Sam Cherkasov

Get your business ready for AI search

Your next client could find you through an AI answer. Start by making the basic information about your business easy to find and understand.

GEO is the work of helping your business appear accurately in AI-generated answers. This guide starts with the part you can control: what your website actually says.

> **Your result today: one clearer section on your website, with a working way to book or contact you.**

Set aside about 30 minutes.

Use your current ChatGPT or Claude account with web search available, your public website, and access to edit a text block and a link. If someone else edits your site, send them your final copy.

Start a new chat and ask AI to search the web. In ChatGPT, choose Search if it is shown. In Claude, turn on Web search if your version has that switch. Look for search activity and source links.

Your business details

Use only facts you know are correct. Leave a field blank if you need to check it.

Business name
_____

Website URL
_____

City or area you serve
_____

What you offer
_____

Who you help
_____

Booking or contact URL
_____

Four steps, three prompts, one website update.

1. Check what AI can find

Copy the first prompt into your new chat. Use your business name and website so it checks the right business. Keep the answer and its links.

Prompt 1 · Check online

> Search the web for my business: [Business name].
> Website: [Website URL]
> City or service area: [City / area]
>
> Use public web sources to explain:
> 1. What I offer.
> 2. Who I help.
> 3. How someone can book or contact me.
>
> Return a short table: question | what you found | direct source URL | clear / unclear / conflicting / not found.
> Support each answer with a short excerpt from the linked page. Separate facts from guesses. “Not found” means not found in the pages you checked.
>
> Tell me which pages you could actually open. If you cannot search or read a page, say so. Do not invent sources or fill gaps from memory.

If AI cannot read your website

Open the page yourself and paste its visible text into the chat. Ask it to check the three questions using only that text. You can still improve the copy, but this does not test whether AI can find the page online.

2. Open the sources and choose one gap

Click the actual links in the answer. Check the pages yourself before changing anything. AI can miss information that is already there.

· Is this your business and the right city?

· Does the linked page support what AI said?

· Can a new visitor quickly see what you offer, who it is for, and how to book?

Pick one useful correction. For example: add your city, name the service clearly, or make the booking link easier to find. If the facts conflict, confirm the correct version first.

A citation is a link, not a recommendation

This check asks AI about a business you named. It does not show that AI would recommend you to a stranger. No mention in one answer is not proof that you are invisible to AI.

3. Rewrite one section with AI

In the same chat, give AI your confirmed facts and ask for one small update. Choose the page a new client is most likely to read, such as your homepage or main service page.

Prompt 2 · Rewrite one block

> Help me fix one unclear or missing detail from the check above.
>
> These are facts I have personally confirmed:
> Business: [Business name]
> Website: [Website URL]
> Service: [What you offer]
> For: [Who you help]
> City or service area: [City / area]
> Booking or contact URL: [Booking URL]
>
> Current text from the page: [Paste the paragraph you want to improve]
> The gap I chose: [One missing, unclear or incorrect detail]
>
> Write a clear replacement paragraph of 40-60 words, a short booking/contact line, and a button label. Tell me where the booking link should go.
> Use only the confirmed facts. Do not invent prices, reviews, awards, experience or availability.
> If an essential fact is missing, ask me before drafting it.

Example: a wedding photographer in Madrid

Illustrative example. This is not a real AI audit or a real business.

Before: Capturing your special moments.

Confirmed facts: Marta photographs weddings in Madrid for couples who want natural, documentary-style photos. Enquiries go through her website contact form.

> **Marta is a wedding photographer in Madrid for couples who want natural, documentary-style photos. To ask about your wedding date, use the contact form and share the date and location of your wedding.**

Button: “Ask about your date” → link to the real contact form.

The change is one clearer homepage block with a visible contact link. It makes the offer easier to understand and gives a visitor a next step.

4. Publish the correction and test it

Review the draft against your confirmed facts. Use this final prompt, then make the change in your usual website editor.

Prompt 3 · Check before publishing

> Check the proposed website copy against the confirmed facts I gave you.
>
> Flag any invented, unsupported or ambiguous claims. Check whether a new client can understand the service, who it is for, the area served, and the next action.
>
> Return only:
> 1. Any factual changes I must review.
> 2. The final paragraph and booking/contact line.
> 3. The button label and its exact destination URL.
>
> If you have not opened the booking page, say that the link still needs a manual test. Do not claim it works unless you checked it.

· Replace the chosen text and set the button to your real booking/contact URL.

· Save and publish the page.

· Open the public page in a private browser window and on your phone.

· Read the updated section and click the booking/contact link. Confirm it reaches the right page.

· Save the page URL, the date and a screenshot of the change.

Re-check later without chasing a score

When search results have had time to reflect the update, start a new chat and repeat Prompt 1. Record what changed in the answer and its sources. AI may still show an older version or give a different answer. A new chat is useful for comparison, but it is not a clean measurement of your visibility or proof that this edit caused a recommendation.

Done for today

> **You checked the sources, published one accurate update, and tested the next step a client would take. That is a useful improvement you can verify today. Recommendations and new clients are not guaranteed.**

Keep a simple note: date | page URL | what changed | booking link tested | what AI found next time.

Official search and citation guidance (15.10.2026)

OpenAI · Search, citations and website eligibility

Claude · Web search and citations