

SMART BRAND SYSTEM =

Get Found, Understood, and Recommended in AI Search

How to strengthen the signals that help Google, AI
platforms, and customers understand, trust, and choose
your business.

Maria Elena Duron



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Presenter

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Chief AI Officer

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What We Are Solving Today

The goal is not to “rank in AI.”

The goal is to make your business easier to:



Find



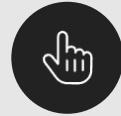
Understand



Trust



Recommend



Choose

By the end of this session, you will know what to check first and one practical action to take.



The Business Result

When someone asks an AI tool:

- “Who can help me with this?”
- “Which business is a good fit?”
- “What are my best options?”

Your business needs enough clear, consistent, useful information to be considered.

TODAY WE ARE DOING ONE THING:

Checking whether your business gives Google and AI enough clear information and proof to understand and recommend you.

The Simple Framework

FOUND

Can the system discover you?

UNDERSTOOD

Can it clearly explain who you are, what you do, who you help, and where you serve?

RECOMMENDED

Is there enough proof and supporting information to include you as a useful option?

Being Found Is Only Step One

Search has changed.

People are not only looking for links.

They are asking:

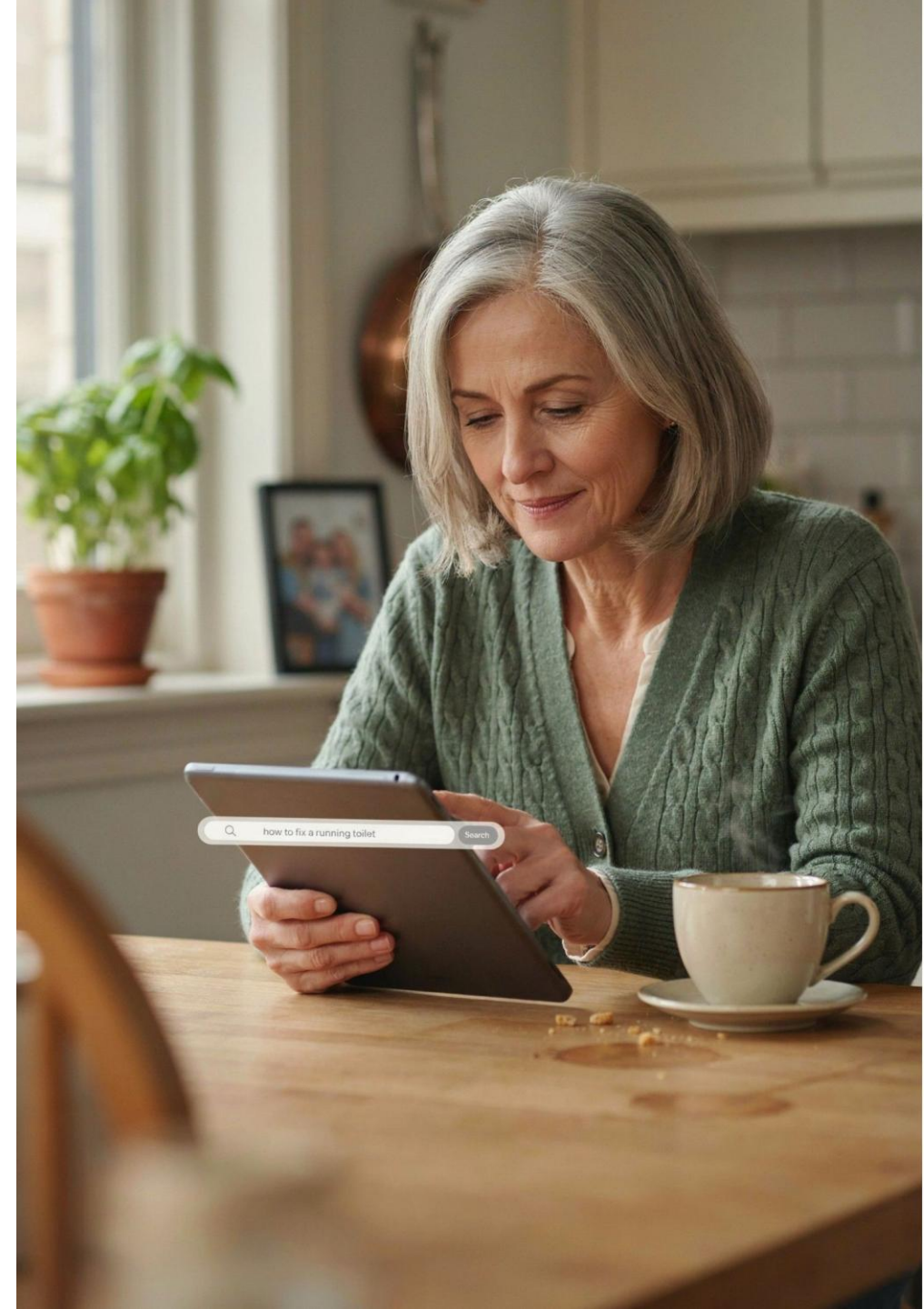
Who is best?

