FREE PLAYBOOK · DECEMBER

Show up when customers ask ChatGPT

A 5-step workbook for local businesses

More customers are asking ChatGPT and Google's AI things like "who's the best plumber near me?" This workbook gives you the prompts, checklists and scripts to work through, so your business is easier for those tools to find and describe.

Get found. Get booked. Get chosen.

Why this matters, and how to use it

People now ask ChatGPT, Gemini, Perplexity and Google's AI for a local tradie or service. Those tools do not have a private list of "best" businesses. They work from what they can find in public places: maps and business listings, review sites, directories, and your own website.

TOOL	WHERE IT TENDS TO LOOK
Google's AI, including Gemini and AI Overviews	Google Search and Google Maps, including your Google Business Profile, plus pages Google has indexed. An AI Overview does not appear for every search, and a complete profile is not a promise you will be mentioned.
ChatGPT	The public web, often through web search (widely associated with Bing's index), plus directories, review sites and your website. OpenAI has not documented a direct feed from Google Business Profile. If your site blocks OAI-SearchBot, your pages are less likely to be quoted.
Perplexity	Live web search, with sources cited. Allowing its crawler, PerplexityBot, helps your pages be available. It does not decide who gets recommended.

WATCH OUT

Nobody controls what an AI assistant says. Answers change from day to day, and from one person to the next. This playbook helps you put clear, consistent facts in the places those tools look. It does not guarantee that your business will be mentioned.

Work through it, don't just read it

Write on the scorecard, tick the lists, and copy the scripts. You will need a computer, your website and email logins, your Google account, and your trading name, phone, ABN and any licence numbers. A Microsoft account and an Apple Account help if you will claim Bing Places and Apple Business. Work through the steps in order, then repeat the test in Step 1 about once a month.

STEP	ROUGH TIME, FIRST PASS	WHAT YOU WILL DO
1. Test yourself	30–45 minutes (about 15 when you repeat it)	Run the prompts and fill in the scorecard
2. Listings	1–2 hours, plus photos	Complete Google, then claim Bing and Apple
3. Website	Half a day to a day, depending on your site	Write a clear homepage line, services and About page
4. FAQs	About 1–2 hours	Publish 5–8 real questions, in the customer's words
5. Mentions	1–2 hours to set up, then a few minutes after each job	Claim a few directories and start asking for reviews

Times are a guide only. A first pass takes longer than a later update, and it depends on how complete your listings and website already are.

STEP 1

Test yourself

Before you change anything, see what the tools already say. Use the same wording in ChatGPT, Gemini, Perplexity and Google. For Google, search the same questions and note whether an AI Overview appears. Fill in the scorecard on the next page, then repeat the test about once a month.

Replace the brackets with your real service and suburb. Copy one prompt at a time. Do not add your business name except in prompt 5.

PROMPT 1 · BEST IN YOUR SUBURB

Who's the best [your service] in [your suburb]?

PROMPT 2 · OPEN NOW, NEAR ME

Who is a reliable [your service] near [your suburb] that is open now?

PROMPT 3 · URGENT OR EMERGENCY HELP

Who should I call for a [urgent job — for example a burst pipe, no hot water, or a power outage] in [your suburb]?

PROMPT 4 · RELIABLE, WITH GOOD REVIEWS

Who would you recommend as a reliable [your service] in [your area] with good reviews?

PROMPT 5 · A STRAIGHT COMPARISON

Compare [your business name] and [a local competitor you are often compared with] for [your service] in [your suburb].

PROMPT 6 · A SPECIFIC JOB

I need a [your service] in [your suburb] who can [a specific job you actually do]. Who would you suggest, and why?

QUICK TIP

Use a private or incognito window and stay signed out. Put the suburb in the prompt. Save screenshots so you can compare next month. If you work a wider area, run prompts 1 and 4 again for one nearby suburb.

WATCH OUT

An AI Overview does not appear for every Google search. If one does not show, tick "No overview" and move on. Do not treat a single test as a verdict — look at what changed when you re-test in 30 days.

Your test scorecard

For each prompt, tick whether you were mentioned, note roughly where you appeared (for example 1st, 3rd, or not listed), and jot down who else was named. Leave a box blank if the tool did not give a list.

DATE OF THIS TEST _____

SUBURB USED IN THE PROMPTS _____

NEXT TEST DATE (ABOUT 30 DAYS) _____

PROMPT	CHATGPT	GEMINI	PERPLEXITY	GOOGLE AI OVERVIEW
1. Best [service] in [suburb]	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N / No overview Position: _____ Who else:
2. Reliable and open now	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N / No overview Position: _____ Who else:
3. Urgent or emergency job	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N / No overview Position: _____ Who else:
4. Reliable, with good reviews	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N / No overview Position: _____ Who else:
5. Compare you with a competitor	Mentioned? Y / N What it said: _____	Mentioned? Y / N What it said: _____	Mentioned? Y / N What it said: _____	Mentioned? Y / N / No overview What it said: _____
6. A specific job you actually do	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N Position: _____ Who else:	Mentioned? Y / N / No overview Position: _____ Who else:

STEP 2

Fix your listings

Start with a complete, verified Google Business Profile. Google's own AI and Maps can draw on it, and other sites often copy these details. Write one version of your name, address and phone, then use it everywhere.

