

How Customers Will Find Local Businesses in 2026

(And What to Do If You're Not
Showing Up)

Free 4-Step Mini Guide



Make Your Business Show Up on AI Search


STEP 1:

Make Your Website Easy for Google (and AI) to Understand

- **What to do:** Answer the same questions customers ask you on the phone – clearly, on your website – for each service and city you serve. This makes your business AI-friendly for search engines.
- **Why:** AI search algorithms prioritize well-organized, detailed, and local content when providing results. This can significantly increase your visibility as AI-driven search engines grow in popularity.

STEP 2:

Encourage and Leverage Customer Reviews

- **What to do:** Actively encourage satisfied customers to leave reviews on platforms like Google, Yelp, and Facebook.
 - **Why:** AI prioritizes businesses with strong reputations and positive reviews, making them more likely to be recommended. Businesses consistently adding new reviews are likely to be viewed as active local businesses.
- 

Make Your Business Show Up on AI Search

STEP 3:

Diversify Your Ad Investment

- **What to do:** The days of running ads on a single platform like Google, Yelp, or Next Door, are over. If all your leads come from one platform, you're exposed. When that platform changes, your phone stops ringing.
- **Why:** By not relying solely on one platform like Google, you mitigate risk and reach customers using a broader range of search engines and platforms and ready to allocate the budgets accordingly when the shift happens.

STEP 4:

Free-up Your Time with AI

- **What to do:** Use chatbots and AI-automated call backs
- **Why:** AI-powered customer service tools can catch missed opportunities and easily handle common inquiries, allowing you to deliver faster and more personalized responses.



Now you know what needs to be done.

The real question is: who do you trust to handle it properly?

If you're already unsure whether the person or agency you're paying is prepared for how search is changing, that's a valid concern.

Most agencies are still running the same playbook they've used for years – and they can't adapt quickly when things shift. That's usually when competitors start to pull ahead.

If you want to understand how exposed your business is, you can book a free 30-minute video call with one of our awesome team.

To make sure the call is actually useful for you, we ask a few quick questions first - hit the button below to check your exposure.

[**CHECK MY EXPOSURE**](#)