

FREE GUIDE FOR LA SMALL BUSINESS OWNERS

Is Your Business AI-Ready?

A plain-language guide to getting found in the new era of AI-powered search.

AI Optimization
Specialist

SEO Specialist

Wix Legend Partner

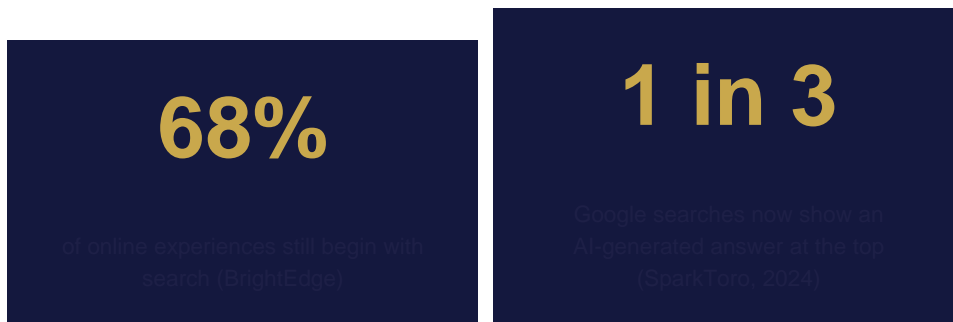
By Tatiana Davidov

Davidov Media Design | davidovmediadesign.com

Something shifted. Here is what happened.

Not long ago, getting found online meant one thing: rank on Google. Today, when someone wants to find a bookkeeper, a PR firm, or a web designer in the San Fernando Valley, they might not open a search results page at all. They type their question into ChatGPT. They read an AI-generated answer at the top of Google. They ask Siri, Perplexity, or Bing Copilot. The businesses that show up in those answers are not necessarily the biggest or the oldest. They are the ones whose digital presence is built in a way that AI can read, trust, and recommend.

This guide tells you what that means in plain language — and what you can do about it, starting this week.



THE 5-SIGNAL AI READINESS CHECK

Check what applies to your business right now.

Be honest. "Partially" counts as a no for scoring. Count your checkmarks at the bottom.

- 1 My website clearly states what I do, where I do it, and who I serve — in plain language on the homepage.**
 Not buried in an About page. On the homepage. In the first scroll.

- 2 My Google Business Profile is claimed, verified, and has been updated in the last 90 days.**
 Hours, photos, services, and a link to my current website.

- 3 My business name, address, and phone number are identical everywhere they appear online.**
 Website, Google, Yelp, Facebook, directories — exactly the same, no variations.

- 4 My website content answers the questions my clients are actually searching for — not just describes my services.**
 Think: "How much does a bookkeeper cost in LA?" not just "Bookkeeping services."

- 5 My website has structured data (schema markup) that tells search engines exactly what kind of business I am.**
 This is a technical signal. If you are not sure, you probably do not have it.

MY SCORE: _____ out of 5

Score	What it means	What to do
0–1	Starting from zero	AI tools currently cannot find or surface your business accurately. The basics need attention.

2-3	Partially visible	You have some signals in place but gaps are costing you.	Each fix compounds quickly.
4-5	Solid foundation	You are ahead of most local businesses. Now it is about deepening and maintaining the s	

WHAT EACH SIGNAL MEANS

And your first step to fixing it.

The five signals above are not arbitrary. They are the factors AI tools consistently use to decide which businesses to surface when someone asks for a recommendation.

1

SIGNAL 1 OF 5

Your homepage answers the three fundamental questions.

When an AI tool evaluates your website, it starts with the same question a new visitor does: what does this business do, where do they do it, and who is it for? If those three things are not clear in the first paragraph of your homepage — not buried in a tagline or an About page — AI has to guess. And when AI guesses, it often gets it wrong or skips you entirely.

WHY AI CARES

Large language models like ChatGPT are trained to extract clear, declarative statements. "We are a full-service bookkeeping firm serving small businesses in the San Fernando Valley" is a signal. "Empowering your financial future" is not. Entity clarity — who you are, what you do, where you operate — is the single most important signal for AI discoverability.

YOUR FIRST STEP

Rewrite your homepage opening paragraph to include your business name, your primary service, your city or region, and who you serve. One clear sentence. Put it above the fold.

2

SIGNAL 2 OF 5

Your Google Business Profile is complete and active.

Google Business Profile is not just for restaurants. It is one of the strongest local signals available to any service business — and it directly feeds into Google's AI-powered answers. A profile with accurate hours, recent photos, a current website link, and real client reviews tells Google (and its AI) that your business is active, legitimate, and worth recommending. An incomplete or outdated profile tells it the opposite.

