JLT
WEB DESIGN &
DIGITAL MARKETING

Being found on Google and in AI answers



Jeff Thungc

The customer’s path to confidence

01

Discovery

Google, AI answers
or a referral

02

Evaluation

Services, reviews
and your website

03

Contact

Enough confidence
to reach out

Your online presence should reflect the quality of your work.

The monthly visibility check

6

AI experiences

25

usual customer questions

Ask the questions
Record the evidence
Choose the work
Check again

ChatGPT / Gemini / Google AI Mode
Google AI Overviews / Claude / Perplexity

A fixed set of 20–30 questions. Patterns matter more than one answer.

Questions your customers actually ask

Service + place

“Who repairs water heaters in Kent?”

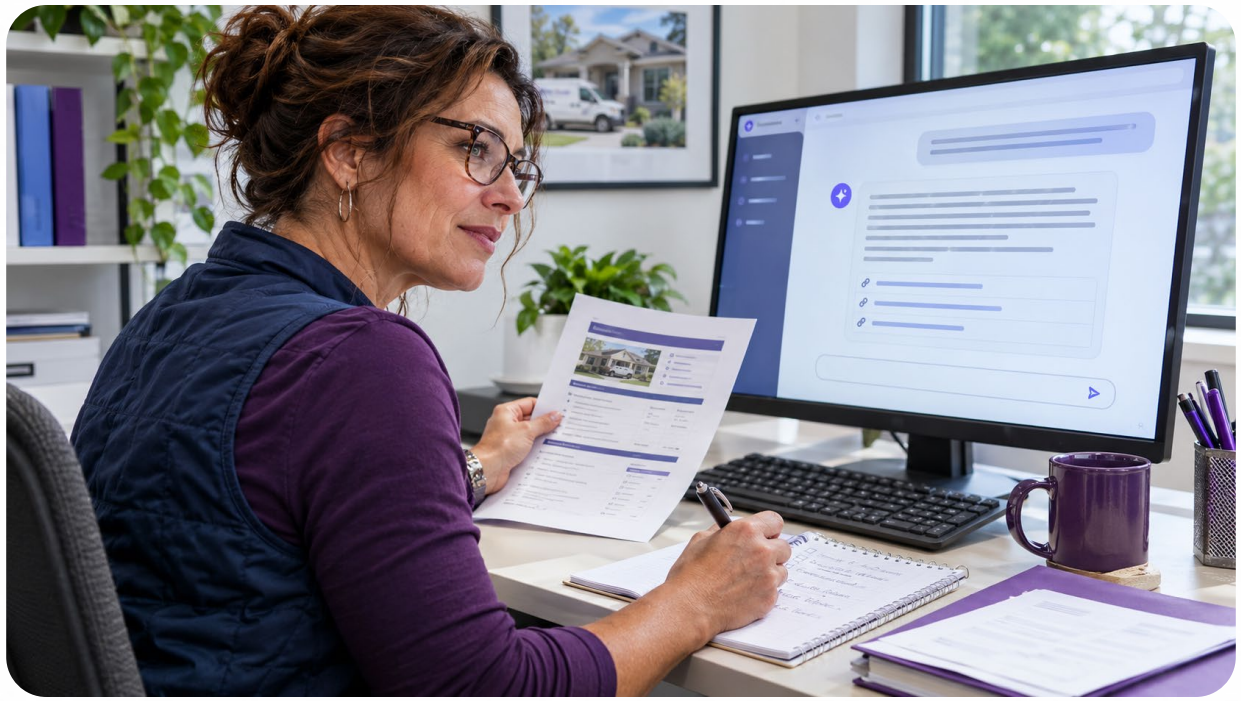
Business facts

“Which towns does [Business] serve?”

Situation: “Who can help after hours?”

Questions reflect services you actually provide.

Five things we check



01 Business mentions

02 Correct facts

03 Competitors and sources

04 How AI describes you

05 Website crawler access

A finding becomes a specific action

Illustrative example: a local plumber

What the check finds	What we do next
Competitors appear in a relevant trade directory	Check eligibility and request a suitable listing
AI repeats old opening hours	Investigate the source and request a correction

Next month: repeat the questions and record what changed.

The work follows the evidence

01 Listings and relevant sources

Correct facts and address gaps in useful directories.

02 Genuine reputation

Relevant industry coverage, local mentions and honest reviews.

03 Useful website information

Clear answers, service pages and accurate business details.

Actions depend on the finding and the work included in your plan.

Your website needs believable proof

Quality

Real projects and relevant examples

Professionalism

Clear information and easy contact

Expertise

Experience, process and credentials



Useful to people. Understandable to search.

A report you can follow

01	02	03	04	05
Checked	**Asked**	**Attempted**	**Placed**	**Seen in AI**
Recorded what exists	Requested a change	Submitted or pitched	Live, with a link	Observed in a later answer

Possible milestones. A submission is different from an observed result.

What the business owner contributes



Your priority services and towns

Current business information

Real work and honest reviews

Verification when required

What progress looks like

What we can observe

- ✓ Accurate facts
- ✓ Relevant source coverage
- ✓ Clearer website information
- ✓ Mention patterns over time

What we cannot promise

- ❖ A guaranteed recommendation
- ❖ A fixed ranking or deadline
- ❖ Revenue from one AI answer

Visible work. Repeatable checks. Honest reporting.

What does AI say about your business?

One service. One town.
A real customer question.

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