



From Google to AI Search: How Local Service Businesses Stay Discoverable

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Connect With Your Peers

Share in Zoom Chat

- Your name and business
- Industry
- Online presence rating (1-10)
- [Optional] How you'd like to connect: LinkedIn/email/etc.



What You'll Learn Today

01

Understanding the Search Evolution

How AI is transforming how customers find local services

03

Real-World Examples

Case studies of local businesses adapting to the changes in the technology landscape

02

Practical Implementation

Concrete techniques to enhance discoverability across Google and AI platforms

04

Future-Proofing Strategy

Long-term investments that work for both traditional and AI search

Who This Workshop Is For

This workshop is specifically designed for **local service businesses**—businesses that serve customers in person within a specific geographic area.

You'll Get the Most Value If You Are:



Local

Serve customers within a specific geographic area (not remotely/nationally/internationally)



Service-Based

Provide services rather than primarily selling physical goods

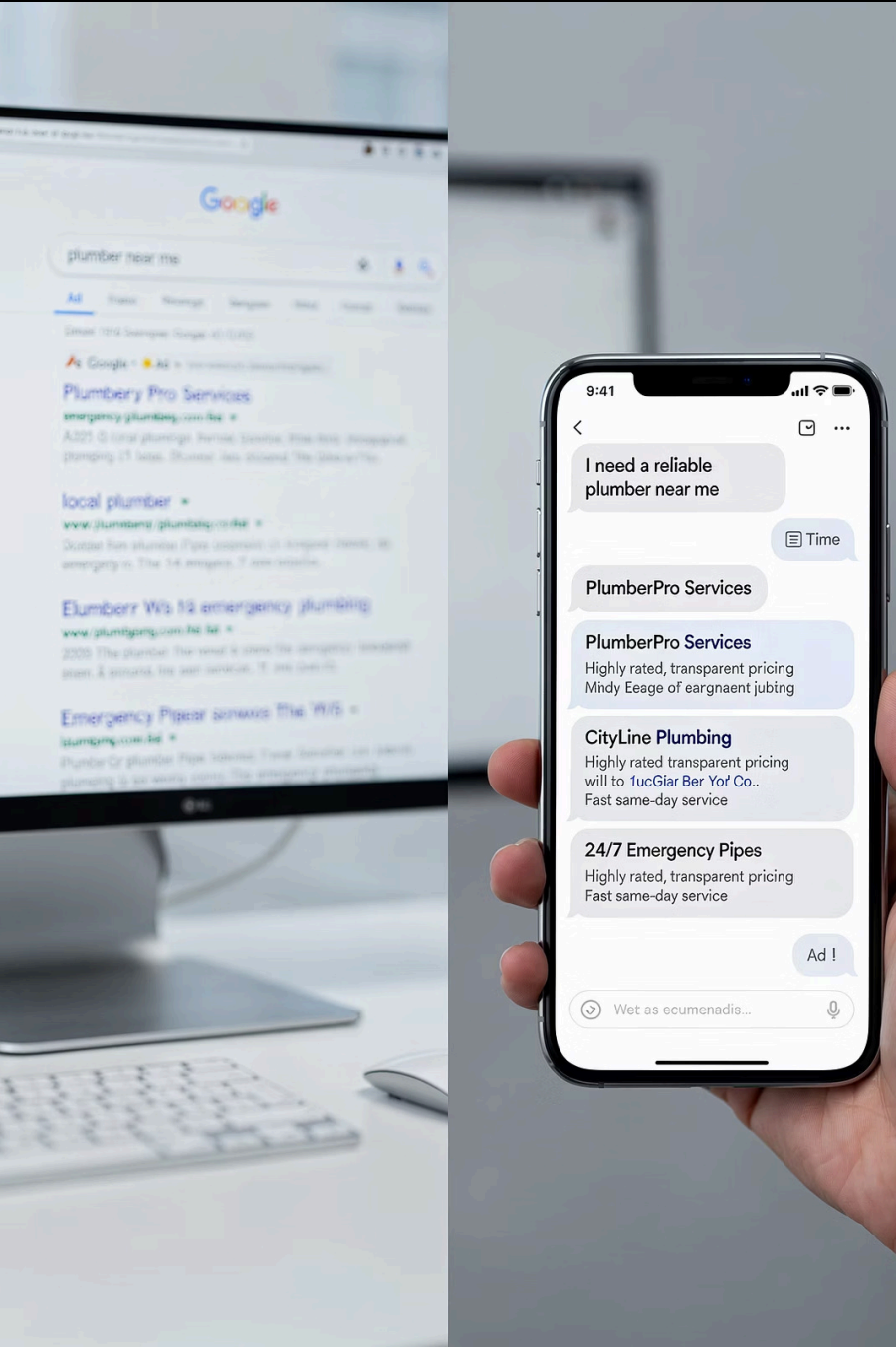


Examples Include:

Plumbers, electricians, personal trainers, pet groomers, auto repair, CPA

Still Valuable, But Less Targeted for Other Types of Businesses:

Some materials will help product-based businesses or remote service providers, but the strategies are optimized for local, service businesses.



