



IT

WILL AI SEARCH UNDERSTAND YOUR BUSINESS?

Strengthen your website, video content and wider brand evidence

DEFINE
THE BUSINESS

ANSWER REAL
QUESTIONS

CREATE
USEFUL VIDEO

CORRECT
TRANSCRIPT

EARN GENUINE
MENTIONS

MEASURE AI
VISIBILITY

DO NOT ABANDON YOUR WEBSITE OR BUY FAKE MENTIONS

BUSINESS IDENTITY

- ☐ Use one consistent business name
- ☐ Use accurate service descriptions
- ☐ Confirm location and service area
- ☐ Keep contact information current

WEBSITE

- ☐ Create clear service pages
- ☐ Answer genuine customer questions
- ☐ Include evidence and examples
- ☐ Keep important pages indexable
- ☐ Add sensible internal links

YOUTUBE CHANNEL

- ☐ Clearly identify the business
- ☐ Link to the correct website
- ☐ Add a useful channel description
- ☐ Keep branding consistent

VIDEOS

- ☐ Answer one clear question per video
- ☐ State the business name naturally
- ☐ Explain the intended audience
- ☐ Use an accurate, descriptive title
- ☐ Write a useful description
- ☐ Link to the relevant website page

TRANSCRIPTS

- ☐ Review automatic captions
- ☐ Correct business and product names
- ☐ Correct locations
- ☐ Correct technical terms and figures
- ☐ Add useful chapters

THIRD-PARTY MENTIONS

- ☐ Seek genuine interviews
- ☐ Encourage customer stories with consent
- ☐ Work with suppliers and associations
- ☐ Disclose paid relationships
- ☐ Avoid bought or fake mentions

WIDER WEB

- ☐ Check that directory details are consistent
- ☐ Ensure reviews are current
- ☐ Monitor for misleading mentions
- ☐ Update supplier and association profiles

MEASUREMENT

- ☐ Review AI mentions periodically
- ☐ Track website referrals from AI and video
- ☐ Record brand searches
- ☐ Monitor customer enquiries and conversions
- ☐ Update content based on customer questions

CORRELATION DOES NOT PROVE CAUSATION — BACKLINKS AND A STRONG WEBSITE STILL MATTER



