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Local Business

SEO & AI Search Visibility Pack

A practical kit built for local business discovery across AI and search.

What's included:

Local AI Visibility Prompts

AI-Ready Local Page Checklist

Writing Content for AI Search

Working Prompts & Templates

Local Page Wireframes

The *48-Hour* Local Sprint

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Introduction

Get found by AI, not just Google

Your customers are already using AI tools to find and choose local businesses, asking ChatGPT, Gemini, Perplexity and Google AI Mode things like “who’s the best in my area?” before they ever click a website.

This handy pack helps make it clearer to those tools who you are, what you offer, where you operate and why local customers can trust your business.

To build a strong foundation for local visibility, this pack focuses on three areas:

- **Consistency:** Is your core business information accurate and aligned wherever it appears?
- **Structure:** Can customers and search systems clearly understand what you do and where you operate?
- **Trust:** Are there real signals that you’re credible and legitimate?

Strengthening these areas makes it easier for search engines, AI platforms and potential customers to understand your business accurately.

How to use this pack

- Assets 1–5 are your toolbox: use them to test where you stand, then fix and rebuild your pages.
- Asset 6: the 48-Hour Local Sprint: this is a guided plan that puts the whole toolbox to work in order. *Perfect to fit into a weekend if you can commit some spare time.*
- Work through the pack once and you’ll address many of the local SEO fundamentals that businesses continue to overlook.

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Local AI Visibility Prompts

Test how AI sees your business

These prompts help you quickly check how your business, services and reputation appear across AI-driven search.

How to use:

- Run these prompts in AI tools like ChatGPT, Gemini, Perplexity or Google AI Mode
- Replace the placeholders with your business, services, and locations
- Compare the AI answers with what actually exists on your site and profiles today

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Discovery prompts

Test whether AI knows you exist for your service in your area.

1. What's the best [service] in [suburb/city]?
2. Who offers [service] near [area]?
3. Recommend a [business type] in [city].
4. I need [service] in [suburb], who should I call?
5. What are the top-rated [business type] in [city]?

Review the responses

- ☐ Is your business named at all in the recommendations?
- ☐ If not, which competitors are surfaced instead?
- ☐ Is your service area understood correctly?
- ☐ Is the information about you accurate and up to date?

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Comparison prompts

Many AI-assisted search journeys involve comparison. Use these prompts to test how you stack up.

1. [Your business] vs [competitor], which is better for [service]?
2. What are the best-reviewed [business type] in [city]?
3. Which [business type] in [city] is best for [specific need]?
4. How do I choose between [business] and other [business type] in [area]?

Review the responses

- □ Is your business positioned as clearly and confidently as competitors?
- □ Are your genuine differentiators reflected?
- □ Are competitors described with stronger authority than you?
- □ Are your reviews or ratings referenced accurately?

Reputation & trust prompts

Identify authority and perception gaps.

1. Is [business] reputable and trustworthy?
2. What do people say about [business]?
3. How long has [business] been operating?
4. Is [business] licensed and insured? (where relevant)
5. What are [business]'s reviews like?

Review the responses

- □ Are trust signals (reviews, longevity, credentials) clearly referenced?
- □ Does AI rely on third-party sources more than your own site?
- □ Is anything inaccurate, vague or missing?
- □ Are licensing, insurance or accreditations picked up where they matter?

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Commercial intent prompts

Test how AI handles ready-to-buy, local purchase intent.

1. Where can I book/get a quote for [service] in [city]?
2. How much does [service] cost in [city]?
3. Who offers emergency [service] in [area] right now?
4. What's the best value [service] in [suburb]?

Review the responses

□ Does AI point people to your booking, quote or contact path?
□ Is your pricing context or "get a quote" approach represented fairly?
□ Are the same competitors repeatedly recommended instead of you?
□ Are there gaps where AI lacks enough information to recommend you?

