

Get Recommended by ChatGPT: the AI-search visibility playbook

Find out how often ChatGPT, Google's AI Mode and Perplexity name your business when locals ask, then close the gaps in 30 days.

LOCAL SERVICE BUSINESSES EDITION · FREE SAMPLE

NEUROVA AI
SOFTWARE DEVELOPMENT

About this guide

GUIDE	Get Recommended by ChatGPT: the AI-search visibility playbook
EDITION	Local service businesses
VERSION	1.1 · last tested November 2026
PUBLISHER	Neurova AI · neurova-ai.com

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This free sample contains chapter 01. The full guide has all 6 chapters, plus the prompt library and the checklist.

The promise. Over one week, in about an hour in total, you'll measure your **AI mention rate**: how often each assistant names you for the searches that bring you customers, and which websites it trusts instead. Then, in 30 days of short tasks, you'll fix the signals those assistants rely on and re-run the same test to see the difference.

Licence. This is a free sample. You are welcome to share it as it is.

Examples. The worked-example business in this guide is fictional. The build is real: every step was carried out on the tools named, on the date above. Case studies from real companies are cited with their source.

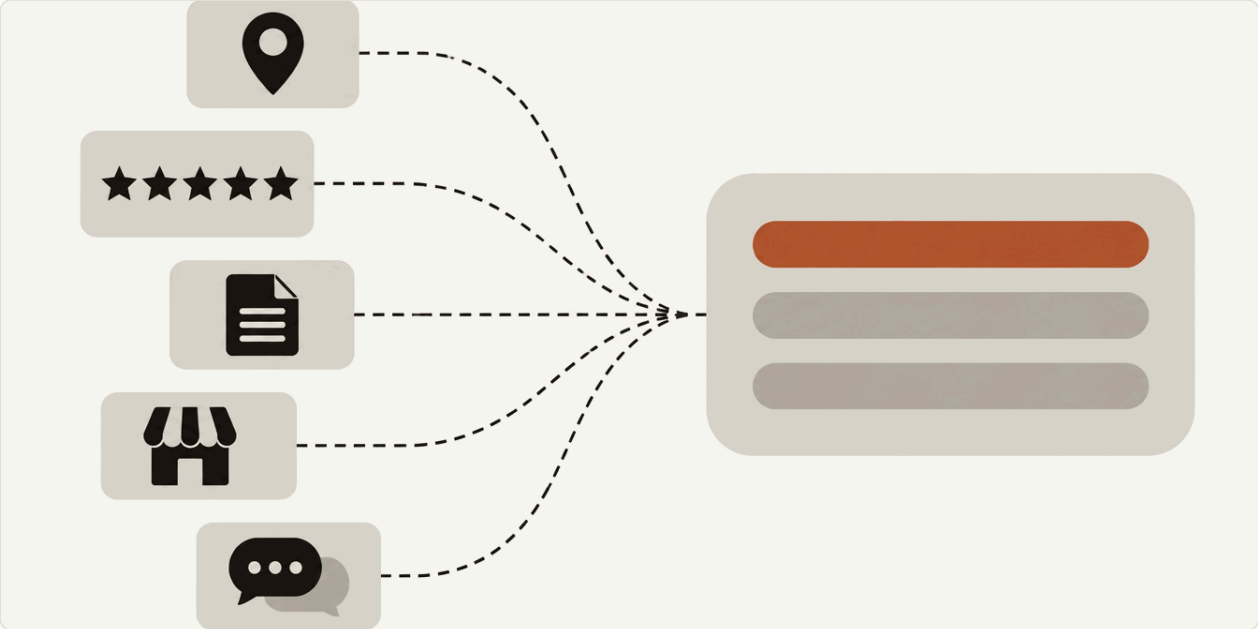
Tools change. AI products update often. If a screen looks different from the one described, the method still applies; owners get free updated versions in their library.

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CHAPTER 01

How AI assistants pick local businesses

When someone asks ChatGPT for a good physiotherapist nearby, there's no advert auction behind the answer. The assistant searches, reads what the web already says about local businesses, and writes a short list. This chapter shows you where it reads, so you know what to fix.



YOU'LL HAVE	A clear picture of the five places AI assistants look, and the three facts that change how you measure success
TIME	15 minutes

Search used to end with ten blue links and a map. AI assistants end with **a short list of names**: about four in ChatGPT, three or four in Google's AI Mode, and in our own test Perplexity named just one. If you aren't on that list, you aren't on page two. You simply aren't there.

People have already moved. In BrightLocal's 2026 consumer survey, **45% of people had asked an AI tool for a local business recommendation in the past year**. Most local businesses have never checked what those tools say about them.

The five places AI looks

In September 2026, BrightLocal published the largest study of local AI answers so far: about 200,000 local searches in ChatGPT, Google AI Mode and Google AI Overviews, and 1.9 million citations, the links each assistant showed as its sources. They show where the answers come from.