Which option fits me?

Who can I trust?

**What do you
recommend?**

That means visibility now includes understanding and trust.



Good News: Start With What You Have



Strong SEO foundations still matter.



Useful content still matters.



Accurate business information still matters.



Technical access still matters.



Reviews and proof still matter.

AI search adds another layer. It does not erase the foundation.

AI Search Pulls From More Than One Place

AI may encounter your business through:

Your website

Google Business Profile

Reviews

YouTube

Directories

Articles

Podcasts

News coverage

Social profiles

Industry sites

Other websites mentioning you

Your visibility is an ecosystem.

The Problem: Your Business May Be Telling Different Stories

Your website says one thing.

Your Google Business Profile says something else.

An old directory still lists an outdated offer.

Your LinkedIn profile describes an old position.

Your YouTube channel has not caught up with the business.

Now AI has to decide which version is true.

Start With Clarity

Before asking:

“How do I get recommended by AI?”

Ask:

Does my business clearly explain:



Who we are?



What we do?



Who we help?



Where we serve?



What problem we solve?



Why someone might choose us?

Your Visibility Architecture

Think of your visibility in five connected layers.

If one layer is weak or contradictory, the whole picture becomes harder to understand.

1 Business facts

2 Website and content

3 Proof

4 Outside confirmation

5 Discovery

Layer 1: Business Facts

Start with the information that needs to be consistently true.

- Business name
- Primary category
- Services
- Products
- Location
- Service area
- Hours
- Contact information
- Who you serve
- Core offer
- Credentials

Basic does not mean unimportant.

For Local Businesses: Check Google Business Profile

Compare your Google Business Profile with your website.

Check:

- Business name
- Services
- Description
- Phone
- Categories
- Links
- Hours
- Location or service area
- Offers

Question:

Where does the story change?



Layer 2: Your Website Has to Explain the Business

Your website is one of your strongest first-party sources.

Make it easy to understand:

- What you offer
- Who it is for
- How it works
- Where you work
- What makes the offer different
- What the next step is



Do Not Bury the Answer

Use clear:



Page titles



Headings



**Service
descriptions**



**Product
information**



Locations



FAQs



**About
information**



Calls to action

Clarity makes you easier to understand.

Main Content Matters

Ask:

- Does this page actually help the visitor?
- Does it answer the question they came with?
- Does it show real expertise or experience?
- Does it provide something useful beyond generic information?

That is a stronger question than:

“How many keywords did we fit on the page?”

Generic Content Is Easier to Replace

Instead of:

“5 Tips for Choosing a Plumber”

Try:

“What I Check Before Recommending a Water Heater Replacement in West Texas”

Instead of:

“Benefits of Hiring a Consultant”

Try:

“The Three Problems I Look for Before Telling a Business to Spend More on Marketing”

Your experience makes the content harder to replace.