Trading name: _____

Address (or "service-area business, no street shown"): _____

Phone: _____ Website: _____

- [ ] **The profile is claimed and verified**
  You must be verified before all edits will show on Search and Maps.

- [ ] **The name is your real trading name — no extra keywords or slogans**
  Google's guidelines ask for the actual business name, not "Best Plumber Springwood 24/7".

- [ ] **Primary category is the single best match for what you mainly do**
  Add secondary categories only for work you actually offer. Google allows up to nine more.

- [ ] **Service areas, hours and public-holiday hours are accurate**
  List only places you genuinely cover. Set special hours for Christmas Day, Boxing Day, New Year's Day, Australia Day, Good Friday, Easter Monday, Anzac Day, and any other day you close or change hours.

- [ ] **Each service is listed with a short description, and photos are real and recent**
  Shoot your logo, the shopfront or a branded vehicle, the team at work, and typical jobs (with permission). Skip stock photos. Google currently limits the description to 750 characters and does not allow URLs, HTML, prices or promotional offers.

DESCRIPTION TEMPLATE

[Business name] is a [your trade] based in [suburb], serving [service area]. We help [homeowners, businesses, or both] with [two or three main services]. [Optional, only if true: We hold [licence type] licence [number].] [One true sentence about how you work.]

ALSO CLAIM BING AND APPLE

Some assistants look at Bing's index and at Apple Maps, not only at Google. Claim Bing Places for Business at bing.com/forbusiness, and claim your listing in Apple Business at business.apple.com (this replaced Apple Business Connect in 2026). Use the same name, address, phone, hours and website as Google. If a listing already exists, claim it rather than creating a second one.

STEP 3

Say it plainly on your website

Your website is the one source every assistant can read if you let it. Write the important facts as ordinary text, not only in images or PDFs. A customer should understand who you are, what you do and where you work in a few seconds.

A homepage “who we are” line

Put one clear sentence near the top of the homepage, before someone has to scroll. Fill this in and use it.

We’re a _____

in _____

who _____.

For example: “We’re a plumbing business in the Lower Blue Mountains who help homeowners with repairs, hot water and bathroom work.”

A simple services page

- What the service is, in everyday words
- Who it is for, and what a typical job includes
- The area you cover, and how to enquire or book, with the same phone number as your listings

SUBURB PAGES

A page for each suburb only helps if you can write something genuinely different — the work you actually do there, and a link back to the service. If you cannot, one services page that names each suburb you cover is better than copy-paste location pages.

ABOUT PAGE

Include only what is true and current: trading and legal names, ABN, licence numbers, how long you have been in business, current association memberships, who does the work, the suburbs you serve, and a photo of the real people.

EXAMPLE · FICTIONAL Vague: “We provide quality solutions to the community.” Clear: “We’re a plumbing business in the Lower Blue Mountains who help homeowners with repairs, hot water and bathroom work, based in Springwood and working across Blaxland, Glenbrook and Winmalee.”

FOR YOUR WEB PERSON

Ask them to add LocalBusiness structured data that matches the name, address, phone, hours and area already written on the page, and to check that Googlebot, OAI-SearchBot and PerplexityBot are not blocked. The code must match the visible text, and it does not guarantee you will appear in AI answers. They can test the page in Google’s Rich Results Test.

STEP 4

Answer the questions people actually ask

Add an FAQ with five to eight questions you already hear from customers, written in their own words. Do not invent questions you have never been asked.

Where to find real questions

- Phone calls, voicemail, SMS and emails
- Website enquiry forms and social comments
- Your existing Google reviews
- Google's "People also ask" box when you search your service and suburb

A simple answer formula

1. **Direct answer first.** A sentence that stands on its own.
2. **A little detail.** What happens next, or what is and is not included.
3. **Local context.** Where you work, or how to get in touch, only if it helps.

EXAMPLE · FICTIONAL PLUMBING BUSINESS

Q1. Do you come to my suburb?

Yes, if it is inside our service area. We are based in Springwood and work across the Lower Blue Mountains, including Blaxland, Glenbrook and Winmalee. If you are not sure, tell us your suburb when you call and we will say straight away whether we can help.

Q2. Do you do emergency call-outs after hours?

