

FREE GUIDE FOR SFV SMALL BUSINESS OWNERS

How to Get Your Business Found on ChatGPT and AI Search

7 plain-language actions that put your San Fernando Valley business in front of the clients searching with AI — starting this week.

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Your next client might find you through ChatGPT.

Six months ago, that sentence would have sounded like a prediction. Today it is just a fact about how people search for services. A potential client in Encino types into ChatGPT: "Who are the best bookkeepers for small businesses in the San Fernando Valley?" Another one in Sherman Oaks asks Google: "Who should I hire for web design near me?" and gets an AI-generated answer at the top of the page before any links. A business owner in Burbank asks Siri the same question.

The businesses that show up in those answers are not necessarily the biggest or the most established. They are the ones whose digital presence is structured in a way that AI can read, trust, and recommend. Most SFV businesses have not done this work yet. That gap is your opportunity.

This guide gives you seven specific actions. Each one is actionable this week. None of them require a developer, an agency, or a big budget. And each one compounds — the earlier you start, the bigger the advantage you build.



HOW AI SEARCH ACTUALLY WORKS

(Plain-language version — no tech degree required)

ChatGPT and tools like it	These AI tools were trained on a massive snapshot of the internet. When someone asks for a local recommendation, the AI searches for businesses it has "learned" are relevant, trustworthy, and clearly described. The more clearly your business is described online — on your website, in directories, in articles — the more likely it is to be retrieved.
Google AI Overviews	These are the AI-generated summaries at the top of many Google results. Google writes them in real time using your web content. If your homepage answers a question clearly, Google may quote it. If it does not, you get skipped in favor of someone who does.
Siri, Alexa, and voice search	These pull from a combination of Google, Bing, Yelp, and Apple Maps. The businesses that show up when someone says "find a web designer near me" are the ones with complete, verified, consistent information across all of these.

7 ACTIONS IN THIS GUIDE

- 1 Say clearly who you are, where you are, and who you serve
- 2 Claim and fully complete your Google Business Profile

- 3 Make your NAP consistent everywhere online
- 4 Add FAQ content that matches how people ask AI questions
- 5 Get schema markup added to your site
- 6 Build citations on the directories AI tools actually use
- 7 Start collecting reviews — and respond to every one

1 Say clearly who you are, where you are, and who you serve.

When AI retrieves information about local businesses, it looks for declarative statements — sentences that clearly assert facts. "We are a bookkeeping firm serving small businesses in the San Fernando Valley" is a declarative statement. AI can extract it, verify it, and cite it.

"Empowering your financial future through strategic partnership" is a brand positioning line. AI cannot extract useful information from it. It gets skipped.

Your homepage needs to answer three questions in plain language, above the fold: What do you do? Where do you do it? Who do you do it for? If those three answers are not in your first paragraph, they are not visible to the AI tools your potential clients are using.

BEFORE

"Welcome to our studio. We believe every business deserves a brand that tells its story."

AFTER

"Davidov Media Design is a Wix Studio web design firm serving service businesses in the San Fernando Valley and greater Los Angeles. We specialize in brand strategy, web design, and AI search visibility for solo practitioners and growing businesses."

WHY IT WORKS

Large language models are trained to extract named entities: a business name, a service category, a geographic location. The more clearly these entities appear in your text, the more confidently AI can retrieve and recommend your business. Vague brand language does not register as an entity — it registers as noise.

SFV ANGLE

Your SFV location is an asset, not just a detail.

AI tools increasingly prioritize hyper-local results. "Bookkeeper in Encino" returns different results than "LA bookkeeper." Name your specific cities and neighborhoods — Tarzana, Reseda, Chatsworth, Van Nuys, Studio City. The more local your language, the more local your visibility.

THE MOVE

Rewrite your homepage opening paragraph today. Include: your business name, your primary service (in plain terms), the geographic area you serve (be specific: "San Fernando Valley" or "serving Woodland Hills, Encino, Sherman Oaks, and surrounding areas"), and who your ideal client is. One clear paragraph. Put it first.

2 Claim and fully complete your Google Business Profile.

Google Business Profile (GBP) is the single most powerful free tool available to any local business — and it directly feeds every major AI-powered answer tool. Google AI Overviews pull from GBP data. Apple Maps pulls from it. Siri uses it. Bing Copilot cross-references it.

An incomplete or unverified profile is worse than no profile. It signals to AI systems that the business may not be active or legitimate. A complete, verified profile with regular activity is a strong positive signal.

WHY IT WORKS

GBP completeness is a documented local ranking factor. Beyond ranking, AI systems treat a verified GBP as a trusted data source — it is one of the few places where business information is validated by a third party (Google), which increases its credibility weight in AI retrieval.

COMMON ERROR

If you have not claimed your GBP, do it today — not next week. Google verification by postcard takes up to two weeks. Every day you wait is a day your competitors could be showing up in searches where you are invisible.

