AMA Triangle · Workshop

Who You Gonna Call?
How to Become the Source AI Recommends

GEO, Local SEO & AI-Built Websites

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MARKETING STRATEGIST · ADVISOR · OWNER EMULENT DIGITAL

Bill Ross

Because of Bill’s background in psychology and his 20 years in digital marketing (13 of which owning his own agency), global brands, such as Nissan, Infiniti, Moen, Budweiser, PwC, and HP, have looked to him for insights and leadership in digital strategy.

BRANDS HE'S HELPED GROW

- Nissan
- AT&T
- Budweiser
- Infiniti
- Moen
- HP
- PwC

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AGENDA

Today's workshop

01 GEO and SEO

Is SEO dead? How GEO adds to SEO, and why visibility in AI answers builds your brand

02 Getting cited by AI

How AI tools build answers, query fan-out, and what gets you cited on and off your site

03 AI for local SEO

Your Business Profile, location pages and reviews, plus what our city pages test showed

04 Websites that build trust

Planning, site speed and GA4, our AI-built website test, and where AI helps or hurts your brand

Then myth busting, a 30-day plan and Q&A

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01

PART ONE

What GEO is and how it differs from SEO

ON SEARCH

Search visibility is about giving your business the opportunity to start a conversation.

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BY THE NUMBERS

How AI is changing the way people search

8%

of Google visits with an AI summary led to a click on a regular result, compared with 15% without one

45%

of US consumers used AI tools for local business recommendations, up from 6% a year earlier

4.4x

the value of the average AI search visitor compared with a traditional organic visitor, based on conversion rates

Sources: Pew Research Center (Jul 2025) · BrightLocal Local Consumer Review Survey (Feb 2026) · Semrush AI search study (2025)

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SIDE BY SIDE

SEO and GEO compared

	SEO	GEO
Where it shows up	Search results pages	Answers in ChatGPT, Gemini, Perplexity and Google
The goal	Rank a page for a keyword	Get named or cited in the answer
What people type	Short keywords	Full questions, often 10 words or more
Strongest outside signal	Backlinks	Brand mentions across the web
What you measure	Rankings, clicks and traffic	Currently just AI referrals
What the page needs	Relevant keywords and authority	Clear answers, facts, sources and quotes

BY THE NUMBERS

Ranking well doesn't guarantee a citation

25%

chance of appearing in an AI Overview for a business ranked in Google's top 10 organic results

~90%

of ChatGPT citations come from pages that rank 21st or lower in Google for related searches

Sources: Whitespark, guide to AI Mode for local businesses (2026) · Semrush AI search study (2025)

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BACKLINKS AND AI

Brand mentions track with AI visibility more than backlinks do

Correlation with how often a brand appears in Google AI Overviews



Source: Ahrefs study of 75,000 brands (2025). A December 2025 follow-up found YouTube mentions correlated at about 0.737 across ChatGPT, AI Mode and AI Overviews.

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Is SEO Dead?

As search shifts to AI-generated answers, traditional SEO on its own is no longer enough.

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No, SEO is not dead.

GEO is just another data layer on top of traditional SEO, designed to optimize for LLMs.

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BY THE NUMBERS

Daily searches by platform



ChatGPT counts all prompts, not just searches. Sources: Google, 5 trillion+ searches a year (Mar 2025) · OpenAI via Axios (Jul 2025) · Bing: industry estimate

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Everything Google has recommended for the last 20 years is aligned with brand building strategies.

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The goal of getting cited in AI should be brand building through visibility, not about getting clicks.

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02

PART TWO

How to get cited and recommended by AI

HOW IT WORKS

How an AI tool builds an answer

1

Reads the question

It works out what the person wants and where they are.

2

Runs searches

It turns one question into several searches and "fan out queries" and gathers pages, profiles and reviews.

3

Weighs the sources

It favors pages that answer clearly and businesses other sites mention.