Yes, for urgent jobs such as a burst pipe or no hot water. Call the usual number and follow the after-hours message. We will tell you, before we set out, whether we can come that evening and how after-hours work is charged.

Q3. How do I book a visit?

Call, text or use the form on our website with your name, suburb, and a short description of the problem. We will suggest a time and confirm it with you. If it is urgent, say so when you get in touch.

QUICK TIP

Lift the wording from real enquiries. "Do you come to Winmalee?" is better than "What is your service area?" Keep the answers consistent with your listings.

STEP 5

Reviews, and a few trusted mentions

Ask soon after a completed job — the same day, or the next morning — and use the same message for everyone. Send a direct link to your Google review page. One ask is enough. Then reply to what comes in, good or bad.

COPY THIS · SMS

Hi [Name], it's [Your name] from [Business]. Thanks for having us out today. If you have a minute, a short Google review helps other locals find us: [short link]. No worries if not. Cheers, [Name]

COPY THIS · A GOOD REVIEW

Thanks [Name], we're glad the [job] went smoothly. If you need us again in [suburb], just give us a call. — [Your name], [Business]

COPY THIS · A CRITICAL REVIEW

Hi [Name], thanks for letting us know. We're sorry [the job / the wait / the issue] wasn't up to scratch. Please call us on [phone] or email [email] so we can look into this and make it right. — [Your name], [Business]

WATCH OUT

Do not offer a reward in exchange for a review, ask for a star rating, or only invite selected customers. Follow each review site's rules. Stay calm in public, and take the details of a critical review offline.

A short Australian directory list

You do not need to be everywhere. After Google, Bing and Apple, add two or three of these, plus any association or chamber listing you already belong to. Use the same details everywhere. Some platforms charge for leads — check the current fees first.

PLACE	WHERE TO GO
Yellow Pages	yellowpages.com.au
True Local	truelocal.com.au
Word of Mouth	wordofmouth.com.au
Yelp Australia	yelp.com.au
hipages or ServiceSeeking	hipages.com.au or serviceseeking.com.au — check fees first
Your association or local chamber	Your member listing, if you belong

Oneflare closed on 30 June 2026 and now redirects to Airtasker. Do not spend time creating or paying for a Oneflare listing.

A 30-day action plan

Use this as a simple month, not a rigid timetable. If a week runs over, finish it before starting the next one.

WEEK	DO THIS	DONE
Week 1	Run the six prompts and fill in the scorecard. Claim or check Google Business Profile, Bing Places and Apple Business. Start the listing checklist and take photos.	☐
Week 2	Finish the Google description, services, hours (including public holidays) and photos. Line up the same details on Bing and Apple. Write your homepage line, and draft the services and About pages.	☐
Week 3	Publish five to eight real FAQ answers. Add suburb detail only if you can do it properly. Ask your web person about structured data and crawlers, if needed.	☐
Week 4	Claim two or three directories, plus any association or chamber listing you already have. Start using the review-request SMS. Reply to unanswered reviews. Run the same six prompts again and update the scorecard.	☐

Your checklist

- ☐ Tested the six prompts in ChatGPT, Gemini, Perplexity and Google, and filled in the scorecard
- ☐ Google Business Profile claimed, verified, and completed, including holiday hours and photos
- ☐ Bing Places and Apple Business claimed, with the same name, address, phone, hours and website
- ☐ Homepage has a clear “who we are” line, plus a services page and an About page with real credentials
- ☐ FAQ published with 5–8 real customer questions
- ☐ Two or three directories claimed, details consistent everywhere
- ☐ Review request saved and in use; existing reviews replied to
- ☐ Re-tested in 30 days and updated the scorecard

Common mistakes to avoid

- [ ] **Expecting a guarantee**
  Nobody can make an assistant mention you. Do the work, then re-test.
- [ ] **Fixing Google and ignoring your website**
  Google's AI can use your Business Profile. ChatGPT and Perplexity still need a clear, crawlable website and consistent mentions elsewhere.
- [ ] **Copy-paste suburb pages, or inconsistent details**
  Thin pages that only change the place name, or two versions of your phone number, give tools poor or conflicting facts to work with.
- [ ] **Hiding the facts in images only, or blocking crawlers by accident**
  Put the important words in the text of the page, and check that useful search crawlers are not blocked in robots.txt.
- [ ] **Asking for reviews the wrong way, or doing the test once and never again**
  Do not offer rewards or only invite selected customers. Answers change, so fill the scorecard in again in 30 days.

Want us to check it for you?

Get a free Ready Check. We'll look at how your business shows up on Google and AI search, and send you a plain-English to-do list.

Book yours: xyloradigital.com/book

hello@xyloradigital.com

BLUE MOUNTAINS, SYDNEY, WESTERN SYDNEY & SURROUNDS