Do Not Ask AI to Invent Your Expertise

Instead of only saying:

~~“Write me a blog post.”~~

Have AI interview you first.

Use it to pull out:

- Your experience
- Your examples
- Your opinions
- Mistakes you see
- Exceptions you have learned
- Customer questions
- What you know from actually doing the work

Prompt: Interview Me First

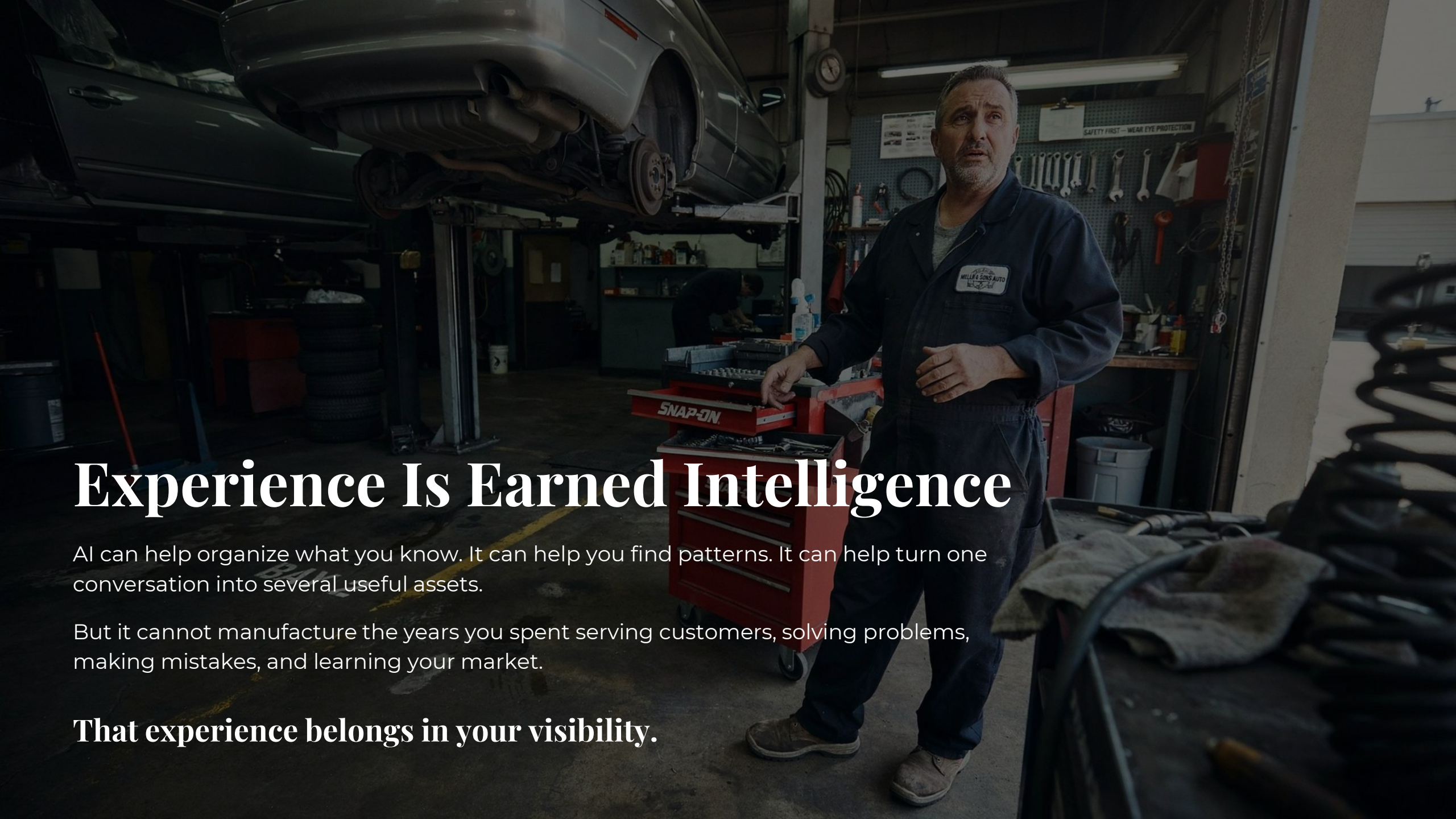
“I want to create useful content about [topic].