SFV ANGLE

SFV-specific GBP tip.

In your GBP service area, list specific SFV communities: Canoga Park, Chatsworth, Encino, Granada Hills, Northridge, Reseda, Sherman Oaks, Studio City, Tarzana, Van Nuys, West Hills, Woodland Hills. Do not just say "Los Angeles." Hyper-local area tags improve visibility for neighborhood-specific queries.

THE MOVE

Go to business.google.com. Claim or create your listing. Verify it. Then fill in every field: business category (be specific), service area (list your SFV cities), hours, phone number, website URL, services list, and a minimum of 5 recent photos. Add a business description that includes your services and location.

3 Make your NAP consistent everywhere online.

NAP stands for Name, Address, Phone number. These three pieces of information are how AI systems verify that your business is real and trustworthy. When the same information appears identically across many sources, AI tools treat it as verified. When it appears with variations, they flag it as potentially unreliable and reduce confidence in their recommendation.

"Davidov Media Design" and "Davidov Media Design LLC" are different to an AI. "Suite 100" and "Ste 100" are different. "(818) 555-0100" and "818.555.0100" may be treated as different. These small variations, repeated across dozens of listing sites, quietly erode your AI visibility.

BEFORE

"Tatiana's Design Studio" on website, "T. Davidov Design" on Yelp, "Davidov Media" on Facebook, no listing on Google.

AFTER

"Davidov Media Design" — identical name, address, and phone on website, GBP, Yelp, Facebook, Apple Maps, and all directories.

WHY IT WORKS

AI retrieval systems build confidence scores for local entities. Consistent NAP across high-authority sources (Google, Yelp, Facebook, Apple Maps) raises that confidence score. Inconsistency lowers it — and lower confidence means you get recommended less often, or not at all.

THE MOVE

Search your business name and phone number right now in a fresh browser. Open every listing that appears. Note every variation in your name, address, or phone. Correct them one by one, starting with the highest-authority sites: GBP, Yelp, Facebook, Apple Maps. Use the exact same format on every platform.

4

Add FAQ content that matches how people ask AI questions.

AI tools are designed to answer questions. When someone asks "Who is the best web designer in Tarzana?" — the AI looks for content that answers that question, or one very much like it. A business whose website contains clear, question-aware language becomes a candidate for retrieval. One whose website only describes services in general terms does not.

You do not need a blog or a content strategy. You need a well-written FAQ section — ideally on your homepage or your services page — that speaks directly to the questions your clients actually ask before hiring you.

Think about the last five clients who contacted you for the first time. What did they want to know? How much does it cost? How long does it take? What happens if I do not like it? Those are your FAQs.

WHY IT WORKS

This is the core of AEO — Answer Engine Optimization. AI tools are trained to match questions to answers. When your content contains the answer to a question, formatted as an answer (not buried in a paragraph of copy), you become a source the AI can cite. Question-formatted content in plain language is one of the highest-value changes a small business can make to their site.

SFV ANGLE**Local FAQ example for SFV businesses.**

"What do bookkeeping services cost for a small business in the San Fernando Valley?" "How long does it take to build a Wix website for a service business in LA?" "Do you work with clients in Encino and Woodland Hills?" Questions like these, answered on your site, match exactly how SFV clients search with AI tools.

THE MOVE

Write 6–8 FAQs for your homepage or services page. Format them as actual questions — not just topics. "How much does web design cost for a small business in Los Angeles?" is searchable. "Pricing" is not. Answer each one directly in 2–4 sentences. Include your service type and your location in at least 3 of the answers.

5 Get schema markup added to your site.

Schema markup is structured code added to your website that tells search engines and AI tools what your business is — not by making them read and interpret your content, but by directly declaring it in machine-readable language.

Without schema, an AI has to infer from your page content that you are a bookkeeping firm serving the San Fernando Valley. That inference can be wrong, incomplete, or simply not made at all.

With LocalBusiness schema in place, the AI reads: business type = Bookkeeper, address city = Tarzana, service area = San Fernando Valley, hours = Mon–Fri 9–5. No inference required. No ambiguity. Just a direct, authoritative declaration that AI retrieval systems trust and use.

On a Wix Studio site, schema is added via Velo — the JavaScript layer your designer works in. It is a one-time setup that pays dividends indefinitely.

WHY IT WORKS

Schema markup is the closest thing to a direct API call to AI search engines. It bypasses the interpretation layer entirely. Most SFV small businesses do not have it — which means adding it is an immediate differentiator.

COMMON ERROR

This is the one action on this list you cannot do yourself without developer access. Do not try to edit Wix code without training. But do ask for it — and do not let "I'll get to it eventually" be the answer. This is a priority task.