4

Writes the answer

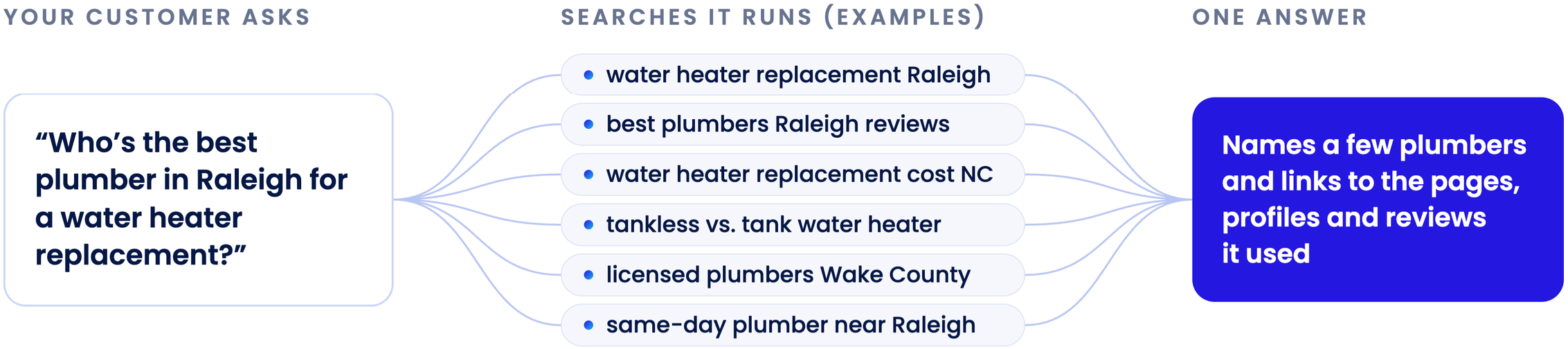
It summarizes what it found and links to some of the sources it used.

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HOW IT WORKS

Query fan-out: one question, many searches

Google's AI Overviews and AI Mode split a question into subtopics, run related searches at the same time, and combine the results into one answer.



Each search is another chance to be found, so answer the follow-up questions too: cost, options, credentials and reviews.

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Checklist: make your pages easy for AI to cite

ON YOUR SITE

01 Answer the main question early in your content

02 Add numbers you can back up: prices, timelines, years, results

03 Quote real people: your experts, your customers, named sources

04 Write your own content, AI does not want to use AI content

05 Write headings as the questions customers actually ask

06 Show who wrote it and why they know the subject

07 Add schema markup for your business, services, reviews and FAQs

08 Check that robots.txt doesn't block AI crawlers like OAI-SearchBot and PerplexityBot

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BEFORE AND AFTER · EXAMPLE BUSINESS

A service page opening AI can quote

BEFORE

"Welcome to Acme Plumbing! We are a family-owned company dedicated to providing quality service and complete customer satisfaction for all of your plumbing needs."

- No service named
- No location
- Nothing to quote

AFTER

"Acme Plumbing repairs and replaces water heaters in Raleigh, Cary and Wake Forest. Most repairs are finished the same day, and a 50-gallon replacement typically costs $1,600 to $2,400 installed. Licensed in North Carolina since 2009."

- Service and towns
- Real numbers
- A credential

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Earned mentions feed AI models, search and social discovery.

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Checklist: get other sites talking about you

OFF YOUR SITE

01 Get onto "best of" lists for your city and category

02 Pitch local news, podcasts and association newsletters

03 Partner with businesses that serve the same customers and will mention you

04 Answer questions on Reddit and Quora where your customers ask them

05 Put your expertise on YouTube

06 Create new data, studies, and content

07 Ask every happy customer for a review

TIP Search Google for **intitle:Best [business type] in [city]** to get a list of the top aggregator websites to get listed on.

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ON STAYING HUMAN

In a world of AI, being and acting human becomes a highly valuable strategy.