Final Review

What to look for overall

After running the prompts, review the responses as a whole:
□ Is your business mentioned consistently across discovery, comparison and trust prompts?
□ Is the information accurate, complete, and aligned with how you want to be positioned?
□ Are competitors described more clearly or confidently than you?
□ Which services or locations feel under-explained, vague, or missing?

Use these insights to prioritise which pages and profiles need clearer structure, stronger signals, or updated content, then work the 48-Hour Sprint (Asset 6).

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AI-Ready Local Page Checklist

Audit your local *money* page

A practical checklist for the service and location pages that win local customers in this visibility era. Work through each section and fix any gaps before publishing your pages.

1. Clarity & Messaging

Goal: help buyers understand what you do and where, quickly.

□ H1 includes the exact service and location (e.g. “Emergency Plumber in Bondi”)

□ Intro paragraph states what you do, who it’s for, and where you operate

□ Key services shown clearly above the fold

□ “Areas We Serve” section with named suburbs/regions

□ FAQ section answering common local questions (cost, timing, coverage)

2. Local Entity Signals

Goal: help AI and search clearly understand who and where you are.

□ Business name, phone number and other public business details are consistent with your **Master Business Information**

□ Core details align with your Google Business Profile

□ Service area clearly defined

□ Google Business Profile claimed, complete and current

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3. Page Structure & Technical

Goal: make the page easy to read, crawl and interpret.

□ Clean URL includes the service and/or location

□ Title tag reflects the service and area

□ Meta description summarises the service, area and a key benefit

□ Appropriate structured data is implemented and accurately reflects the visible page content

□ Page loads quickly and performs well on mobile

□ “Last updated” or freshness signal included

4. UX & Trust

Goal: reduce friction and reinforce confidence.

□ Click-to-call and a quote/contact CTA visible without scrolling

□ Address, map and “Get Directions” link included where customers visit the location

□ Opening or service hours clearly shown where relevant

□ Licensing, insurance or accreditation displayed where relevant

□ Reviews / star ratings visible on the page

5. Proof & Social Signals

Goal: show you’re real, credible and locally trusted.

□ Reviews shown with ratings and counts where available

□ Testimonials from named local customers

□ A case study or before/after example

□ Awards, certifications or memberships displayed

□ Real photos of your team, premises or work, not stock

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6. AI Readiness

Goal: improve how you're surfaced and described in AI search.

□ Natural local language used (e.g. "best [service] in [suburb]")

□ Service-area terms used the way customers actually search

□ Internal links to your Contact page and related services

□ Content answers common local comparison and "near me" questions

□ All claims accurate and defensible

7. Ongoing Maintenance

Goal: stay accurate, competitive and AI-readable over time.

□ NAP reviewed regularly across all platforms

□ Hours updated for public holidays and seasonal changes

□ New reviews responded to

□ Schema validated after major page updates

□ Business searched in AI tools to review how it's described

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Writing Content for AI Search

Write content AI can understand

Clear, specific content helps customers understand your business and makes it easier for search and AI systems to interpret it accurately. Use these principles across your *service*, *location* and *About* pages.

1. Say exactly what the page is about, immediately

Help visitors understand the page immediately by stating the service and location near the beginning.

Example

WEAK

We're a family-owned team passionate about delivering exceptional service to our valued community.

STRONG

We're a licensed electrician serving Geelong and the Bellarine Peninsula, specialising in same-day residential repairs and switchboard upgrades.

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2. Structure content so it can be summarised accurately

Clear sections make content easier for customers to navigate and help search systems interpret the relationship between different topics.

- Use descriptive headings
- Keep paragraphs short
- Use bullet points for services, areas, and specifics
- One idea per section

3. Use explicit, entity-based language

AI relies on clear entities: full business name, service, suburb, licences.

Example

WEAK

We handle all your needs with reliable, professional care across the local area.

STRONG

Northside Guys Plumbing is a licensed plumber (Lic. 12345) serving Brunswick, Coburg and Preston, offering blocked-drain, hot-water and gas-fitting services.

