



LOCAL AI SEARCH READINESS CHECKLIST

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Step-by-step guide to help shops, restaurants, and service providers prepare for AI-powered search in 2025

Introduction

AI search is changing how customers find local businesses. Instead of scrolling through long lists of links, people now ask Google's AI Overviews, Bing Copilot, or ChatGPT:

- *"Where's the best café near me?"*
- *"Which dentist is open on Sunday?"*
- *"What's the top-rated plumber in my area?"*

If your business details aren't easy for AI to read and trust, you risk being left out. This checklist gives you simple, practical steps to make sure your shop, clinic, or service gets found and recommended.

Step 1 – Update Your Google Business Profile (GBP)

Your Google Business Profile is the #1 place AI pulls information from.

- Check that your hours, phone, website, and address are up to date.
- Add your services or menu items in detail.
- Upload new, high-quality photos of your location, products, or team.
- Use the description box to highlight your specialties.

Pro Tip: Businesses with complete GBPs are 70% more likely to attract location visits.

Step 2 – Build Local Cluster Pages

Your website should prove you're an authority in your local area.

- Create a separate page for each service (e.g., "Boiler Repairs," "Wedding Flowers," "Teeth Whitening").
- Add "location pages" for the areas you serve (e.g., "Plumber in Oxford").
- Link these pages together and back to your homepage.

Example: "Plumbing Services in Oxford: Complete Guide" → links to pages about boiler repair, emergency callouts, and maintenance tips.

Pro Tip: AI looks for clear topic clusters to confirm you're relevant to local searches.

Step 3 – Add FAQs Customers Ask

AI tools love direct, clear answers to real questions.

- Find common questions on Google's "People Also Ask" or AnswerThePublic.
- Write answers in 50–80 words, conversational and straightforward.
- Place FAQs at the bottom of service pages or your homepage.

Example:

Q: *Do you offer emergency plumbing services?*

A: Yes, we provide 24/7 emergency plumbing in Manchester. Call us anytime, and one of our qualified engineers will be at your home within 2 hours.

Step 4 – Collect & Showcase Reviews

AI search trusts what your customers say about you.

- Ask happy customers to leave reviews on Google and Yelp.
- Reply to every review, even the negative ones.
- Add testimonials and star ratings to your website.

Pro Tip: A steady stream of fresh, positive reviews tells AI your business is active and trusted.

Step 5 – Apply Local Schema Markup

Schema markup is hidden code that labels your business info.

- Add **LocalBusiness schema** (address, phone, opening hours).
- Use **FAQ schema** for your question-and-answer blocks.
- Add **Review schema** to highlight testimonials.
- Free generators (like TechnicalSEO.com) let you copy and paste the code without coding skills.

Pro Tip: Schema increases your chance of being pulled into AI answers and rich search results.

Step 6 – Format for AI

Make your content easy to scan.

- Use short paragraphs (2–3 sentences).
- Break up text with bullet points and headings.
- Add summaries or “Need to know in 30 seconds” boxes.
- Write in a natural, conversational tone (great for voice search).

Pro Tip: AI tools prefer concise, structured content they can lift directly.

Quick Wins Timeline

- **This Week:** Update your Google Business Profile and ask one customer for a review.
- **This Month:** Add 2–3 FAQs to your top service page.
- **This Quarter:** Create at least one cluster page and apply schema markup.

Tracking Your Progress

- Use **Google Search Console** to check impressions and clicks.
- Search for your service + “near me” and see what AI shows.
- Track reviews each month (number, quality, and recency).

Resources & Next Steps

Getting AI-ready doesn't require hiring an expensive agency. Start small, use this checklist, and improve step by step.

👉 Want to go further?

- **DIY PDFs in Our Shop:** Guides for FAQs, schema, and cluster pages.
- **Done-for-You Service:** Let a Tech VA (that's me!) prepare your business for AI search.

Every update you make increases your visibility. The sooner you start, the sooner you'll be recommended when customers ask AI for your service.

Djangify

I'm the Tech VA who helps small business owners get their websites AI-search ready

<https://www.djangify.com>