Getting your clients found by AI



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You now have two audiences reading your website.

AUDIENCE ONE

A human deciding whether to trust you.

AUDIENCE TWO

A machine deciding whether to recommend you.



45%

Up from 6% one year ago.

Of consumers now use AI to find a business.

Sources: BrightLocal 2026 Local Consumer Review Survey.
Corroborated by McKinsey AI Discovery Survey, Aug 2025



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But almost none of them show up.

ASKING AI FOR A BUSINESS

45%

BUSINESSES ACTUALLY RECOMMENDED

1.2%



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The five dimensions of AI readiness.

Clarity. Answerable content. Credibility. Technical signals. Consistency.



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01 Clarity.

INVISIBLE

"We deliver exceptional service tailored to your needs."

Tells a human almost nothing. Tells AI literally nothing.

RECOMMENDABLE

Plumber in Hamilton. Emergency callouts, bathroom renovations, new builds.

AI extracts service, location, specialty and knows exactly when to recommend you.



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01 Clarity Example.

WHAT AI EXTRACTS



Crafting bespoke spaces, tailored to you

At Lakefront, every project tells a story. Our passionate team brings dedication, artistry, an unmatched eye for detail to every build. Discov

WHAT AI EXTRACTS



Based in Taupō. Building locally since 2013.

Lakefront builds, renovates and manages p families across the Taupō region. Run by sit



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02 Answerable content.

848%

FAQ content appears 848% more often on pages highly cited by AI.

ANATOMY OF AN ANSWER

How much does a bathroom renovation cost in Hamilton?

A standard bathroom renovation in Hamilton costs between $15,000 and $25,000 , taking roughly three weeks to complete.

Short. Direct. Factual. No marketing fluff.



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02 Answerable content example.

RAMBLING 'ABOUT' PAGE

wellingtonelectric.co.nz/about

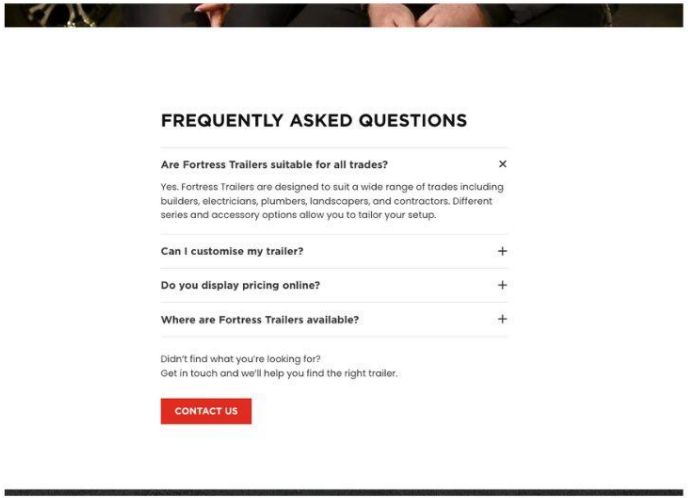
About us

With over 20 years of combined experience, our team of passionate electricians is committed to delivering excellence. We pride ourselves on professionalism, reliability, and customer satisfaction across every project, large or small...

Whether you're looking for a partner you can trust, or simply someone to do the job right the first time, we have you covered.

Zero extractable facts. AI cannot answer a single customer question from this page.

ANSWERABLE FAQ



Real questions including pricing and avaliability.

03 Credibility.

IGNORED

“Great service, highly recommend!”

— J.S.

Anonymous. No business. No outcome. Nothing AI can verify.

VERIFIED

Sarah Smith, Waikato Physiotherapy: enquiries rose 40% in three months after we redesigned her site.

Named entity. Quantified outcome. AI can cross-reference every fact.