4. Include clear, self-contained factual statements

Add two or three concise statements that communicate useful facts without relying on surrounding context.

Example: “We offer 24/7 emergency plumbing across Melbourne’s inner north, with a one-hour response guarantee.”

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5. Clearly explain services and service areas

AI surfaces local results based on what you do and exactly where you do it.

- Name the suburbs and regions you serve
- State who each service is best for
- Call out limitations (e.g. “residential only”) clearly

6. Write content that supports comparison

Many local AI results are comparative. Help AI understand how you differ.

Example

WEAK

We’re the best choice for all your roofing needs.

STRONG

Unlike most local roofers, we offer a 25-year workmanship warranty and free drone roof inspections across the Sunshine Coast.

7. Keep content accurate and current

- Avoid vague timing phrases like “recently” or “new”
- Keep hours, service areas and pricing context up to date
- Refresh content when services or coverage change
- Include a visible “last updated” reference where appropriate

8. Avoid fluff and over-optimisation

Vague, repetitive and over-optimised copy is less useful to customers and can weaken the overall quality of a page.

- Avoid keyword stuffing and repeated copy across pages
- Avoid unsupported superlatives
- Lead with facts customers actually search for

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Working Prompts & Templates

Generate everything you need

Copy these prompts into any AI tool and swap in your details, then use the templates to structure your pages. These are the assets the 48-Hour Sprint refers to.

Master NAP worksheet

Lock the exact version of your details, then paste them identically everywhere.

□ Business name (exact, including “Pty Ltd” or not): _____

□ Address (single consistent format): _____

□ Phone (single consistent format): _____

□ Primary website URL: _____

□ Public email: _____

□ Opening hours: _____

Category Prompt (Google Business Profile)

“I run a [business type] based in [suburb/city] offering [main services]. Suggest the single most relevant primary Google Business Profile category, followed by a small number of additional categories that genuinely describe the business. Only suggest categories that currently exist. Explain why each category is relevant, and remind me to verify them in Google Business Profile before making changes.”

Service Prompt (Google Business Profile)

“For a [business type] in [city] offering [services], organise the services I genuinely provide into a clear list for my Google Business Profile. Write a short, accurate description for each in plain language. Do not add services that aren’t included in the information supplied.”

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Schema Prompt (LocalBusiness JSON-LD)

“Generate valid LocalBusiness JSON-LD schema for the following business. Use exactly this information and no placeholders: Name [ ], Address [ ], Phone [ ], URL [ ], Opening hours [ ], Service area [ ], Price range [ ]. Include geo coordinates if provided. Output the draft code only. Do not invent missing information or include claims that aren’t visible on the website.”

Treat AI-generated schema as a draft. Check that it accurately reflects the visible page content, review it against Google’s current LocalBusiness documentation and validate it using the Rich Results Test before publishing. Ask a developer or SEO specialist for help if you’re unsure.

Local Links Prompt (outreach)

“I run [business] in [suburb/city]. Suggest 10 realistic local link and citation opportunities (suppliers, partners, local directories, community groups, sponsorships). For the top 3, draft a short, friendly outreach message requesting a listing or mention with my correct business name, address and phone.”

Service Page Template

Consider a dedicated page for each distinct service, provided you have useful and original information to properly answer that customer need:

- H1: [Service] in [Suburb/City]
- Intro (40–50 words): what the service is, who it’s for, where you operate
- What’s included / how it works
- Why choose us: real differentiators, not adjectives
- Areas we serve: named suburbs/regions
- Proof: reviews, testimonials, before/after
- FAQs: cost, timing, coverage, guarantees
- Clear CTA: call, quote or book (repeated above and below the fold)
- Internal links to Contact and related services

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About Us Template (E-E-A-T)

- Who you are and how long you've operated locally
- Owner / lead name, credentials and a real photo
- Licences, insurance, accreditations and memberships
- The areas you serve and what you're known for
- Links back to your services and to author/owner info