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Checklist: see what AI says about you today

TRY IT NOW · 1 OF 2

DISCOVERY & FIT

01 What are the best [product/service category] providers?

02 What are the best [product/service category] companies in [location]?

03 Which [product/service category] would you recommend for [target audience]?

04 What are the best [product/service category] options for [industry]?

05 What is the best [product/service category] for [specific use case]?

06 Which companies can help me solve [customer problem]?

BUDGET, FEATURES & TRUST

07 What are the best [product/service category] options under [budget]?

08 Which [product/service category] providers offer [key feature]?

09 What are the best [product/service category] options that integrate with [tool/platform]?

10 Which [product/service category] is easiest to implement for [team/company size]?

11 What are the most reliable [product/service category] providers?

12 Which [product/service category] companies have the best customer support?

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Checklist: see what AI says about you today

TRY IT NOW · 2 OF 2

COMPARISONS & ALTERNATIVES

13 Compare the top [number] [product/service category] providers for [use case].

14 Which [product/service category] companies should I shortlist for [requirements]?

15 What are the best alternatives to [competitor name]?

16 What should I choose instead of [competitor name] if I need [requirement]?

TIP Use these questions to create an article that **answers all of them** to help train AI.

YOUR BRAND

17 What is [brand name], and what does it offer?

18 Who is [brand name] best suited for?

19 Is [brand name] a good choice for [specific use case]?

20 What are the strengths and weaknesses of [brand name]?

21 How does [brand name] compare with [competitor name]?

22 What are the best alternatives to [brand name]?

23 What do customers say about [brand name]?

24 What should I know before buying from [brand name]?

25 Which sources would you use to evaluate [brand name]?

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03

PART THREE

Using AI for local SEO

Search engines trust businesses that are part of their community.

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BY THE NUMBERS

Nearly half of consumers ask AI for local recommendations

45%

of US consumers used AI tools for local business recommendations, up from 6% the year before

42%

trust AI recommendations as much as traditional reviews

88%

of AI users fact-check the reviews that AI tools cite

Sources: BrightLocal Local Consumer Review Survey 2026 (1,002 US adults, Feb 2026) and AI trust report (Mar 2026)

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PART THREE · LOCAL SEO

01 / 04

Google Business Profile

01 Google Business Profile

02 Location pages

03 Local content

04 Business Reviews

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Checklist: optimize your Google Business Profile with AI

BUSINESS PROFILE

01 Ask AI to compare your profile with the top three in the map pack

02 Choose the most specific primary category, then add secondary ones

03 Draft the description with AI, then edit it by hand: what you do, where, why you

04 List every service with a short, plain description

05 Keep hours accurate, including holidays

06 Post weekly: turn real jobs and photos into short updates with AI

07 Upload real photos of your team, your work and your location

08 Skip keyword stuffing and AI-generated photos; both can hurt the profile

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BEFORE AND AFTER · EXAMPLE BUSINESS

A Business Profile description written for people

BEFORE

"Best plumber Raleigh, plumbing Raleigh NC, emergency plumber Raleigh, cheap plumber near me, water heater Raleigh, drain cleaning Raleigh, #1 plumber in Raleigh."

Keyword stuffing | Suspension risk | Says nothing

AFTER

"Acme Plumbing is a licensed plumbing company serving Raleigh, Cary and Wake Forest since 2009. We repair water heaters, clear drains and fix leaks, with same-day appointments most weekdays. You get the price before we start, and every repair has a one-year guarantee."

What you do | Where | Why you

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02 / 04

Location pages on your website

01 Google Business Profile
02 Location pages
03 Local content
04 Business Reviews

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ON LOCATION PAGES

A location page doesn't prove you serve a town. Your reviews, jobs and reputation do.

