your business may appear vague or uncertain.

The kind of book this is

This is not a technical manual or a platform guide. It does not assume constant optimisation, deep technical knowledge, or large blocks of uninterrupted time.

Instead, this book is built around a simple principle: improvements to AI visibility must be sustainable to be effective. Work that cannot be maintained alongside normal business operations tends to be abandoned, and whatever gains were made gradually fade.

The approach you will find here is incremental rather than intensive. It focuses on small, focused actions that reinforce existing business activity instead of competing with it. Over time, those actions compound into clearer signals and more reliable interpretation.

This makes the work manageable, repeatable, and resilient to change.

How this differs from SEO and traditional marketing

Traditional Search Engine Optimization (SEO) is concerned with ranking pages for queries. Marketing focuses on persuasion and reach. AI Visibility focuses on interpretation. AI systems combine information from many sources and decide what makes sense to say in response to a question.

Because of this, clarity and consistency often matter more than isolated tactics. AI systems look for patterns across how you describe your business, how others describe it, and how stable those descriptions appear over time.

This book focuses on strengthening those patterns so that interpretation becomes easier and more reliable.

A “platform-neutral” approach

Rather than prescribing specific platforms, tools or workflows, this book focuses on principles and tasks that you can carry out using whatever systems you already rely on. You are free to apply the guidance using your preferred website platform, listing services, review platforms, or internal documentation.

You can refer to your platform or tool specific documentation when a specific action is required there. This ensures that what you apply remains accurate even as interfaces and features change.

What this book focuses on

This book is designed to help you:

- see how your business is currently interpreted by AI systems
- identify where signals are unclear, inconsistent, or misleading
- improve those signals through small, focused actions
- integrate that work into your normal operating rhythm

AI systems will continue to evolve. Interfaces will change, and platforms will rise and fall in importance. The principles in this book are designed to remain useful across those changes. They focus on clarity, trust, and relevance. These concerns will continue to matter regardless of how discovery tools evolve.

Who This Book Is For

This book is written for small business owners who want to make practical use of AI-driven discovery, as it becomes a normal part of how customers choose businesses.

It is for you if:

- you run a real business — even a very small one — and have some forms of online presence (website, online marketplace, social media, etc) to acquire customers.
- you are curious about how AI decides which businesses to mention or recommend, and you want to influence that in a sensible, structured way
- you are willing to make practical, incremental improvements to how your business is described, presented, and referenced online
- you (or a trusted member of your team) can set aside a small, regular block of time — for example, around 30 minutes a week — to work through practical tasks and improve your business visibility to AI.

You do not need technical or programming knowledge, special software, agencies or a large team.

What this book does not do

This book does not promise instant visibility, control over AI-generated answers, or dominance in emerging discovery channels. It is also not a substitute for running a sound business, delivering real value, or communicating honestly with customers.

Nor is this a book about abandoning marketing, replacing search, or handing decision-making over to AI systems. Those ideas misunderstand both the technology and the role of the business owner.

Chapter 2. How to Use This Book

This book is meant to be worked with, not read once and set aside.

The structure assumes that progress happens alongside the normal demands of running a business. The work described here is designed to fit into day-to-day operations, not replace them.

The mission-based structure

At the core of the book is a set of missions. Each mission focuses on a specific aspect of how a business is interpreted by AI systems and invites a small, concrete action in response.

The missions are grouped into chapters and started with a short Missions Brief. Each group addresses a related area of clarity. Together, they form a system that builds understanding gradually.

AI visibility does not improve through a single change. It improves as patterns begin to form. The mission format makes that work manageable by breaking it into focused steps that can be absorbed into normal business life.

The structure is also designed to be adaptable. Different businesses have different needs, constraints, and priorities. Some missions may be more relevant than others, and some may be skipped or revisited later. In the next Chapter, you will have some guidelines on picking relevant missions. The Missions Brief in each Chapter will also provide more information on the applicability to different business types.

How the missions fit into day-to-day work

Most missions involve clarifying or adjusting things that already exist: descriptions, representations, assumptions, or habits. In many cases, the work overlaps naturally with your normal business activities, such as reviewing a website, responding to feedback, or planning updates.