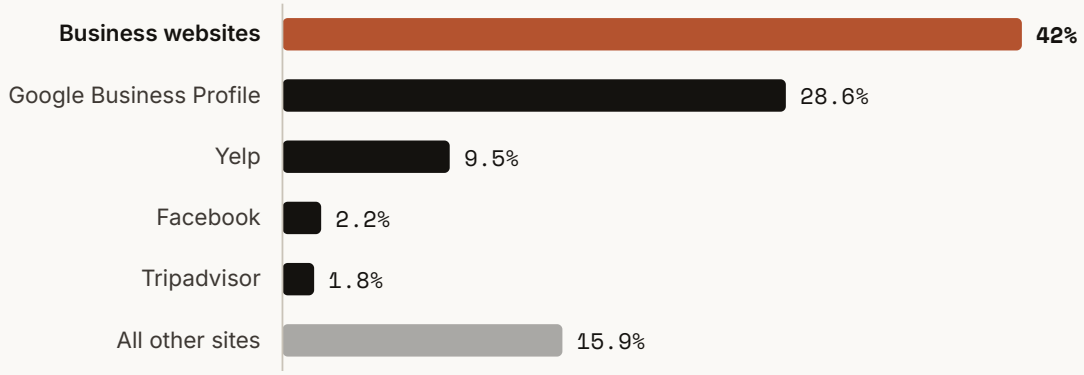


Fig 1.1 Share of all citations in local AI answers. Source: BrightLocal Local AI Visibility Study, September 2026

In plain terms, that gives you five places to work on:

1. **Your own website.** It is the single biggest source, at 42% of citations. AI assistants quote sentences, so they need sentences that say what you do, for whom, where, and how to book.
2. **Your Google Business Profile.** Over a quarter of all citations, and the profile behind most local listings people see on Google.
3. **Review and directory sites.** Yelp alone accounts for almost one citation in ten. Facebook, Tripadvisor and hundreds of industry directories make up the long tail.
4. **Reviews themselves.** Assistants quote them as reasons: "5.0 from 195 reviews", "reviewers mention runner's knee".
5. **Mentions elsewhere.** Local press, "best of" lists, community threads. In our own test, Perplexity's only pick for one question came from a single Reddit comment.

> THE QUICKEST WIN
>
> Most businesses already have places 2 and 4 in decent shape. The gap is usually place 1: a website that never states, in one plain sentence, *what* you do, *for whom* and *where*. An assistant can't quote what isn't written.

Three facts that change how you measure

1. AI answers are not Google Maps. In the same study, a business that appeared in the Google Maps results was mentioned 66% of the time, but only 32–38% of the time in AI answers. A strong Maps ranking does not carry over automatically.

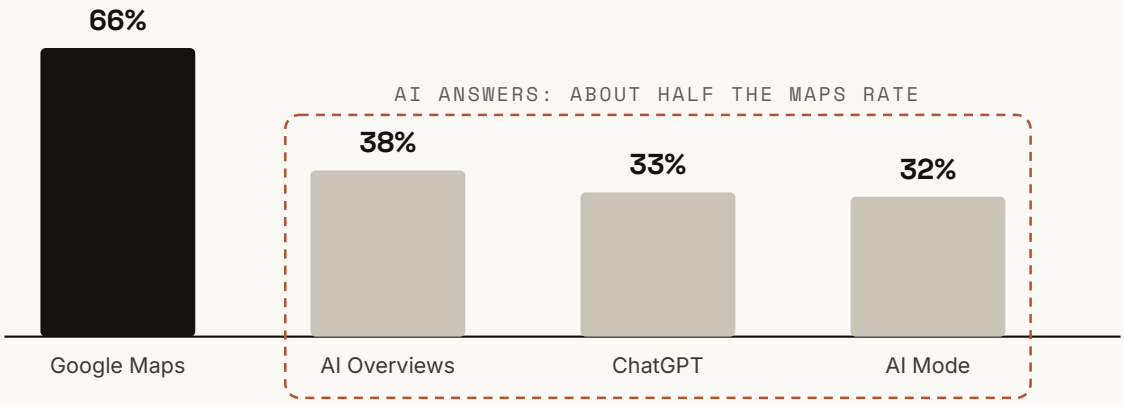


Fig 1.2 How often businesses were mentioned: Google Maps vs AI answers. Source: BrightLocal, September 2026

2. Answers change every time you ask. Ask the same question twice and only 20–33% of the businesses named overlap between runs; a business reappears in later runs only about half the time. One check tells you almost nothing. That is why chapter 2 measures a **rate** across several runs, never a single answer.

3. Local means close. Between 53% and 59% of the businesses AI picks are within 5 km of the place in the question. Businesses without a public address (service-area businesses) are mentioned less often: 29% against 34% for storefronts. If you travel to customers, chapter 3 shows you how to make up for it.

WHAT THIS GUIDE WON'T DO

There is no trick, no paid placement and no "AI ranking" service that buys you a spot. Every step in this guide makes true information about your business easier for an assistant to find, check and quote. That is also why it lasts.

WHAT NEXT

Get the full guide

You've read the first chapter. The full guide takes you through all 6 chapters of the build, step by step, with every prompt ready to copy and a checklist to work from.

02 **The one-week audit**

Twelve customer questions, three assistants, three runs. About an hour in total.

03 **Week 1: the foundations**

Your website, your profiles and your details, fixed once and for all assistants.

04 **Weeks 2–3: reviews and mentions**

A review routine that stays inside the rules, privacy-safe replies, and the listings AI actually reads.

05 **Week 4: re-test and keep it running**

Measure the change honestly, then turn it into a 30-minute monthly habit.

06 **Troubleshooting**

The six snags that come up most, and what to do about each.

SEE THE FULL GUIDE

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