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Checklist: location pages people and AI can trust

LOCATION CONTENT

1. Give AI real details from each area: jobs, neighborhoods, common problems
2. Add local proof: reviews, project photos and team members from that area
3. Answer the questions people in that area ask on calls and in emails
4. Write each page on its own; swapping town names into one template can count as spam
5. Link each page to its Business Profile and add LocalBusiness schema

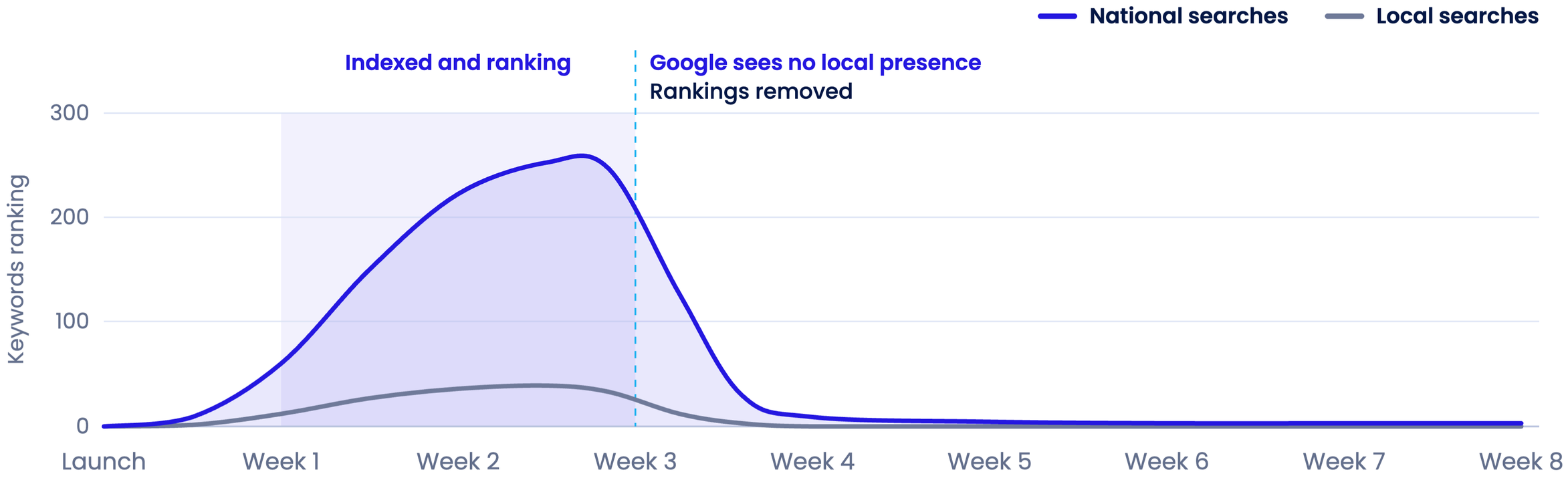
Build a page only for places you actually serve



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CASE STUDY

What happened when we created hundreds of city pages



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03 / 04

Local content creation

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ON CONTENT

It’s not always about producing more content, but getting more value from the content you produce.

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Local content creation ideas

LOCAL CONTENT

01 Project spotlights
Write up real jobs by neighborhood: the problem, the fix, photos and what it cost.

02 Local cost guides
Answer “How much does [service] cost in [city]?” with price ranges from your own jobs.

03 Seasonal guides
Tie your advice to local weather and seasons, like freeze prep or pollen season.

04 Permits and local rules
Explain the permits, codes and HOA rules that apply to your service in each town.

05 Customer questions
Turn questions from sales and service calls into short articles in your own words.

06 Original local data
Share what you see across your jobs, like the most common problems by area or season.

07 Community involvement
Post about the events, teams and charities you support, with real photos.

08 Team spotlights
Introduce the people who do the work, where they live and what they’re known for.

TIP

Ask AI to list the questions people in [city] ask about [service], then **answer them yourself** with details from your own jobs.

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PART THREE · LOCAL SEO

04 / 04

Business Reviews

01 Google Business Profile

02 Location pages

03 Local content

04 **Business Reviews**

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BY THE NUMBERS

Reviews need to be recent and answered

74%

look for reviews written in the last three months

31%

will only use a business rated 4.5 stars or higher, up from 17%

80%

are more likely to use a business that replies to all of its reviews

50%

are put off by generic or templated replies

Source: BrightLocal Local Consumer Review Survey 2026 (1,002 US adults)

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REVIEWS · EXAMPLE BUSINESS

What a great review includes

5-star Google review · Maria G.