Work that feels disconnected from “real work” is rarely sustained. Work that reinforces normal operations is far more likely to continue. Progress in this book comes from accumulation, not momentum.

How related missions build on each other

As you work through the missions, you may notice that some themes appear more than once across different chapters. This is intentional.

Each chapter is designed to stand on its own, focusing on a specific area of AI visibility. As a result, certain checks — such as identity clarity or consistency — may surface again when viewed from a different angle or through a different signal source.

If a mission asks you to examine something you have already reviewed, treat it as a prompt to perform a quick recheck. In many cases, a brief confirmation that nothing has changed is sufficient. If the earlier work still holds, you can just move on. If new inconsistencies have emerged, the mission gives you a natural place to address them.

This approach allows each chapter to remain usable on its own, while avoiding unnecessary effort when working through the book as a whole.

Establishing a working rhythm

While the missions are flexible, progress tends to be more reliable when the work is given a protected place in the week.

Setting aside a fixed block of time for mission work helps prevent it from being repeatedly displaced by more urgent tasks. The size and frequency of that block should reflect the realities of the business. What matters is consistency.

This rhythm is not meant to create pressure. It exists to reduce friction. When time is already allocated, restarting the work requires less effort, even after a pause.

How to work through a mission

Each mission follows a consistent internal structure as follows:

- Objective: purpose of the mission
- Background: context and any background information related to the mission
- Tasks: actual work that you would perform in the mission
- Deliverables: outcome which acts as a check to make sure you have achieved the objective.
- Further Guidance: additional notes and information to help you complete the mission

You should read the mission in full before completing the tasks to make sure you have the full context. The effort to complete each mission may vary depending on your AI visibility maturity. While the mission is designed to be completed in one working session, feel free to split one into multiple sessions or merge multiple ones in one session as you see fit.

Using artefacts and templates

Some missions refer to supporting artefacts.

Artefacts are used to capture decisions, observations, or clarifications so they can be revisited later. They are particularly useful when work is spread out over time or paused between sessions.

Appendix A explains what information is typically captured in these artefacts and how they are used. Sample templates are available on our website (see Appendix A) for those who find them helpful, but they are optional. A simple document or set of notes is sufficient if that fits better with existing working habits.

What to expect as you progress

Changes resulting from this work are rarely immediate. AI systems update their understanding gradually, and external effects often lag behind internal improvements.

What is usually noticed first is increased clarity within the business itself. Descriptions become easier to write. Inconsistencies become easier to spot. Decisions about what to prioritise become simpler.

Over time, these changes may surface externally as clearer mentions, more accurate descriptions, or more relevant recommendations. The timing and expression of those outcomes will vary. This book does not promise control over them (as it's impossible to do so). It offers a responsible way to influence them.

Chapter 3. The Mission Map

This chapter provides a high-level view of how the missions in this book are organised and what each group is intended to achieve.

Each chapter represents a coherent area of work. The chapters are ordered to reflect a logical progression. Some chapters may feel immediately important. Others may be less relevant, or better addressed later. Skipping, revisiting, or reordering chapters does not break the system (except Chapter 4 and 12, see below). It is important to improve clarity where it matters most instead of completing everything.

The Mission Map

The missions in this book are organised into the following chapters:

Chapter 4. Baseline AI Visibility & Identity

This chapter focuses on understanding how your business is currently recognised and described by AI systems. The work here establishes a reference point and surfaces gaps, ambiguity, or inconsistencies in how the business is perceived. It is the foundation for future missions and should be completed first.

Chapter 5. Identity Consistency

This chapter addresses alignment. It looks at how your business presents itself across key touchpoints and works to reduce mixed or conflicting signals that make interpretation difficult.

Chapter 6. Google Business Profile

This chapter concentrates on strengthening Google Business Profile (GBP), a primary external reference point. The focus is on clarity, accuracy, and trustworthiness in a place that often carries disproportionate weight in AI interpretation.

Chapter 7. Your Website

This chapter examines how well your core explanations hold together. It focuses on whether your website makes it easy for AI systems to understand what you do, who you serve, and when you are relevant.

Chapter 8. Reviews & Reputation

This chapter looks at third-party signals. It explores how external descriptions, feedback, and reputation shape AI understanding, and how to improve signal quality without chasing volume.