Why This Matters Now

98% of consumers search online before choosing a local service. This behavior is undergoing a fundamental shift, moving from navigating traditional Google search result links to receiving direct, AI-powered answers and recommendations.

Consumers are increasingly turning to platforms like **ChatGPT, Perplexity, and Gemini/Google AI Overviews** to find local services. Crucially, these new AI tools are designed to filter and recommend only **small number of businesses per query.**

This means if your business isn't positioned correctly, you risk being invisible to potential customers. The stakes are higher than ever for local discoverability.



CHAPTER 1

The New Search Reality

How AI Search Changes the Game



1

Traditional Search

Returns a list of links. Users navigate and evaluate multiple options.

2

AI Search

Synthesizes information and provides a direct answer with small number of recommendations.

Key AI Search Platforms

- **ChatGPT:** 800M+ weekly active users (68% market share)
- **Google Gemini/Google AI Overviews:** 650M+ monthly active users. (18% market share)
- **Perplexity:** A rapidly growing AI search engine

Bottom line message: Only the top businesses get recommended with AI search.

What AI Tools Look For



Reputation Signals

- High-quality reviews across multiple platforms
- Consistent 4/5+ star ratings
- Recent review activity (velocity matters)



Business Information Accuracy

- Complete, consistent NAP (Name, Address, Phone)
- Up-to-date hours and services



Digital Presence Quality

- Professional website with clear service descriptions
- High-quality photos of work
- Active engagement (responses to reviews, posts)



Authority & Trust Signals

- Years in business
- Certifications and credentials

☐ Good news: These are the same fundamentals that work for traditional SEO

The Good News

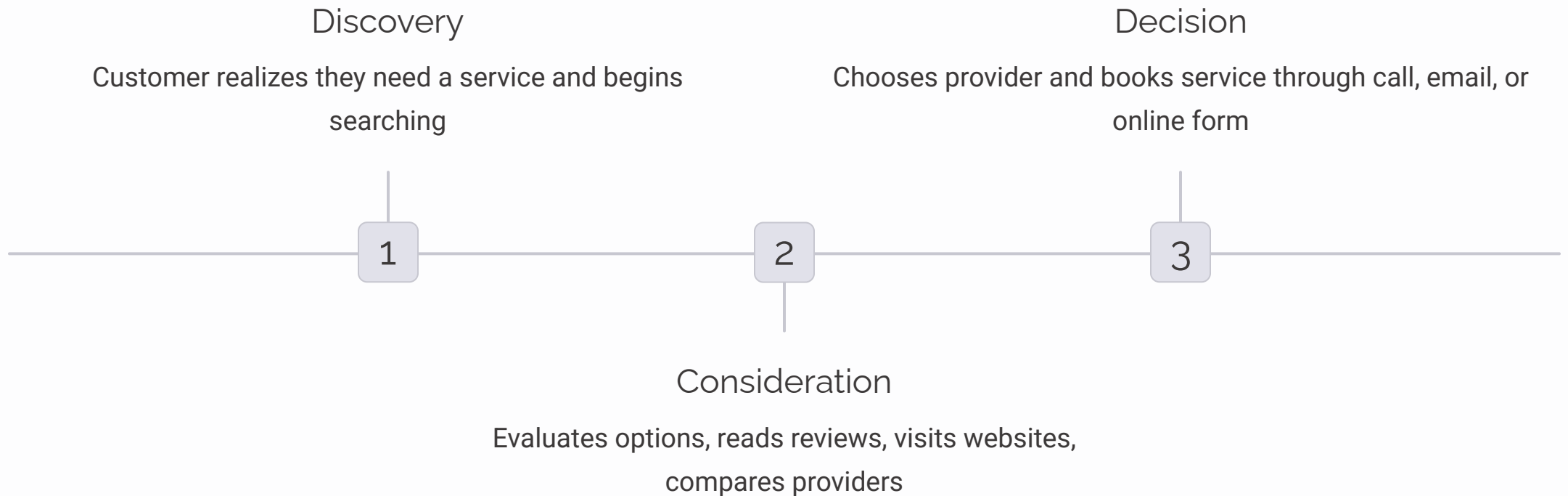
AI search hasn't changed the fundamentals

The same tactics that work for Google Business Profile and traditional SEO also feed AI systems. You don't need separate strategies—you need to do the basics exceptionally well.