"Acme Plumbing ❶ replaced our water heater ❷ at our home in Five Points ❸ in Raleigh ❹. Jake came the same day, explained every option, and the price matched the quote. ❺"

❶ **Business name**
Connects the praise to your brand

❷ **Service name**
Shows what you actually did

❸ **Neighborhood name**
Proves you work in that part of town

❹ **Location name**
Matches the city people search for

❺ **Why it was so good**
Gives the next customer a reason to call

To get reviews like this, ask: "What did we help with, where, and what stood out?"

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Checklist: manage reviews with AI

REVIEWS

01 Ask every customer by text or email right after the job

02 Send a direct link so leaving a review takes one tap

03 Reply within a day; 19% of consumers now expect a same-day response

04 Have AI summarize your reviews monthly: what people praise and what they complain about

05 Fix the complaints that keep coming up, and say so in your replies

06 Never post fake or AI-written reviews; the FTC bans them

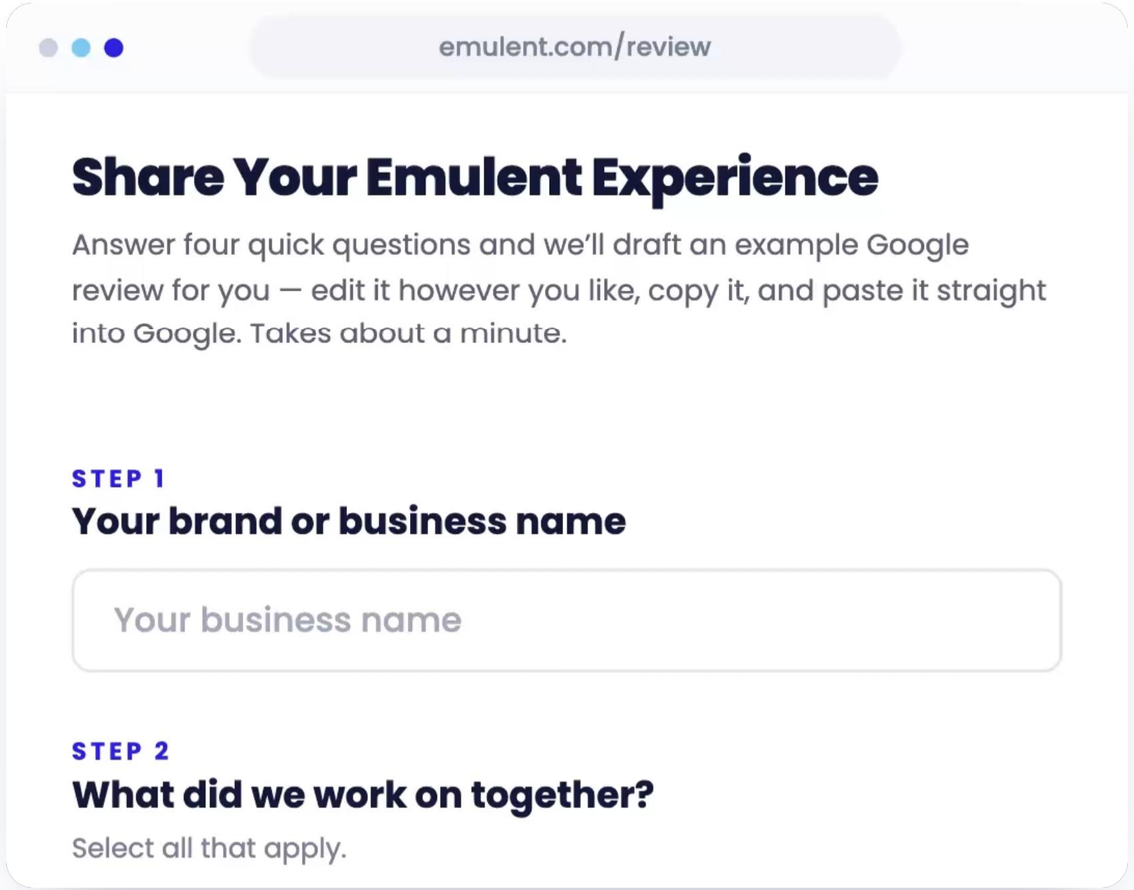
TIP Manage your **Yelp reviews** too. ChatGPT pulls from Yelp.