Chapter 9. Visual Identity

This chapter focuses on visual recognition and credibility. It addresses how inconsistent or unclear visuals can introduce ambiguity and how visual signals support coherent interpretation.

Chapter 10. Intent & Semantic Relevance

This chapter looks at how clearly your business communicates the problems it solves and the contexts in which it should be recommended.

Chapter 11. Competitive Context

This chapter examines how your business appears relative to alternatives. It helps identify positioning gaps, strengths, and areas where differentiation may be unclear to AI systems.

Chapter 12. Outcomes, Rhythm & What's Next

This chapter brings the work together. It focuses on establishing habits, deciding what to maintain, and determining how to revisit or extend the work over time. This should be completed after all the relevant previous missions are completed.

Mission Priority Guide

Not every mission in this book matters equally to every business.

The section below shows typical priority patterns for common small business types. They are not rules. Use them to decide where to focus first — and where it is reasonable to skim, defer, or even skip. Under each type of business, the missions are classified in 3 priority buckets:

- Must Have: Significant impact and should be completed with highest priority.
- Should Have: High impact but may be deferred or scope reduced if you cannot afford the time.
- Nice to Have: Less impact or may not be relevant to this business type. Can be skipped or just skim through the mission and see if anything is relevant.

A. Local Service Business

For local service businesses (e.g. plumber, electrician, cleaner, trades), AI recommendations are usually driven by location, clarity of service, and trust. Customers tend to ask for help at the moment of need, so it's critical that AI can clearly understand what you do, where you operate, and whether others trust you.

Must Have

- Chapter 4 — Baseline AI Visibility & Identity
- Chapter 5 — Identity Consistency
- Chapter 6 — Google Business Profile
- Chapter 8 — Reviews and Reputation
- Chapter 12 — Outcomes and Review Rhythm

Should Have

- Chapter 7 — Your Website
- Chapter 10 — Intent & Semantic Relevance

Nice to Have

- Chapter 9 — Visual Identity
- Chapter 11 — Competitive Context

B. Local Retail / Hospitality

For retail and hospitality businesses (e.g. shop, café, restaurant, takeaway), discovery is strongly local and visual. AI relies heavily on location signals, reviews, and up-to-date visuals to decide whether to recommend a place. A clear website helps, but customers often make decisions based on photos, reputation, and proximity rather than detailed content.

Must Have

- Chapter 4 — Baseline AI Visibility & Identity
- Chapter 5 — Identity Consistency
- Chapter 6 — Google Business Profile
- Chapter 8 — Reviews and Reputation
- Chapter 9 — Visual Identity
- Chapter 12 — Outcomes and Review Rhythm

Should Have

- Chapter 7 — Your Website
- Chapter 10 — Intent & Semantic Relevance

Nice to Have

- Chapter 11 — Competitive Context

C. Professional Services

Professional services (e.g. consultant, accountant, adviser, solicitor) are chosen primarily on expertise, clarity, and trust, often over a longer decision cycle. AI needs to clearly understand what you specialise in, who you help, and why you are credible. A well-structured website and clear intent matter more here than visuals or frequent local signals.

Must Have

- Chapter 4 — Baseline AI Visibility & Identity
- Chapter 5 — Identity Consistency
- Chapter 7 — Your Website
- Chapter 8 — Reviews and Reputation
- Chapter 10 — Intent & Semantic Relevance
- Chapter 12 — Outcomes and Review Rhythm

Should Have

- Chapter 6 — Google Business Profile
- Chapter 11 — Competitive Context

Nice to Have

- Chapter 9 — Visual Identity

D. Creative / Specialist Services

Creative and specialist services (e.g. designer, photographer, coach, specialist consultant) rely heavily on clear positioning and differentiation. AI recommendations depend on how well your work, focus, and style are described and demonstrated. Visual identity and intent clarity therefore matter early, while local signals and competitor analysis are often less critical at the start.