Case Study Template

- What you did (the job/service)
- Where you did it (suburb/region)
- Before/after photos
- A short testimonial from the customer
- Published as a standalone page or blog post, linked from the relevant service page

E-E-A-T Checklist

Review your current local credibility:

□ Real owner/team named with credentials and photos
□ Licences, insurance and accreditations visible
□ Genuine reviews and testimonials on-site and on GBP
□ Case studies or portfolio of real local work
□ Consistent NAP and business identity everywhere
□ Content demonstrates first-hand local experience

WIREFRAME | Local Service Page

Asset 1: AI Visibility Prompts
Asset 2: AI-Ready Page Checklist
Asset 3: Writing Content for AI Search
Asset 4: Working Prompts & Templates
Asset 5: Local Page Wireframes
Asset 6: The 48-Hour Local Sprint

BREADCRUMBS

Home › Services › [Service] › [Suburb]. Add BreadcrumbList schema so AI and bots understand your site structure.

ABOVE THE FOLD

H1, a 40–50 word intro (what you do, who it's for, where you operate) and your primary CTA, all visible without scrolling.

PROOF & REVIEWS

Show reviews with ratings and counts, testimonials and before/after work, social proof for buyers, useful proof for customers and search systems.

Website Header

HOME › SERVICES › [SERVICE] › [SUBURB]

H1: [Service] in [Suburb]

★★★★★ 4.9 (128 reviews)

Call Now | Get a Quote

Licensed | Insured | 20 yrs

<h2> What we do / How it works </h2>

Why choose us

Benefit | Benefit | Benefit | Benefit

Areas We Serve

[Suburb] [Suburb] [Suburb] [Suburb]
[Suburb] [Suburb] [Suburb] [Suburb]

Reviews & proof

★★★★★

“ Local testimonial ”

Before | After | Case study

Find us / Service area

[Business Name]

Get Directions

Open · Mon–Sat 8–6

FAQs

<h2> Long-tail local question </h2> +
<h2> Long-tail local question </h2> +
<h2> Long-tail local question </h2> +

Get your free quote today →

Website Footer

H1 HEADING

Use the exact [Service] in [Suburb/City]. Give each page one clear service and location focus; avoid vague headings or pages that substantially overlap.

NAP & CLICK-TO-CALL

Business name, address and phone consistent with your Master NAP. Click-to-call and 'Get a Quote' up top.

TRUST SIGNALS

Licences, insurance, accreditations, guarantees and years operating, useful credibility signals for customers and search systems.

LOCATION & MAP

If customers visit this location, include the address, opening hours, an embedded Google Map and a “Get Directions” link. For service-area businesses without a customer-facing premises, clearly describe the genuine areas served instead.

FAQs

Accordion FAQs targeting local, comparison and 'near me' questions.

This wireframe is intended for genuine, customer-facing locations. Do not create location pages for addresses where the business does not operate or where customers cannot be served.

WIREFRAME | Location/Contact Page

BREADCRUMBS

Home › Locations › [Suburb]. Add BreadcrumbList schema so AI understands your location hierarchy.

EMBEDDED MAP

Embed a real Google Map with geo coordinates + 'Get Directions'. Add structured data only where it accurately describes the visible content on the page.

CONTACT FORM

Keep it short. A simple, real contact path builds trust; don't hide the phone behind a form.

LOCATION REVIEWS

Show reviews tied to this location, with ratings and counts where available, valuable proof for customers and search systems.

Website Header

HOME › LOCATIONS › [SUBURB]

Premises photo

H1: [Business] — [Suburb]

★★★★★ 4.9 (86 reviews)

12 Example St, [Suburb] VIC 3000

Call (03) 1234 5678

Call Now | Get Directions

Find us — [Suburb]

Send us a message

Name

Email

Phone

Message

Send

Opening hours

Mon–Fri	8:00 – 6:00
Saturday	9:00 – 2:00
Sunday	Closed
Public hols	By appt

Serving [Suburb] & surrounding areas

Services at this location

[Service] › | [Service] › | [Service] › | [Service] ›

Reviews

★★★★★ — *Local customer*

★★★★★ — *Local customer*

Areas served nearby

[Suburb] | [Suburb] | [Suburb] | [Suburb] | [Suburb] | [Suburb]

FAQs

<h2> Long-tail local question </h2> +

<h2> Long-tail local question </h2> +

Book an appointment →

Website Footer

H1 HEADING

Name the business and the suburb, e.g. [Business] in [Suburb]. Avoid duplicate boilerplate across locations.