CHAPTER 2

Understanding Customer Journey

The Three Stages of Customer Decision-Making



Quick Poll: Your Customer Behavior

Share in Zoom Chat

A: Most customers book directly online after finding my business

B: Most customers need consultation, site visit, or quote before booking

Poll

A

B

Discovery Stage: Where Customers Look & What Influences Them

Where They Look



Word of Mouth

Recommendations from friends, family, neighbors, and coworkers.



Online Search (Google/Maps/AI)

Typing service needs into Google or asking AI tools for recommendations.



Social Media (Facebook, Nextdoor, ..)

Asking for recommendations in Facebook groups, Nextdoor, or community forums.

How to Influence Discovery



Deliver Exceptional Service

Provide outstanding service to naturally generate positive word-of-mouth referrals.



Improve Ranking on Search

Ensure your website, social media, and local listings are optimized and up-to-date.



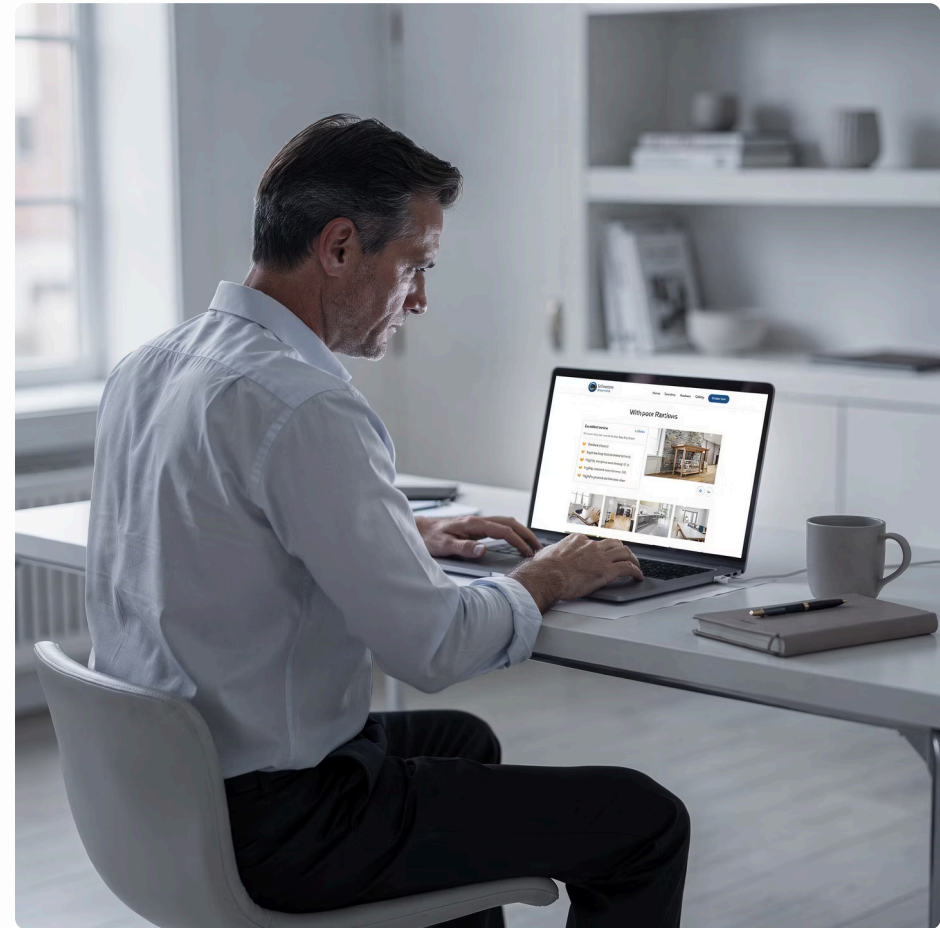
Encourage Customer Sharing

Actively ask satisfied customers to leave reviews and share their experiences.

Consideration Stage: What Customers Evaluate

Customer Actions

- Read online reviews and ratings
- Visit business website and profiles
- Compare services and pricing
- View photos of previous work
- Check credentials and licenses



How to Win the Consideration Stage

Quality Reviews

Accumulate 5-star reviews with detailed, authentic feedback across platforms

Professional Website

Clear service descriptions, pricing transparency, customer testimonials, and portfolio

Quick Response

Answer calls, emails, and messages promptly—speed builds trust

Decision Stage: Converting Consideration to Booking

1

Easy Booking

Online scheduling, clear contact options, simple inquiry forms

2

Clear CTAs

Prominent "Book Now" buttons and phone numbers on every page

3

Follow-Up Systems

Automated reminders and confirmations that reduce no-shows



CHAPTER 3

Building Your Foundation

The Foundation: Three Pillars of Local Discoverability

Online Profiles

Google Business Profile: Every local business ([Start Here](#) - highest ROI)

Yelp, Facebook, Nextdoor, IG, TikTok, LinkedIn

Industry-specific platforms (Angi, Houzz, etc.)