Do not write the content yet.

Interview me first.

Ask me one question at a time to uncover my experience, examples, opinions, customer questions, mistakes I commonly see, and anything I know from doing this work that someone could not get from a generic article.

When you have enough information, tell me the strongest angles we could develop.”

A man in a dark blue jumpsuit stands in a workshop. Behind him, a silver car is elevated on a lift. To his left is a red Snap-on toolbox. The background shows various tools on a wall and a sign that reads "SAFETY FIRST - WEAR EYE PROTECTION".

Experience Is Earned Intelligence

AI can help organize what you know. It can help you find patterns. It can help turn one conversation into several useful assets.

But it cannot manufacture the years you spent serving customers, solving problems, making mistakes, and learning your market.

That experience belongs in your visibility.

Read It Before You Publish It

Before you publish AI-assisted content:

01

Read the whole thing.

02

Fact-check important claims.

03

Check the tone.

04

Make sure it sounds like your business.

05

Make sure it helps the person who will see it.

AI can accelerate the draft.

You still own the result.

The Best-Client Test

Ask:



Would I be comfortable showing this to one of my best clients?



Would I put my name on it?



Would I defend the facts?



Does it sound like something I would actually say?

If not, it is not ready.

Do Not Create for the Algorithm First

Every important page, post, video, or answer needs to help a real person:

01

**Understand
something**

02

Solve something

03

Compare options

04

Make a decision

05

**Take a useful next
step**

The person remains the reason the information exists.

Layer 3: Give Them Proof

Proof may include:

- Reviews
- Testimonials
- Case examples
- Credentials
- Awards
- Photos
- Videos
- Client questions
- Real results you can substantiate
- Years of experience
- Community involvement

Being understood is not the same as being trusted.



Reviews Are More Than Stars

Reviews can contain useful language about:

- What you did
- Who you helped
- The problem
- The experience
- The result
- The location
- The service
- The customer's own words

Do not script reviews.

Make it easy for customers to describe the experience they actually had.

Use Reviews to Find Content Gaps

Read five recent reviews.

Look for:

Repeated questions

Repeated compliments

Words customers use

Problems they say you solved

**Unexpected reasons they
chose you**

**Things they value that you
barely mention**

Your customers may be telling you what your website needs to explain better.

Layer 4: What Does the Rest of the Web Say?

Your website tells your side of the story. Other sources help confirm it.

That may include:

- Directories
- Industry associations
- Local organizations
- Review platforms
- Podcasts
- News stories
- Niche blogs
- YouTube
- Partner websites
- Event pages
- Community sites

Quality and relevance matter more than collecting random mentions.

Citations Are Broader Than Directory Listings

Traditional local citations still matter.

But your wider presence can also include:



A podcast appearance



A local article



An industry interview



A YouTube video



An association profile



A partner page



A community event

These sources create more context around who you are and what you do.

Do Not Chase Mentions Just to Chase Mentions

Do not manufacture fake authority.

Do not buy junk mentions because someone promises AI citations.

Do not force your business into places where it does not belong.

Ask instead:

Where would a real customer expect to see a business like mine?

Layer 5: Video and Visuals Matter Too

Use real visuals that help people understand:

- The business
- The location
- The people
- The work
- The products
- The process
- The result
- The details customers care about

Do not make generic stock or AI imagery carry all the trust-building.





Video Lets People See How You Think

Video can show:

- How you work
- What customers ask
- What you notice
- How you explain problems
- What makes your approach different
- What people need to understand before buying

You do not need a studio.