TIP Create a **review tool** you can use to help get reviews that are helpful to people looking for your service.

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DEMO

The review tool in action



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BEFORE AND AFTER · EXAMPLE BUSINESS

A review reply that sounds like a person

5-star Google review · Maria G.

"Jake replaced our water heater the day before Thanksgiving. Fast, friendly, and the price matched the quote."

BEFORE

"Thank you for your review! We appreciate your business and look forward to serving you again."

Templated | Fits any review

AFTER

"Thanks, Maria. Glad we got the new water heater in before your family arrived for Thanksgiving. I'll pass your note to Jake."

Uses her name | Mentions the job | Credits the tech

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CASE STUDY · CLIENT EXAMPLE

What a steady review process did for map pack and AI visibility

New reviews per month

01 → 07

BEFORE AFTER

Average map pack position

08 → 02

BEFORE AFTER

AI traffic

40%

INCREASE

Source: Home services businesses over a 6 month local SEO campaign

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Local SEO: what to use AI for

LOCAL SEO

01	**Local competitor gap mapping**	Export the keywords your top map-pack competitors rank for from Semrush, then have AI group them by service and town to find what you're missing.
02	**LocalBusiness schema for each location**	Feed AI a location page and have it write LocalBusiness JSON-LD with your address, hours, service area, geo coordinates and reviews.
03	**Location and service linking**	Give AI your service and city pages and have it plan a hub-and-spoke structure, with each city page linking to the services you offer there.
04	**Map pack and local SERP analysis**	Search "[service] in [city]" and have AI compare the map pack and top 10 results: categories, review counts, and what their pages cover that yours don't.
05	**Programmatic local pages, done carefully**	Generate location or service-area pages from a structured dataset of real local details: landmarks, neighborhoods, local reviews, specific projects.
06	**Local performance decay**	Pull Search Console and Business Profile data, flag location pages losing clicks or calls over 6 to 12 months, and have AI diagnose the likely cause.
07	**Local business tools**	Have AI build free tools your customers can use on your site, like a cost calculator, a quote estimator, a service-area checker or a "do I need a pro?" quiz.

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04

PART FOUR

Using AI to plan websites that build trust fast

Inconsistent Branding Is Costing You Customer Trust

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ON BRANDING

Your brand experience is the only thing that sets you apart from your competitors.

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Checklist: plan your website with AI

WEBSITE PLANNING

01 Analyze your Google Analytics and Google Search Console data

02 Paste in reviews, sales-call notes and FAQs; ask AI what customers care about most

03 Ask AI to list every question a first-time visitor needs answered

04 Have AI compare your top three competitors' sites: claims, gaps, offers

05 Build the sitemap based off analysis of the top websites in your industry

06 Write the homepage in order: what you do, where, proof, next step

07 Write your content yourself, don't use AI

08 Generate layout options with AI

09 Run a five-second test with real people: "What does this company do?"

10 Replace every stock photo with real ones before launch

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BY THE NUMBERS

Visitors judge a website in a fraction of a second

50ms

is enough for people to judge a web page's visual appeal, and the judgment holds with longer viewing

46%

of comments in a Stanford credibility study were about how the site looked

54%

of consumers visit a business's website after reading positive reviews

Sources: Lindgaard et al., Behaviour & Information Technology (2006) · Fogg et al., Stanford Persuasive Technology Lab (2002) · BrightLocal Local Consumer Review Survey 2026