Must Have

- Chapter 4 — Baseline AI Visibility & Identity
- Chapter 5 — Identity Consistency
- Chapter 7 — Your Website
- Chapter 9 — Visual Identity
- Chapter 10 — Intent & Semantic Relevance
- Chapter 12 — Outcomes and Review Rhythm

Should Have

- Chapter 8 — Reviews and Reputation

Nice to Have

- Chapter 6 — Google Business Profile
- Chapter 11 — Competitive Context

E. E-commerce / Online-First Brand

For online-first businesses (e.g. Shopify, direct-to-consumer brand), AI focuses on what you sell, who it's for, and how clearly products are described. Website structure and semantic clarity have the biggest impact on how your business is interpreted. Local signals are usually less important unless there is a physical presence or regional focus.

Must Have

- Chapter 4 — Baseline AI Visibility & Identity
- Chapter 5 — Identity Consistency
- Chapter 7 — Your Website
- Chapter 10 — Intent & Semantic Relevance
- Chapter 12 — Outcomes and Review Rhythm

Should Have

- Chapter 8 — Reviews and Reputation
- Chapter 9 — Visual Identity
- Chapter 11 — Competitive Context

Nice to Have

- Chapter 6 — Google Business Profile

F. Marketplace-First Seller

Marketplace-first sellers (e.g. Etsy, Amazon, Not On The High Street) have limited control over discovery, so clarity and consistency of product descriptions and reviews become especially important. AI often forms an understanding of the business through fragmented signals across platforms. Supporting identity clarity and intent outside the marketplace can help reinforce that understanding over time.

Must Have

- Chapter 4 — Baseline AI Visibility & Identity
- Chapter 5 — Identity Consistency
- Chapter 8 — Reviews and Reputation
- Chapter 10 — Intent & Semantic Relevance
- Chapter 12 — Outcomes and Review Rhythm