Website Optimization

- Optimized for Google Search & AI Search

Paid Traffic

- Google Local Service Ads, Google Ads, Facebook Ads

Not covered in this workshop - we focus on organic strategies

📌 Today's Focus: We'll dive deep into optimizing your online profiles (especially GBP) and your website for organic discoverability. These strategies work for both traditional search and AI tools.

Keep Your Online Profiles Up to Date

Your online profiles are your digital storefront. Keeping them current and consistent is essential for both customer trust and search rankings.

Priority #1: Google Business Profile

Most important profile for local businesses. Update immediately when anything changes:

- Hours, phone, services
- Add new photos weekly
- Post updates regularly

Priority #2: Choose 1-2 Other Key Platforms

Don't try to be everywhere. Pick platforms where YOUR customers actually search:

Review Platforms: Yelp • Angi/HomeAdvisor • Houzz • Thumbtack

Social & Community: Facebook • Instagram • TikTok • Nextdoor

Professional Services: LinkedIn

(Choose based on your industry and where your customers spend time)

Key Principle: Quality Over Quantity

Don't spread yourself too thin. Better to maintain 2-3 profiles excellently than 10 profiles poorly.

Choose platforms where YOUR customers actually search and engage, then commit to keeping them updated consistently.

NAP Consistency

Google and AI tools cross-reference your business information across the web. Inconsistencies hurt your rankings.

NAP = Name, Address, Phone

- Must be EXACTLY the same everywhere:

Common Mistakes:

- Old phone numbers on some listings
- Inconsistent business names
- Address variations

Action:

Do this today. Check quarterly.

CHAPTER 4

Mastering Google Business Profile



Google's Local Search Result Structure

1

Local Service Ads

Pay-per-lead ads at the very top (not covered today)

2

Google Ads (PPC)

Paid search ads below LSAs (not covered today)

3

Google Maps Pack

Top 3 local results with map—your primary SEO target

4

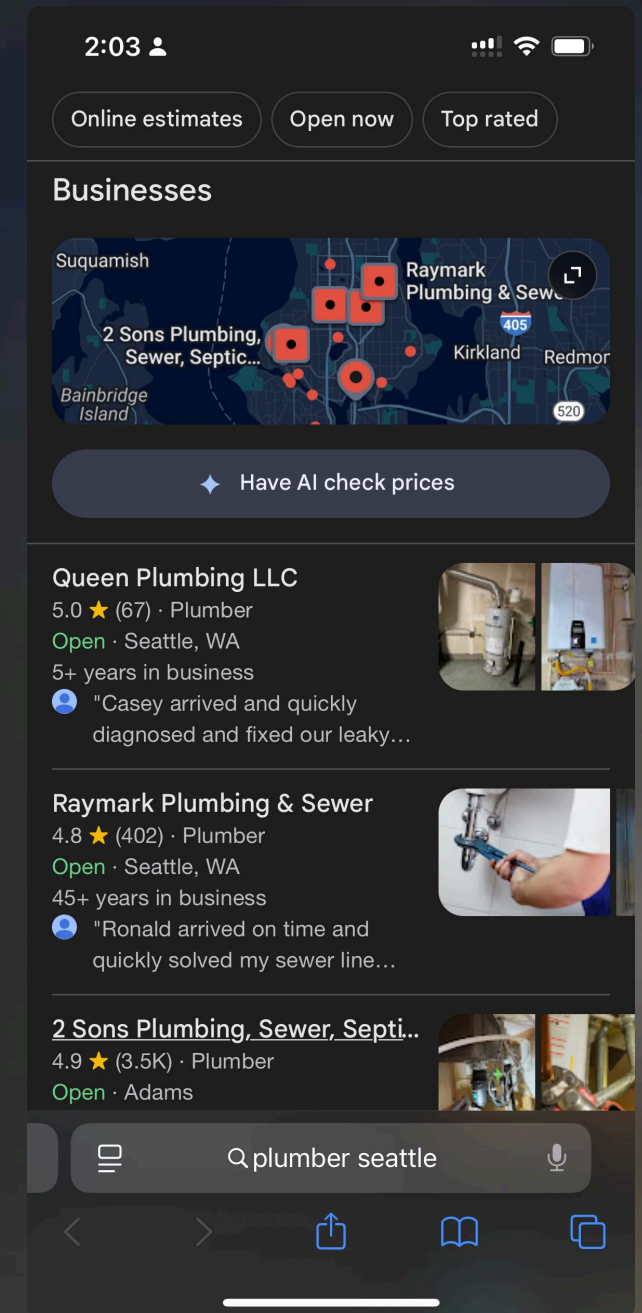
Organic Search Results

Traditional website listings below the map

The Power of the Map Pack

Being in the top 3 Google Maps results is the single most valuable position for local service businesses

