

# KC GAME PLAN BUSINESS VISIBILITY QUICK GUIDE

*Get Found. Get Chosen. Get Customers.*

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## GOOGLE BUSINESS PROFILE (YOUR DIGITAL STOREFRONT)

### Must-Have Basics

- Use your **exact business name** (no variations)
  - Make sure your **address, phone, and website match everywhere**
  - Choose the **right primary category**
  - Set **accurate hours** (including special events/holidays)
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### Photos = Decisions

- Add **10+ real photos** to start
  - Include:
    - Exterior (so people can find you)
    - Interior (so they feel comfortable)
    - Products/services
    - People
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### Reviews = Visibility + Trust

- Ask for reviews consistently
- Aim for:
  - **Quantity**
  - **Recency**
- Respond to every review (like a human)

## **Be Clear (Not Clever)**

Say:

- What you do
- Who it's for
- Where you are

Example:

“Coffee shop near downtown Kansas City with breakfast and free WiFi”

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## **Stay Active**

- Add new photos regularly
- Post updates or offers
- Answer questions

# AI SEARCH (HOW YOU GET RECOMMENDED)

## What You Need to Know

AI tools like ChatGPT and Google AI don't "discover" you...

They **summarize what already exists about you** from:

- Your website
  - Google profile
  - Reviews
  - Social media
  - Other websites
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## Use Plain, Searchable Language

Avoid:

- Jargon
- Clever phrases

Use:

- Words people actually type
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## Answer Real Questions

On your website or content, include things like:

- "What to do in Kansas City"
- "Best [your service] near downtown KC"
- "Do I need reservations?"

👉 If people ask it, AI will look for it.

## **Be Consistent Everywhere**

Your:

- Name
- Description
- Contact info

Should match across:

- Website
  - Google
  - Social
  - Directories
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## **Get Reviews with Real Language**

Encourage customers to mention:

- What they did
  - Where you are
  - Their experience
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## **Show Up in Multiple Places**

Don't rely on one platform.

Be visible on:

- Google
- Website
- Social media
- Review platforms

## FOR INTERNATIONAL VISITORS (QUICK WINS)

- Use **simple, clear language**
  - Add **location context** (“5 minutes from downtown”)
  - Reduce friction:
    - Pricing clarity
    - Hours
    - Easy directions
  - Highlight:
    - “Walk-ins welcome”
    - “Family-friendly”
    - “No reservation needed”
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## YOUR 3-STEP ACTION PLAN

Start here:

1. **Optimize your Google Business Profile**
  2. **Get 5 new reviews in the next 2 weeks**
  3. **Add 10 real photos**
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