



HOW TO GET YOUR BUSINESS MENTIONED BY AI

A simple 5-step guide to find out who AI recommends, why your competitors are appearing and what you can do to improve your chances of being mentioned.

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Step 1: Find out who AI recommends

Copy this prompt into ChatGPT, Gemini or Perplexity and replace the information in [square brackets].

I'm looking for a [TYPE OF BUSINESS / SERVICE] in or near [LOCATION].

I specifically need [DESCRIBE WHAT YOU'RE LOOKING FOR, YOUR REQUIREMENTS OR THE PROBLEM YOU NEED SOLVED].

Can you recommend five businesses in the area that would be a good fit and explain why you recommend each one?

Please base your recommendations on information you can find online rather than simply listing businesses in the area.

Describe what your ideal customer is looking for. Don't just enter your business type and location, such as "Cake designer Bristol".

Think about why your ideal customer would choose your business. Add the specific service, style, experience, problem or requirement they would be likely to mention when asking AI for a recommendation.

Example

I'm getting married near Bristol and I'm looking for a luxury wedding cake designer.

I want something elegant and bespoke rather than a traditional wedding cake.

Can you recommend five wedding cake designers in the area that would be a good fit and explain why you recommend each one?

Please base your recommendations on information you can find online rather than simply listing businesses in the area.

Step 2: Find out why AI recommended these businesses

Don't just look at who AI recommended. Ask it to investigate why those businesses appeared. Copy and paste this prompt directly underneath the results from Step 1:

You have recommended these businesses for someone looking for [TYPE OF BUSINESS / SERVICE] in [LOCATION].

I run a [TYPE OF BUSINESS] in the same area and want to understand why these particular businesses were recommended. My website is [YOUR WEBSITE URL].

Please research the businesses you recommended and reverse engineer the signals that may have contributed to their inclusion.

Look at their websites, Google reviews, directories, third-party mentions, local and industry websites, press coverage, awards, useful content, relevant service and location pages, and any other sources that appear to support the recommendation.

Then compare what you find with my business.

Don't give me generic SEO or AI optimisation advice. I want you to identify specific evidence that could explain why these businesses are being recommended.

If you cannot verify something, say so rather than making an assumption.

Step 3: Turn the research into a to-do list

Now you know why AI may be recommending your competitors, turn that research into practical actions for your own business.

Ask AI to prioritise what you should work on rather than giving you a huge list of general SEO suggestions.

Copy this prompt underneath the results from Step 2:

Based on the research you've just completed, create a prioritised to-do list to increase the chances of my business being recommended by AI when someone searches for [TYPE OF BUSINESS / SERVICE] in [LOCATION].

Give me the 10 most useful actions, starting with the most important.

For each action, tell me:

- What I should do
- Why you are recommending it
- What you found during the competitor research that led to this recommendation
- A specific example of how I could implement it for my business

Separate the actions into:

Changes to my website

and

Things I need to do elsewhere online, such as reviews, directories, local websites, industry websites, press, partnerships and mentions from other businesses.

Don't give me generic SEO or AI optimisation advice. Base my to-do list on the evidence you found in Steps 1 and 2. If you cannot verify something, say so rather than making an assumption.

Step 4: Get AI to help you make the improvements

You've now discovered who AI recommends, why those businesses may be appearing, and what your business is missing.

Pick one action at a time from your Step 3 to-do list and ask AI to help you complete it. Use this prompt:

I want to work on action [NUMBER] from the to-do list you created.

My business is [BUSINESS NAME] and my website is [WEBSITE URL].

Help me complete this action.

Give me specific instructions for what I need to do, including any content I should create or change, websites I should approach, information I should add, or other practical steps required.

Where appropriate, draft the content for me, but do not invent facts, experience, reviews, awards, locations or services about my business.

Ask me for any information you need before creating content that depends on facts you cannot verify.

Keep your recommendations relevant to the competitor research we've already completed.

Step 5: Repeat the test in 6–8 weeks

Once you've made your improvements, wait around 6–8 weeks and repeat the searches from Step 1.

Use the same questions you used originally so you can make a meaningful comparison.

Check:

- Is your business now being recommended?
- Have any of the businesses in the results changed?
- Is AI describing your business accurately?
- Are your specialisms and location being picked up?
- Are new reviews, pages or third-party mentions appearing as supporting evidence?

Keep a copy of your original results. This gives you a simple benchmark so you can see whether your visibility is improving over time.

If you're actively working on this, I'd repeat the exercise every 2–3 months, rather than obsessively checking every week. AI recommendations aren't fixed rankings, and results can vary between searches, so you're looking for a pattern of increased visibility, not whether you appear every single time.

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