These listings get the majority of clicks and are prominently featured in both traditional Google search and AI-powered search.



Optimizing Your Google Business Profile

1 Complete Every Field

- Business name, address, phone (exact NAP match)
- Website, hours, service area
- Business description (include local keywords)

2 Categories (Critical for Rankings)

- **Primary:** Most specific category for your main service
- **Secondary:** Add 5-9 relevant categories
- Example: Primary = "Plumbing Service" | Secondary = "Emergency Plumber", "Drain Cleaning", etc.

3 Products/Services

- List all services with descriptions
- Include pricing when possible

4 Photos (30+ ideal)

- Logo, cover, team, work in progress, before/after
- Update weekly

5 Posts

- Weekly updates, offers, events
- Include photos and CTAs

6 Attributes

- Service options, payment methods, certifications
- "Identifies as" attributes (women-owned, veteran-owned, etc.)

Review Velocity: Why Momentum Matters

It's not just quantity—it's consistency

Scenario A: Burst Pattern

50 reviews in Month 1


2 reviews in Month 2-10

AI interpretation: "Was this business once popular but declining?"

Winner: Scenario B

Key Insights:

- Recent reviews carry more weight than old ones
- Consistent flow signals ongoing quality
- AI tools and Google's algorithm rewards review velocity

 Action Item:

Build a system to request reviews after every completed job.

Scenario B: Steady Flow

5 reviews per month, every month

Total: **50 reviews** over 10 months

AI interpretation: "Active, consistently delivering great service"

GBP Before & After: What Makes the Difference

Weak Profile

- 3 reviews (last one 8 months ago)
- 2 photos
- Missing: hours, website, services
- No responses to reviews
- Generic business description
- Result: Rarely appears in Map Pack

Strong Profile

- 47 reviews (5 this month)
- 30+ photos (work, team, before/after)
- Complete: hours, website, services, attributes
- Responds to every review within 24 hours
- Detailed service descriptions with local keywords
- Regular posts (weekly)
- Result: Consistently in top 3 Map Pack

The difference isn't luck—it's consistent effort on the signals that matter.

Reviews - What's Different Now with AI?

Quality, quantity, and velocity still matter for both Google and AI. But AI adds a new dimension: it actually reads and understands what your customers say.

Traditional Google Rankings

- Review quantity and star ratings
- Review velocity (recent activity)
- Response rate

AI Search (New Capability)

- **Reads and analyzes review content**
- Identifies specific strengths mentioned by customers
- Compiles themes across multiple reviews
- Matches customer sentiments to search queries

The Takeaway:

The specific words your customers use in reviews now directly influence which searches you appear in. Encourage detailed reviews that describe what you do well, not just "great service!"

How to Get More Customer Reviews



Ask at the Right Moment

Request reviews immediately after service completion when satisfaction is highest



Automate Requests

Use CRM tools to send review requests automatically via email or SMS



Incentivize Carefully

Offer small thank-you gifts for feedback (not conditional on positive reviews)

Review Management Best Practices

1

Respond to Every Review

Thank positive reviewers and address negative feedback professionally and promptly

2

Train Your Team

Ensure all staff understand the importance of reviews and how to request them

3

Make It Easy

Include direct review links in emails, invoices, and follow-up messages

4

Monitor Regularly

Set up alerts for new reviews and respond within 24-48 hours

CHAPTER 5

Website Optimization



Why Your Website Still Matters

Even as AI search grows, your website remains the central hub where customers learn about your services, view your work, and decide to hire you. It's also the **primary source AI tools use to understand what you offer.**

Essential Website Elements



Clear CTAs

Prominent "Book Now" or "Get Quote" buttons on every page



Service Descriptions

Detailed pages for each service with pricing when possible



Testimonials

Customer reviews and case studies with photos



Mobile Responsive

Fast loading and easy navigation on all devices

Making Your Website Work for Humans & AI

The fundamentals that feed both traditional search and AI tools

What Your Website Needs to Say:

- Clear service descriptions (what you do, how you do it, what makes you different)
- Local keywords naturally integrated (city/neighborhood names in context)
- Detailed FAQs answering common customer questions
- Customer testimonials and case studies
- Service area information

How to Structure It:

- Clear H1 headings on every page
- Descriptive subheadings (H2, H3)
- High-quality photos with descriptive captions
- FAQ section using natural question format

Write for humans first. AI tools reward clear, helpful, well-organized content.