THE MOVE

Ask your designer to add LocalBusiness schema to your homepage. Specifically request: name, description, address, phone, url, openingHours, areaServed (list your SFV cities), and serviceType. After it is added, verify at search.google.com/test/rich-results.

6

Build citations on the directories AI tools actually use.

A citation is any mention of your business on an external website that includes your name, address, and phone number. AI tools — especially voice assistants and location-aware AI — pull from a web of citations to verify that a business exists and to determine how trustworthy it is.

Not all directories are equal. A listing in a generic "business directory" with 10,000 spammy listings is worth almost nothing. A verified listing on Yelp, Apple Maps, or your local Chamber of Commerce is worth significantly more — because these are sources that AI systems already trust as authoritative.

Five quality citations are worth more than fifty low-quality ones. Build for quality and relevance, not volume.

WHY IT WORKS

AI systems build entity graphs — networks of verified information about businesses, people, and places. Citations from high-authority sources are the threads that weave your business into that graph. The more threads from trusted sources, the more confidently an AI can recommend you.

SFV ANGLE**SFV-specific directories worth your time.**

San Fernando Valley Chamber of Commerce directory, Woodland Hills Chamber, Sherman Oaks Chamber, and any industry association serving your field in the LA/SFV market. Local chamber citations carry significant weight for local AI queries because they are seen as verified, community-anchored sources.

THE MOVE

Build or verify your listing on these five core sources this month: Google Business Profile (verified), Yelp (claimed and complete), Apple Maps (via Apple Business Connect), Bing Places for Business, and your local Chamber of Commerce. Then add one industry-specific directory relevant to your field. Check that NAP is identical on every one.

7 Start collecting reviews — and respond to every single one.

Reviews are one of the most powerful AI visibility signals available to a local business — and one of the most underused. When an AI tool recommends a local service provider, review quantity, recency, and sentiment are all weighted factors. A business with 40 reviews averaging 4.8 stars, with the most recent one from last week, is far more likely to be recommended than one with 8 reviews from two years ago.

The most effective review strategy is also the simplest: after every positive client interaction, send a direct link to your Google review form. One click, no hunting. Make it easy and people will do it. Make it complicated and they will mean to.

WHY IT WORKS

Recency matters as much as quantity. AI tools treat fresh reviews as evidence of an active, currently operating business. A business with no reviews in six months may be interpreted as dormant — even if you are busier than ever. Responding to reviews is also a signal: it shows AI systems (and potential clients) that the business is engaged.

COMMON ERROR

Do not ask for reviews in bulk all at once — Google flags sudden spikes in reviews as suspicious and may suppress or remove them. One or two per week, consistently, over months is far better than twenty in a single day.

SFV ANGLE

SFV word-of-mouth culture works in your favor here.

The SFV business community is relationship-driven. Your existing clients are already talking about you. A personal ask — "Would you mind leaving a quick Google review? It really helps" — converts far more often here than a generic automated email. Use that personal network. It is one of your biggest local advantages.

THE MOVE

Set up your Google review link today: GBP dashboard > Get more reviews > copy the link. Add it to your email signature as a one-click button. Send it to your last 10 clients with a brief personal note. Set a calendar reminder to do this every month with your newest clients.

YOUR AI VISIBILITY CHECKLIST

Start here. This week.

You do not need to do all seven actions at once. Start with the first two — they take less than an hour combined and deliver immediate signal improvement.

DO TODAY (under 30 minutes each)

- Rewrite your homepage opening paragraph — entity, location, audience
Business name + service + SFV location + who you serve. One clear paragraph.
- Go to business.google.com and start GBP claim/verification
Verification takes up to 2 weeks — start the clock today.
- Send your Google review link to your last 5 clients
GBP dashboard > Get more reviews > copy the link > send personally.

DO THIS WEEK (1–2 hours total)

- Search your business name and audit NAP consistency across the web
Check GBP, Yelp, Facebook, Apple Maps. Fix every variation.
- Write 6–8 FAQ questions for your homepage or services page
Real questions real clients ask. Answered directly. Location included.
- Build/verify listings on Yelp, Apple Maps, Bing Places, local Chamber
Same NAP on every one. Complete every field.

DO THIS MONTH (requires your designer)

- Request LocalBusiness schema markup for your homepage
Tell your designer you want LocalBusiness schema with areaServed listing your SFV cities.
- Verify schema at search.google.com/test/rich-results after it is added

Test your AI visibility right now. Open ChatGPT and type: "Who are the best [your service] providers in [your city or the SFV]?" See who appears. If you are not there — this guide is where to start. If you are — do this anyway, and get further ahead.

Want a personalized AI visibility audit?

Davidov Media Design offers AI visibility audits for SFV service businesses — a detailed look at where you stand and a prioritized plan to improve. Take the free AI Readiness Test first, then book a call.

davidovmediadesign.com/ai-readiness-test

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