WHY AI CARES

Google AI Overviews and local AI results pull directly from Google Business Profile data. Your rating, your category, your service list, and your responses to reviews are all weighted signals. A business with 12 recent reviews and a complete profile will outrank a business with 200 reviews from three years ago.

YOUR FIRST STEP

Go to business.google.com. Verify your profile is claimed. Update your hours, add 5 recent photos, and make sure your website URL points to your current site. Then ask your last three happy clients for a review.

3

SIGNAL 3 OF 5

Your business information is consistent everywhere.

Your business name, address, and phone number — what SEO practitioners call NAP — need to be identical everywhere they appear online. Not similar. Identical. "Davidov Media Design" and "Davidov Media Design LLC" are different to a search engine. "Suite 100" and "Ste. 100" are different. Inconsistencies across directories, social profiles, and your website create what is called citation conflict — and it quietly erodes your local visibility.

WHY AI CARES

AI tools that generate local recommendations draw from an aggregated web of citations. When those citations conflict, the AI cannot confidently surface your business because it cannot verify which version of your information is correct. Consistency = trustworthiness in machine learning terms.

YOUR FIRST STEP

Search your business name and phone number right now. Check Google, Yelp, Facebook, and your local chamber directory. Find every variation and standardize it. Tools like BrightLocal or Whitespark can audit this automatically.

4

SIGNAL 4 OF 5

Your content answers real questions — not just describes services.

Most small business websites describe what the business does. "We offer bookkeeping, payroll, and tax preparation." But AI-powered search is built to answer questions — and the businesses that show up in those answers have content that matches the way real people ask things. "How much does a bookkeeper cost for a small business in LA?" "What is the difference between a bookkeeper and an accountant?" "Do I need a bookkeeper if I use QuickBooks?" If your site answers those questions, you become the source AI cites.

WHY AI CARES

Large language models are essentially trained to match questions to answers. When your website content contains clear, question-aware language — even in the form of an FAQ section or a service description that addresses common concerns — it becomes a candidate for AI retrieval. This is the core of AEO, Answer Engine Optimization.

YOUR FIRST STEP

Add an FAQ section to your homepage or services page. Write 5–8 questions your clients actually ask before hiring you. Answer them directly, in plain language, with your location included where relevant.

5

SIGNAL 5 OF 5

Your website has structured data that tells AI what you are.

Schema markup is code added to your website that explicitly tells search engines — and AI tools — what kind of business you are, where you are located, what you offer, what your hours are, and how to contact you. Think of it as a business card that machines can read. Without it, AI has to infer this information from your page content — and inference is less reliable than explicit declaration.

WHY AI CARES

When Google's AI Overview or ChatGPT plugins pull business information, they prioritize structured data because it is unambiguous. A LocalBusiness schema block with your name, address, service area, and service offerings is a direct, machine-readable signal that dramatically improves how AI understands and surfaces your business.

YOUR FIRST STEP

This one requires a developer or a platform with built-in schema support. On Wix, structured data can be added via Velo (the JavaScript layer). On WordPress, plugins like Yoast or Rank Math handle it. If you are not sure whether your site has schema, use the Google Rich Results Test at search.google.com/test/rich-results.

PLAIN-LANGUAGE GLOSSARY

Terms you will hear — and what they actually mean.

AI Overview	The AI-generated summary that appears at the top of some Google search results. It synthesizes answers from multiple websites. Getting cited here is high-value visibility.
Schema markup	Structured code on your website that explicitly identifies your business type, location, services, and contact info. Machines read it like a label.
NAP consistency	Name, Address, Phone number — and whether they match exactly across every place your business is listed online.
AEO — Answer Engine Optimization	The practice of structuring your content to be retrieved and cited by AI-powered answer tools, not just ranked in traditional search results.
Citation	Any mention of your business online that includes your name, address, or phone number. The more consistent and numerous, the stronger your local authority.
Entity	How AI understands your business as a distinct, verifiable thing in the world — not just a website, but a real business with a name, location, and purpose.

STEP 1

Take the free AI Readiness Test

Get an instant personalized score across five AI visibility dimensions — with specific recommendations for your business. Takes about 3 minutes.

davidovmediadesign.com/ai-readiness-test

STEP 2

Book a free AI visibility audit call

Bring your score from the test. We will walk through your results together and build a prioritized plan — no jargon, no upsell pressure.

davidovmediadesign.com

Wix Legend Partner · AI Optimization Specialist · SEO Specialist · Accessibility Specialist Serving the San Fernando Valley and greater Los Angeles