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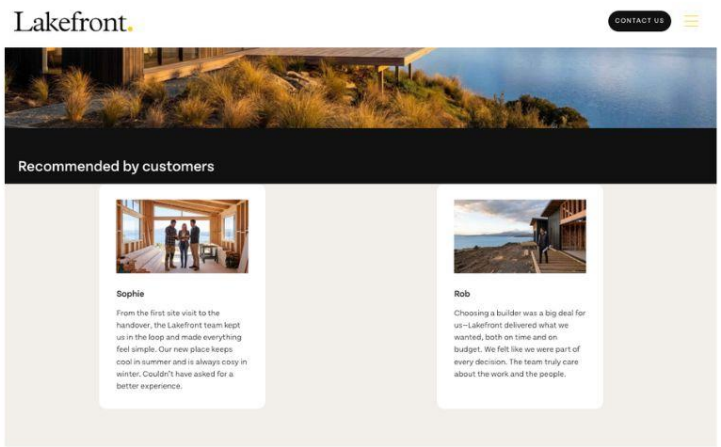
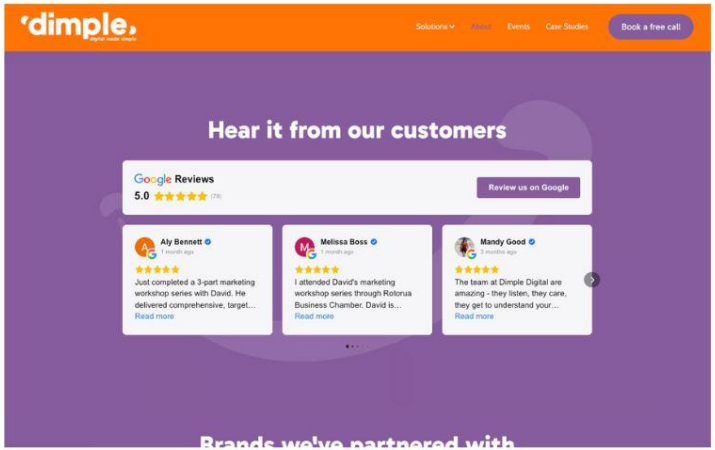
03 Credibility example.

DECORATION



Anonymous, no outcomes, nothing to cross-reference. AI ignores the whole page.

VERIFIABLE PROOF



Named people. Every claim verifiable.



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04 Technical signals.

LLMS.TXT

A simple file that tells AI exactly what you do and who you serve. The business card for AI.

SCHEMA MARKUP

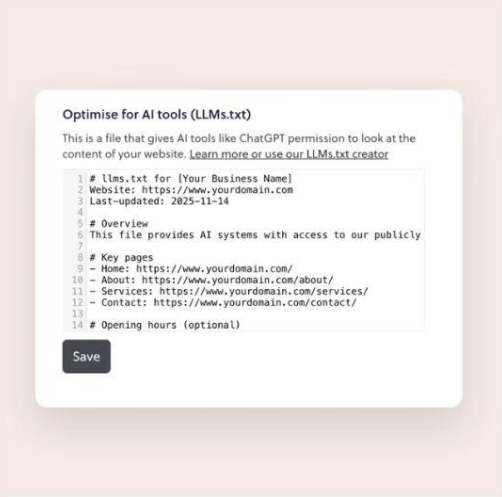
Structured data that helps AI classify your business with certainty.

META & ALT TEXT

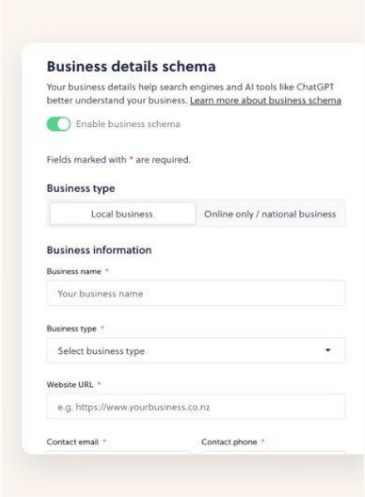
Descriptive tags for every page and image. Small effort, compound returns.



04 Technical signals example



llms.txt in Rockespark



Business Schema in Rocketspark

05 Consistency.

WHAT AI CHECKS

Website	021 555 123
Google Business Profile	021 555 123
Directory listings	021 555 999

20–30%

drop in local visibility for businesses with three or more inconsistent citations across the web.



What AI wants is exactly what your customer wants.

WHAT AI NEEDS

Specific entities. Structured facts. Verifiable proof. Fast, direct answers.

WHAT HUMANS NEED

Clear value. No marketing fluff. Real trust. Fast, direct answers.

Writing for AI isn't a robotic chore. It's an exercise in deep customer empathy.



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