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HOW TO USE AI

Site speed and technical trust

8.4%

more retail conversions when mobile sites loaded 0.1 seconds faster

Deloitte Digital

01 Run your homepage and top pages through PageSpeed Insights

02 Paste the report into AI and ask for the top fixes, ranked by impact

03 Have AI turn each fix into a plain-English task for your developer

04 Aim for Google's "good" scores: LCP under 2.5s, INP under 200ms, CLS under 0.1

05 Make sure every page loads on HTTPS with no "Not secure" warning

06 Test menus, forms and click-to-call on your own phone

TIP

Use **Unlighthouse** to run speed tests on every page of your site at once. It's free.

LLMS.TXT FILE

No major AI platform has confirmed using it for answers, and Google says it neither helps nor hurts.

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HOW TO · SUPERMETRICS + GA4

Ask AI about your website traffic with Supermetrics and GA4

1

Connect your AI tool

Add Supermetrics to ChatGPT or Claude from its integrations page.

2

Authorize GA4

Sign in with the Google account that can see your GA4 property.

3

Ask in plain English

Supermetrics pulls live GA4 data, and the AI writes the answer.

4

Check before you act

Spot-check key numbers in GA4 before you make changes.

QUESTIONS TO ASK

“Which pages get the most visits from ChatGPT and Perplexity?”

“Which cities send the most visitors? Do they match where we work?”

“Which landing pages lead to calls and form fills?”

"Please create a full dashboard and report for the following metics....

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CASE STUDY

What happened when we created a complete website using AI

75%

less traffic than a similar website created by a human

83%

less keywords in the top 10

80%

longer time to get indexed

GOOD

Using AI for planning and development

CAN HURT YOUR BRAND AND VISIBILITY

Using AI to create the design and content

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Capability is now free.
Judgment is the premium.

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What to use AI for in branding and design

BRANDING

01 Write a voice guide from your best content. Use 10 blogs posts you wrote with zero help from AI.

02 Test taglines on personas built from reviews

03 Pull customer phrases from reviews, Reddit, and sales or customer service calls

04 Plot competitors on price vs. expertise

05 Screen names for bad meanings and trademarks

06 Check every page against your brand guide

DESIGN

07 Explore 20+ mood directions before you design

08 Pull a design system from a site or brand PDF

09 Check contrast and write alt text in bulk

10 Get a conversion critique of a landing page

11 Resize one hero image into every format

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Make your brand the bridge between a moment and a memory.

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MYTH BUSTING

Question everything: myth vs. reality

	WHAT YOU'VE HEARD	WHAT'S TRUE
01	"An llms.txt file will get you into ChatGPT"	**No major AI platform has confirmed using it for answers, and Google says it neither helps nor hurts.**
02	"Agencies can guarantee AI rankings"	**ChatGPT and Google's AI gave the same list of brands less than 1% of the time for the same question.**
03	"More city pages means more reach"	**Our city pages ranked for about two weeks. Then Google removed the rankings.**

Sources: Google Search Central AI optimization guidance (2026) · SparkToro and Gumshoe.ai study of 2,961 prompts (Jan 2026) · Emulent test shown earlier in this deck

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MYTH BUSTING

More myths about AI and marketing

	WHAT YOU'VE HEARD	WHAT'S TRUE
05	"SEO is dead"	**Google still handles about 13.7 billion searches a day, and AI search tools pull from search results.**
06	"You need to rank #1 to show up in AI answers"	**About 90% of ChatGPT citations come from pages ranking 21st or lower in Google.**
07	"Google penalizes AI-generated content"	**Google rewards helpful content however it's made. Pages mass-produced to rank count as spam.**
08	"People don't click anymore, so your website doesn't matter"	**54% of consumers visit a business's website after reading positive reviews.**

Sources: Google (Mar 2025) · Semrush AI search study (2025) · Google Search Central (2023) · BrightLocal Local Consumer Review Survey 2026

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STAY IN TOUCH

Let's connect

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Get started with AI

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