CHAPTER 6

Streamlining Operations

Streamlining Operations with CRM & Business Software

What CRM & Business Software Does

Customer Management:

- Centralized customer info and history
- Track jobs and communications

Scheduling & Dispatch:

- Online booking for customers
- Optimized routing and real-time updates

Payments & Invoicing:

- Digital invoicing and payment processing
- Automated reminders and financial tracking

Communication:


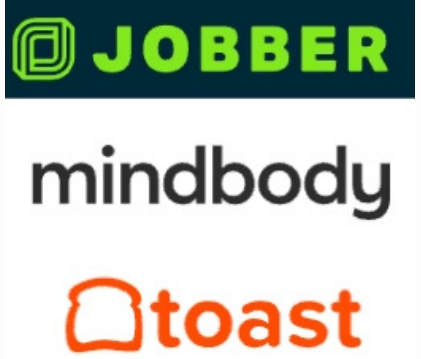


- Automated confirmations and reminders
- Professional customer communications

Why This Matters

- Reduces administrative time
- Minimizes scheduling conflicts and no-shows
- Improves cash flow with faster payments
- Creates professional customer experience
- Frees you to focus on service delivery

The Software Landscape: Too Many Choices?

There are hundreds of software options for service businesses. This makes choosing the right tools overwhelming.

			
Horizontal CRMs	Vertical CRMs	Payment Processing	Scheduling Software
All-in-one platforms for any service business	Industry-specific solutions	Accept payments and manage invoicing	Online booking and calendar management

☐ The good news: You don't need to figure this out today. Start with the basics, then add tools as specific needs arise.

Choosing the Right Software

Solo Operator (Just You)

- Keep it simple and free/low-cost
- Google Calendar + Sheets
- Free scheduling tools (Calendly)
- Focus: Basic organization

Small Team (2-5 staff)

- Need coordination and automation
- Entry-level CRM
- Automated review requests
- Online booking essential
- Focus: Efficiency and customer experience

Growing Business (5+ staff)

- Need full integration
- Advanced reporting and analytics
- Multi-location support
- Focus: Scalability and data-driven decisions

Start where you are. Upgrade as complexity demands it, not before.

CHAPTER 7

Real-World Success Stories

Featuring two inspiring journeys from SCORE clients interviewed last year, showcasing remarkable achievements.

Meet Rojo: From a Friend's Deck to a Growing Business



Summer 2020, Seattle

Tomas power washed a friend's deck for a backyard gathering during the pandemic. That simple favor sparked an idea: What if he could turn this into a business?

By fall, Rojo Moss Removal was born. Tomas got his licenses, connected with SCORE for mentorship, and set up free profiles on Google, Nextdoor, and Facebook.

The Secret Sauce

From day one, Tomas focused on making customers feel special. **High standards on every job. Personal touches that got people talking** in neighborhood groups and on Nextdoor.

The referrals started flowing. Word of mouth became their best marketing channel.

Building Online Momentum

Tomas was strategic about reviews:

- Requested them on every invoice
- Responded to every single review
- Even offered small incentives

He set up a simple website early, integrated with Airtable for basic job tracking. Nothing fancy—just functional.

Five Years Later

- 2021: Hired first technician
- 2024: Grew to 2 technicians
- 2025: Now hiring for a third, operating 2 fully-equipped vans

All organic growth. No paid ads. Just great service, consistent online presence, and a steady stream of 5-star reviews.



Rojo Moss Removal and Power Washing, LLC

5.0 ★★★★★ 80 Google reviews

Pressure washing service in Seattle, Washington

[Website](#) [Directions](#) [Reviews](#) [Save](#)

[Share](#) [Call](#)

Exterior cleaning business specializing in roof scrubbing for moss removal as well as deck, patio and driveway power-washing.

Address: 4427 50th Ave S, Seattle, WA 98118

Phone: (206) 228-7591

Hours: Open · Closes 6 PM ▾

[Suggest an edit](#) · [Own this business?](#)

Areas served: Seattle and nearby areas

How Rojo Stayed Visible (Without Breaking the Bank)

Years 1-2: The Free Tools Era

Tomas didn't spend a dime on marketing. Instead, he maximized free platforms:

- **Google Business Profile** became his storefront. He filled out every field, uploaded photos after jobs, and kept it updated.
- **Nextdoor** was gold for a neighborhood service business. Referrals there turned into more reviews, which turned into more visibility.