NAP CONSISTENCY

Business name, address and phone identical to your Master NAP and Google Business Profile, exactly.

CLICK-TO-CALL & CTA

Click-to-call, 'Get Directions' and a clear CTA visible up top on every device.

OPENING HOURS

Accurate hours with openingHours schema. Keep public holidays and seasonal changes current.

AREAS SERVED

List genuine nearby suburbs served from here, avoid thin, duplicated location pages.

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The 48-Hour Local Sprint

Put your new toolbox to work

Think of this like your own personal *sprint* project. Two days. One weekend.

Work through each task in order. Each one is manageable, and together they build a clearer, more consistent local presence. By the end, you'll have strengthened the information search engines, AI platforms and customers can use to understand your business.

Day 1: Fix your consistency

1. Lock in your master NAP

- Decide the exact version of your business name, address, phone and URL
- Use the Master NAP worksheet (Asset 4) and paste it into a note to reuse everywhere

2. Optimise your Google Business Profile

- Log in with the correct account; update name, address, phone, website and hours
- Use the Category Prompt (Asset 4) to review and select the most relevant primary and additional categories
- Add all relevant services using the Service Prompt (Asset 4)
- Upload 5–10 fresh photos and add a short description
- Double-check everything matches your Master NAP

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Day 1 continued

3. Add LocalBusiness Schema

- Generate your JSON-LD with the Schema Prompt (Asset 4)
- Add the code to your website (plugin or manual header)
- Test in Google's Rich Results Test and fix any errors

DAY 1 GOAL

Your core business information is clearer, more consistent and easier to interpret across your website and Google Business Profile.

Day 2: Fix your Structure & Trust

4. Build or update your service pages

- Create or improve a page for each distinct service where there is a genuine customer need. Use the Service Page Template (Asset 4)
- Add city/suburb references and an "Areas We Serve" section
- Add FAQs and internal links to your Contact page
- Run each page against the AI-Ready Local Page Checklist (Asset 2)
- Publish them and connect them through a clear site structure, using relevant navigation and internal links

5. Strengthen your location signals

- If customers visit a physical location, embed your Google Map on the Contact page and add a "Get Directions" link
- Link every service page back to your Contact page

6. Add real trust signals

- Review your credibility using the E-E-A-T Checklist (Asset 4)
- Update your About page using the About Us Template (Asset 4)
- Add owner name, credentials and a real photo; link back to services and author info

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Day 2 continued

7. Publish one case study

- Use the Case Study Template (Asset 4): what you did, where, before/after photos, a short testimonial
- Upload it as a standalone page or blog post

8. Get one local link

- Use the Local Links Prompt (Asset 4)
- Contact one partner, supplier or local group
- Request a simple listing or mention with your correct NAP

DAY 2 GOAL

Your site explains your services and locations more clearly, with stronger trust signals to help customers and search systems evaluate your business.

Outcome after 48 hours

You've strengthened three important foundations of local visibility:

Consistency. Structure. Trust.

Your business now has a clearer foundation across search and AI platforms: who you are, what you offer, where you operate and why customers can trust you.

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Need a hand?

Ready to take your local visibility further?

You've completed the groundwork. Now you may be ready for a strategy tailored to your business, market and competitors.

A dedicated Local SEO & AI Search Masterplan can help uncover where visibility is being lost, where competitors are gaining ground and which opportunities should be prioritised first.

Get in touch with the StudioHawk team to request your free Masterplan.

Request My Free Masterplan

This guidance last reviewed: September 2026