Should Have

- Chapter 7 — Your Website (supporting presence)
- Chapter 9 — Visual Identity

Nice to Have

- Chapter 6 — Google Business Profile
- Chapter 11 — Competitive Context

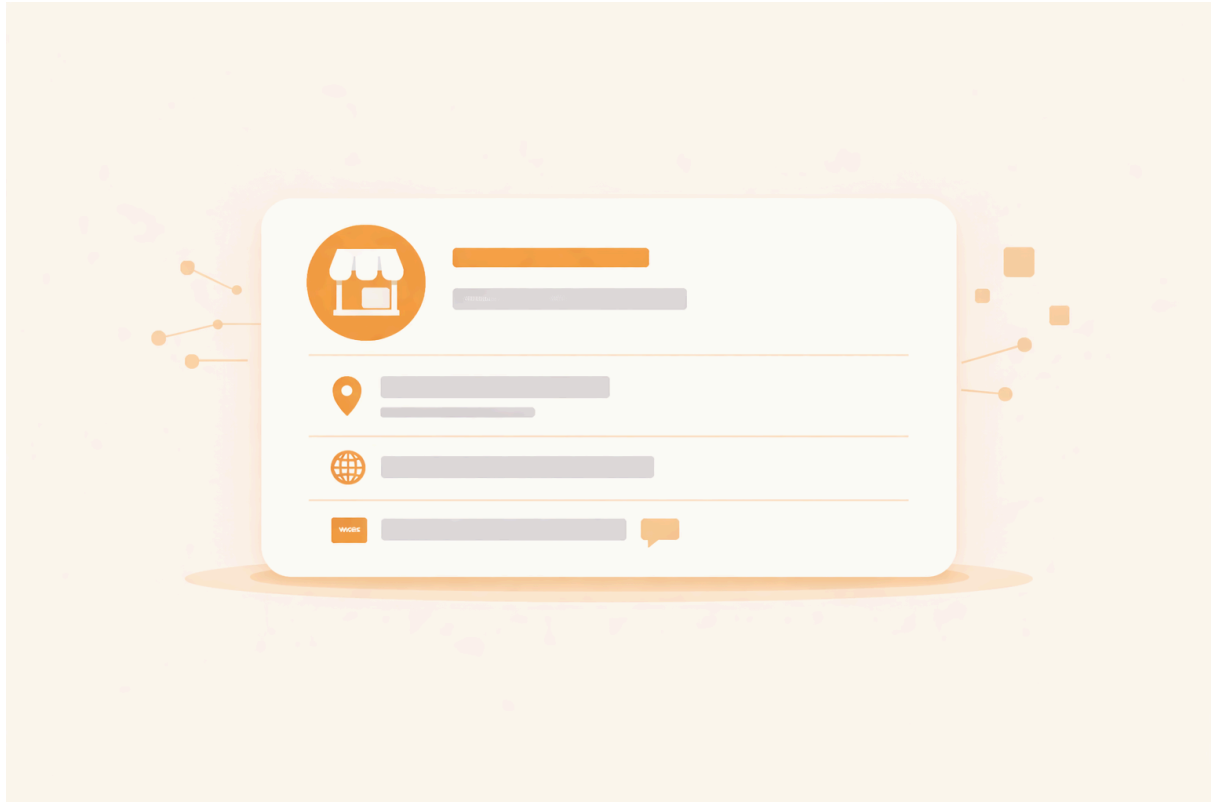
G. Hybrid Business

Hybrid businesses (local + online, multiple channels) appear in several discovery contexts at once, which increases the risk of mixed or conflicting signals. AI needs to reconcile local presence, online offerings, and brand identity into a coherent picture. As a result, more missions are relevant, and consistency across channels becomes especially important.

Instead of prioritizing the missions like the above business types, you are encouraged to skim through all mission chapters quickly and take note of the ones that would be relevant to your business. Then you can revisit your prioritized missions and complete them.

Sample Copy

Chapter 4. Baseline AI Visibility & Identity



Mission Brief (Missions 1-4)

Before deciding what to improve, it is necessary to understand what is currently happening.

The first few missions in this chapter establish a baseline view of how your business is understood by AI systems today. They focus on what AI associates your business with and the situations in which it is recognised. They also identify weak, vague or missing connections.

Once that visibility baseline is established, the final mission in this chapter turns attention to business outcomes. It helps you to define what success should mean in practical terms. This includes identifying which outcomes matter most, what signals

are currently contributing to them, and where gaps between visibility and results are most costly.

This chapter is foundational and intended to be completed first regardless of what type of business you are running.

Sample Copy

Mission 1 — Capture How AI Currently Describes Your Business

Objective

Establish a clear baseline of how AI currently understands and describes your business.

Background

AI assistants increasingly act as a filter between customers and businesses.

Before you try to improve how AI presents your business, you need an accurate, unedited picture of what AI currently sees.

Tasks

Task 1: Compare Google vs AI answers

1. Search Google for:

“<your service> in <your city>”

2. Ask your AI assistant:

“Who are the best <your service> providers in <your city>?”

3. Note differences in:

- which businesses appear

- how results are structured
- whether *you* appear
- how specific or generic the AI answer is

If your business provides multiple services or products. You can repeat the same for all of them but do try to generalize them into a manageable number.

Task 2: Capture raw AI descriptions

Ask your AI assistant 2–3 general questions, such as:

- “What is <Business Name> known for?”
- “Who should choose <Business Name>?”
- “Is <Business Name> trustworthy?”

Important:

- Do not edit, clarify, or correct the answers.
- Copy the responses as is.

Task 3: Record early visibility signals

Based on what you saw, tick any that apply:

- AI didn’t mention my business
- Google mentioned me, AI didn’t
- Competitors appeared first
- AI gave a generic (non-local) answer
- My business didn’t appear in the top 5–10
- Information looked outdated or inconsistent
- AI summary felt incomplete or vague
- AI described the category but not specific businesses

Then write one sentence as an overall assessment:

“AI currently sees my business as: **clear / partly clear / unclear / not visible.**”

Deliverables

Baseline entries added to [Artefact A: AI Visibility Snapshot]

- Raw AI responses
 - Initial visibility assessment statement
-

Mission 2 — Test the Stability of AI's Understanding

Objective

Assess how stable or fragile AI's understanding of your business is when questions change.

Background

A business with strong, consistent signals tends to produce stable AI answers.

If small changes in wording lead to very different responses, it usually means AI is unsure who you are or what you do.

This mission helps you distinguish signal strength from signal noise.

Tasks

Task 1: Ask variation questions

Ask your AI assistant 2–3 different question types, for example:

- “How does <Business Name> compare to others like it?”
- “What makes <Business Name> different?”
- “Is <Business Name> a local business?”

Capture the answers as is, just as in Mission 1.