Years 3-5: Strategic Investments

As revenue grew, Tomas got more sophisticated:

- Invested in **SEO** to rank for "moss removal Seattle" and related searches.
- Started taking **high-quality before/after photos** on every job.
- Posted those photos regularly to GBP and the website.
- Added **automation** for quoting and invoicing (saved hours each week).

But the core strategy never changed: deliver exceptional service, ask for reviews, stay visible online.

The Result

5.0 stars on Google. 80 reviews. Consistently rank high on Map Pack for moss removal searches in Seattle.

Most new customers find them through Google search—exactly what we've been talking about today.

What Worked for Rojo

The Formula:

Great Service → Happy Customers → Referrals → Reviews → Top Rankings → More Customers

The Basics They Did Consistently:

- Delivered exceptional service on every job
- Asked for reviews after every completed job
- Kept Google Business Profile complete and updated
- Responded to every review within 24 hours
- Posted photos regularly

The Result:

5 years of organic growth. No paid ads. Just consistent execution of the fundamentals.

Meet Renova: From Seasonal Side Hustle to \$1.6M Business

The Growth Years (2009-2015)

Owners wanted to start a business that would let them travel. They chose Christmas lighting—seasonal work that fit their lifestyle. Just 3-4 family members, one truck, \$60K in revenue.

Word of mouth worked. They started collecting 5-star reviews. Built a basic website (from a training they attended). No fancy software—just Apple Calendar and email.

By 2015: 10-14 seasonal workers, 3 trucks, \$300K revenue.

The Pivot (2017)

They made a strategic decision: add window cleaning to become a year-round business.

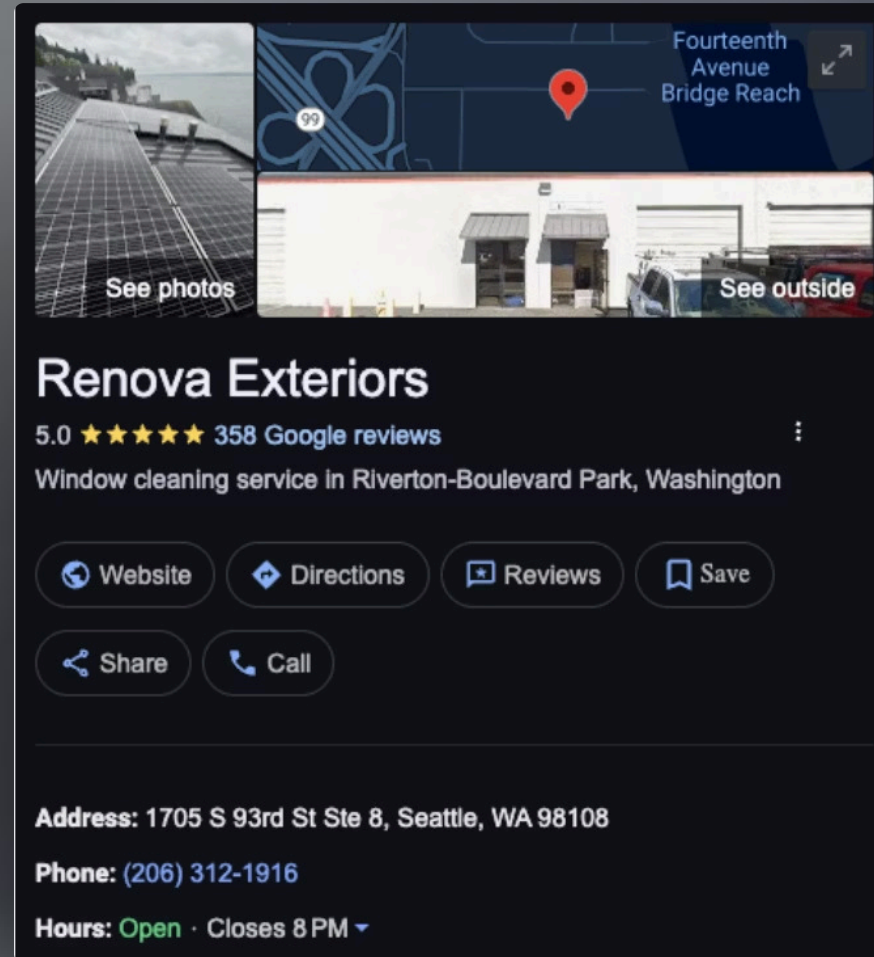
- Keeping their best seasonal workers employed all year
- Offering real benefits like healthcare

They connected with SCORE for mentorship. Joined business coaching groups to learn marketing and sales. Started using CRM.