Clear, useful answers are the asset.

Now Do One Diagnostic

Do not try to fix every layer today.

We are going to run one customer-question test.

Ask the kind of question someone would ask before they know your business exists.

Examples:

“Who helps [type of customer] with [problem] in [location]?”

“What are the best options for [problem]?”

“Who specializes in [specific situation]?”

“What should I look for before hiring a [service]?”

What to Look For in the Answer

Do not obsess over whether you are listed first.

Study:



Who gets mentioned?



What types of sources appear?



What proof is included?



What details are repeated?



What seems to make one business easier to recommend?



What is missing from your own presence?

Prompt: Audit the Answer

“Review this AI answer as a visibility strategist.

Tell me:

1. What types of sources were used
2. What businesses were recommended and why
3. What proof or details appear to support those recommendations
4. What information a business like mine would need to make clearer or stronger
5. What I could improve without copying competitors or trying to manipulate the system”

Pick One Gap

Your gap may be:

**Business
information**

Website clarity

**Weak service
pages**

**Missing
customer
questions**

Reviews

Proof

**Third-party
presence**

Images

Video

**Outdated
information**

Do not fix everything.

Pick the gap that is making your business hardest to understand or trust.

Your 30-Minute Visibility Sprint

After this session:

01

Compare your Google Business Profile with your website.

02

Read your homepage and one key service page as if you know nothing about the business.

03

Read five recent reviews.

04

Run one customer-style question in an AI search tool.

05

Write down the biggest mismatch or missing piece.

That becomes your first action.

What You Are Not Doing Today

You are not building:

- A complete AI search optimization plan
- A full content architecture
- A complete citation strategy
- A full review generation system
- An AI visibility tracking system
- A finished implementation roadmap

Today you are learning how to recognize the signals and identify the first gap.

What I Want You to Leave With

You now have:

01

A way to think about AI-search visibility

02

A simple framework

03

A customer-question test

04

One practical audit prompt

05

One first action

That is enough to start.

The next challenge is knowing which gap deserves your attention first and how to improve it without creating five new problems.

AI Search Is Only One Piece of the System

Getting found and recommended also depends on what is happening across the rest of your business visibility. That can include:



Google Business Profile

Categories, services, photos, reviews, updates, local signals



Your Website

Clear offers, service pages, FAQs, trust signals, structure, useful content



Reviews & Reputation

What customers say, how often they say it, and whether those reviews reinforce what you want to be known for



Content & YouTube

Answering real customer questions and turning your experience into information people and AI can understand



SEO + AEO

Helping search engines and answer engines understand the business clearly



AI Workflows

Using AI inside the business to research, organize, create, follow up, and work more efficiently



Analytics & Measurement

Knowing what is actually bringing visibility, interest, leads, and customers



Customer Journey & Follow-Up

Making sure getting found actually leads somewhere

You Found a Gap. What Happens Next?

Today gave you a way to see where your AI-search visibility may be weak.

The next question is usually harder:

What do I fix first?

Because the answer may not be “create more content.”

It may be your Google Business Profile.

Your website.

Your reviews.

Your positioning.

Your proof.

Your follow-up.

Your data.

Or the way all of those pieces connect.

That is where strategy becomes important.

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Keep Working on It With Me

The Smart Brand Circle is the free starting place to keep learning and asking questions about the business you are actually running.

Inside the community, you will hear about upcoming:

- Webinars
- Hands-on labs
- Online workshops
- Google + AI trainings
- Visibility sessions
- Implementation opportunities

And other ways to work with me when you need more than another tip.

We keep working on questions like:

- Can Google and AI understand my business well enough to find and recommend me?
- Am I putting the Google and AI capabilities I already have to work before spending more money on something else?

[Join the Free Smart Brand Circle](#)

Start free. Keep learning. Go deeper when your business needs it.



To stay connected with me:

smartbrandkit.com/next





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