Task 2: Compare responses

Place these answers next to your Mission 1 outputs and check:

- Do descriptions stay consistent?
 - Does your role or positioning shift?
 - Do competitors appear or disappear?
 - Does the level of confidence change?
-

Deliverables

Additional baseline evidence added to [Artefact A: AI Visibility Snapshot]

- Prompt variations
 - Notes on consistency vs inconsistency
-

Further Guidance

If answers vary a lot, it probably means your online signals are:

- incomplete,
- inconsistent, or
- spread unevenly across platforms.

In the next mission, we will use the deliverables here to identify key signal gaps.

Mission 3 — Identify What AI Gets Right vs Wrong

Objective

Identify the specific, actionable gaps between how AI describes your business and how your business actually operates.

Background

AI visibility improves when:

- accurate signals are reinforced, and
- misleading signals are reduced.

This mission defines where improvement will actually matter — not everything that could be better.

Tasks

Task 1: Review AI statements

Go through the AI outputs captured in Missions 1–2.

For each meaningful statement, label it as:

1. Accurate
2. Partly accurate or vague
3. Incorrect or misleading

Task 2: Convert issues into gap statements

For each item in (2) and (3), write a plain-language gap, such as:

- “AI doesn’t recognise our main service.”
- “AI is unsure whether we operate locally.”
- “AI underplays our credibility or experience.”
- “AI mixes us up with a broader category.”

Task 3: Prioritise upcoming missions using the Mission Map

Using the gaps and patterns you have identified so far, review the Mission Map.

For each mission chapter in the Mission Map, decide which of the following best describes how you should approach it:

- Prioritise – this area is likely to have a meaningful impact on your business outcomes and should be addressed early
- Skim – this area is relevant but not critical right now; a quick review is sufficient to check for blind spots
- Skip for now – this area appears low-impact, already sufficiently clear or irrelevant and can be revisited later if needed

The purpose of this task is to ensure that the work that follows is intentional. The missions are designed to be modular, and this step helps you decide where to focus your time rather than treating all missions as equally important by default.

Deliverables

- Initial list of actionable gaps recorded in [Artefact D: Signal Gap Log]
 - A prioritisation of upcoming mission chapters (prioritise / skim / skip for now), based on the gaps identified.
-

Mission 4 — Establish Your Business Outcome Baseline

Objective

Define a clear baseline for what “success” looks like for your business, so improvements in AI visibility can be evaluated meaningfully later.

Background

Better AI visibility is only valuable if it supports real business outcomes. Without a baseline, it becomes difficult to tell whether changes in AI visibility are actually helping your business.

You may already have some way of checking how your business is doing — even if it’s informal. This mission is not about creating a new reporting system. It’s about capturing a lightweight snapshot of your current business performance, so you have a reference point later.

Tasks

Task 1: Identify your primary outcomes

Write down the primary outcomes you want AI visibility to support, such as:

- more enquiries
- more qualified leads
- more store visits
- more bookings or product sales
- clearer positioning for the right audience

Keep this practical and specific. See Further Guidance for more tips on defining primary outcomes.

Task 2: Capture your current baseline

For your chosen outcomes, note:

- current rough volume (e.g. enquiries per month)
- where they usually come from
- any obvious seasonality or constraints

Estimates are fine. Precision is not required.

Task 3: Define a “good enough” improvement

Write one sentence that describes a meaningful but realistic improvement, for example:

- “If enquiries increase slightly but quality improves, that’s a win.”
 - “If AI mentions us correctly even once in local recommendations, that’s progress.”
-

Deliverables

- A completed [Artefact B: Business Outcome Baseline] including:
 - primary outcome
 - current baseline estimate
 - definition of “good enough” improvement
-

Further Guidance

Use what you already have

If you already:

- review sales monthly
- look at enquiries regularly

- track performance like website clicks, enquiries count, etc

Use those. This mission works best when it fits into how you already run your business.

Keep it directional, not perfect

You are not trying to measure precisely. A rough sense of the following is enough.

- what's working
 - what's stable
 - what's underperforming
-

This is the end of the Free Chapters of
this Book.

Continue your AI Visibility Missions
Get the Full Guide Below:

<https://aiviscity.gumroad.com/l/found-by-ai-guide>