Today (2025)

\$1.6M in revenue. They cleaned the windows of the Space Needle—a commercial success story.

From a lifestyle business to a real company, all while maintaining the family culture they started with.



How Renova Scaled (Without Losing Their Soul)

Early Days: Keep It Simple

No CRM. No special software. Just Apple Calendar and email.

They focused on what mattered:

- Delivering great service
- Collecting 5-star reviews
- Building a basic website
- Word of mouth in the community

It worked for a small seasonal operation.

Scale Phase: Building Infrastructure

By 2024, they had a full tech stack:

- Jobber for CRM and scheduling
- Responsibid for instant quoting
- ADP for payroll
- Slack and Google Suite for team communication

They invested in SEO for their new window cleaning website—a long-term play for lead generation.

They even hired a part-time videographer and brought in an outside SEO agency with part-time marketing staff.

Growth Phase: Getting Strategic

As they approached the year-round pivot, they knew they needed systems.

They invested in:

- Jobber CRM (linked with QuickBooks for accounting)
- SCORE mentorship to guide the transition
- Business coaching to develop marketing and sales skills

The goal wasn't just growth—it was sustainability. Year-round work meant year-round payroll, benefits, and professional operations.

Looking Ahead: 2026

Now they're investing in AI search optimization—staying ahead of the curve as search continues to evolve.

What Worked for Renova

The Strategic Mindset

They didn't chase growth for growth's sake. Instead, Renova made deliberate decisions:

- Started simple with free tools.
- Added systems only when they solved real problems.
- Invested in their team, offering year-round work and benefits.
- Built infrastructure to support genuine scale.

The Online Presence Evolution

- **Early:** Basic website, word of mouth, focused on collecting reviews.
- **Growth:** Integrated a CRM, improved their website, and systematized review collection.
- **Scale:** Made significant SEO investments, created video content, and brought in professional marketing efforts.

The Result

This led to an impressive 27x revenue growth over 15 years, transforming from a \$60K seasonal side hustle into a \$1.6M year-round business.

More importantly, they built a company that could offer real careers, not just seasonal jobs.

Key Lessons from Both Case Studies

- Start Simple, Scale Gradually
Both businesses began with free tools and basic profiles, investing more as they grew
- Visual Content Matters
Regular photos and videos of work significantly improved engagement and conversions
- Reviews Are Non-Negotiable
Consistent focus on getting and responding to reviews drove visibility and trust
- Systemize for Growth
Investing in CRM and automation freed time for business development

CHAPTER 8

Your Action Plan

Immediate Actions (This Week)

01

Claim Google Business Profile

If you haven't already, claim and verify your GBP listing today

02

Complete Your Profile

Fill out every field, add photos, verify your service area and hours

03

Request Reviews

Reach out to 5 recent satisfied customers and ask for Google reviews

04

Check NAP Consistency

Verify your business name, address, and phone are identical everywhere online

Short-Term Actions (This Month)

1

Audit Your Website

Ensure it's mobile-friendly, has clear CTAs, and includes service descriptions with local keywords

2

Create Review Process

Set up automated review requests after service completion

3

Add Visual Content

Upload 10-20 high-quality photos of your work to GBP and website

4

Choose 1-2 Platforms

Identify where your customers are active and create complete profiles there

Long-Term Investments (Next 6 Months)

1

SEO/AEO Strategy

Create service and location pages,
publish regular content

2

Software Systems

Implement CRM for customer
management and automated follow-
ups

3

Content Creation

Develop consistent process for
capturing and sharing photos/videos
of your work

Quick Survey: Your Future Online Presence

Share in Zoom Chat

Rate your **future** online presence (1-10): With the information you learned today, what rating will you achieve in 6 months?

Questions & Answers

General Questions

Taking questions that apply to all local businesses now. Please use Zoom chat to ask questions




craftpix

Business-Specific Questions

Book a free 15-minute consultation

calendly.com/ali-craftpix-ai/15-minute-consultation

Email: ali@craftpix.ai



Networking Mixer

Where Local Business Meets AI

TUESDAY | JUNE 2 | 4:00 - 7:00 PM

1605 Boylston Ave, Seattle, WA 98122

Featured Panel by Owners & Operators

Hosted by Craftpix AI

The poster features a central text area surrounded by a circular wreath of green leaves. Various icons representing different industries are placed around the wreath: a wrench and house, a delivery van, a lightbulb, a lightning bolt, a stethoscope, a comb and scissors, and a beer mug.

<https://luma.com/1ug1hj0j>