

2026 AUSTRALIAN EDITION

The AI Visibility Playbook

How Australian businesses can get found, trusted and recommended by ChatGPT, Google AI and other answer engines.

Five-minute test

See what AI says about your business today

Templates

Entity statement, answer blocks, review requests

Scorecard

25 checks across five pillars

30-day plan

A week-by-week path to a cleaner baseline

CONTENTS

What's inside

01	Your customers are no longer just searching	3
02	AI SEO in plain English	4
03	How an AI recommendation is made	5
04	Run your five-minute AI visibility test	6
05	Pillar 1: Make your business unmistakable	7
06	Pillar 2: Make your website readable by machines	9
07	Pillar 3: Publish information AI can use	10
08	Build the minimum AI-ready website	12
09	Pillar 4: Build proof beyond your own website	13
10	Pillar 5: Measure recommendations, not just rankings	14
11	The AI-readiness scorecard	16
12	Your 30-day AI visibility plan	18
13	Shortcuts that do not create real AI visibility	19
14	Copy-and-use toolkit	20
15	Become the business AI can confidently recommend	21

Your customers are no longer just searching. They are asking.

For years, being visible online meant appearing on the first page of Google. That still matters. But it is no longer the whole job.

Customers now ask questions such as:

- Who is the best electrician near me?
- Which solar installer in Brisbane has the strongest reputation?
- How much should a new website cost an Australian small business?
- Which dentist in Sydney offers payment plans?
- Who would you recommend for this job?

ChatGPT, Google AI, Perplexity, Gemini and other answer engines do not always respond with a long list of links. They often produce a short answer, name a handful of businesses and explain why those businesses are worth considering.

That changes the goal. Your business does not only need to rank as a link. It needs to become part of the answer.

151

Top-rated Australian trade businesses tested across 20 city-and-trade combinations

24

Businesses actually named when ChatGPT was asked, with web search on, to recommend specific providers

84%

Of highly rated businesses in the study were absent from the answer

Source: Orkkid, "We Tested 151 Top-Rated Aussie Tradies for AI Visibility", August 2026 · orkkid.com/blog/ai-visibility-study-australian-tradies-2026

In August 2026, Orkkid tested 151 top-rated Australian trade businesses across 20 city-and-trade combinations. We asked ChatGPT, with web search enabled, to recommend specific businesses. Only 24 of the 151 were named.

Many of the invisible businesses had established websites, claimed Google Business Profiles and hundreds of reviews. They were real, reputable businesses. AI simply did not choose them.

This playbook explains how to reduce that gap.

It will not promise a secret trick or guaranteed placement. AI-generated answers change between platforms, prompts, locations and points in time. No agency controls what a model says. What you can control is whether your business is easy to discover, easy to understand, easy to verify and safe to recommend.

That is the purpose of AI SEO.

AI SEO in plain English

AI SEO is the work of making a business visible across both traditional search engines and AI-generated answers. It combines several closely related disciplines.

Search Engine Optimisation (SEO)

SEO helps your pages appear in traditional search results. It includes technical website health, useful content, local search optimisation, links, reviews and authority.

Answer Engine Optimisation (AEO)

AEO makes your information easier for a search or AI system to extract and use as a direct answer.

Generative Engine Optimisation (GEO)

GEO is another name for improving visibility inside generative AI answers. It places more emphasis on citations, mentions and the way language models assemble responses.

These labels describe overlapping work. An Australian business does not need three disconnected strategies. It needs one strong digital presence that search engines and AI systems can understand, retrieve and verify.

Traditional SEO remains the foundation. A fast, crawlable website, a strong Google Business Profile, helpful content, reviews and independent mentions all support AI visibility too. AI SEO extends that foundation by asking a second question:

If an AI system had to answer a customer's question today, would it have enough clear and credible evidence to include your business?

How an AI recommendation is made

No one outside the companies building these systems knows the exact formula behind every answer. Different products also use different models, indexes and retrieval systems. The practical process can still be understood in four stages.

1

Understand

The system needs to identify your business as a distinct entity. It needs clear answers to basic questions: What is the business called? What does it do? Where does it operate? Who is behind it? Which customers does it serve? What makes it relevant to this particular request?

Conflicting names, locations, phone numbers or service descriptions create uncertainty.

2

Retrieve

For current or local questions, an AI product may search the live web and retrieve pages or business listings that appear relevant. Pages that are crawlable, well structured and explicit about their subject are easier to retrieve than pages hidden behind scripts, vague marketing language or poor navigation.

3

Verify

A business claiming to be "the best" on its own website is not strong evidence. The system looks for supporting signals elsewhere: reviews, directory listings, industry memberships, local coverage, supplier profiles, interviews, case studies and other independent mentions.

4

Recommend

The system assembles an answer from the evidence available to it. It may name several businesses, cite particular sources or provide a summary without a visible citation. The business with the most reviews or the biggest website does not automatically win. The stronger candidate is often the one the system can most confidently match to the question and support with clear evidence.

THE WORKING PRINCIPLE

Be the easiest relevant business to understand and the safest credible business to recommend.

Run your five-minute AI visibility test

Before changing anything, establish a baseline.

Open two or three AI search products and test questions a genuine customer might ask. Use a fresh conversation for each platform. If the product offers web search, enable it.

Start with these prompts

1. Who are the best [type of business] in [city], Australia? Name specific businesses.
2. Recommend a reliable [service provider] near [suburb].
3. How much does [service] cost in [city]?
4. What should I look for when choosing a [provider]?
5. What can you tell me about [your exact business name]?

For each answer, record

- ☐ Was your business named?
- ☐ Was your website or profile cited?
- ☐ Was the information accurate?
- ☐ Which competitors appeared?
- ☐ Which sources were used?
- ☐ What evidence did the answer use to justify its recommendations?

KEEP PERSPECTIVE

Do not overreact to one answer. AI results can change between sessions, users and platforms. The useful signal is the pattern across a consistent group of prompts over time. Repeat the same test each month and keep the wording stable so you can see whether visibility is improving.

Make your business unmistakable

Before an AI system can recommend your business, it needs to understand exactly who you are.

Begin with one canonical version of your core information:

Legal and trading name	Primary business category
Main services	Physical location or service area
Phone number and website address	Founder or principal people
ABN and relevant licences	

Use this information consistently on your website, Google Business Profile, Bing Places, Apple Business Connect, social profiles and reputable directories.

Minor differences can be legitimate. A service-area business may not publish a street address, for example. The objective is the removal of avoidable contradictions rather than blind duplication.

Write an entity statement

Create one factual paragraph that explains your business in plain English.

TEMPLATE

[Business name] is an Australian [business category] founded by [name] in [year]. We provide [main services] to [customer type] across [locations or service area]. The business is known for [specific specialisation or evidence], and holds [relevant licences, registrations, accreditations or memberships].

EXAMPLE

Harbour Electrical is a Sydney electrical contractor founded by Alex Tran in 2017. The team provides residential rewiring, switchboard upgrades and emergency electrical work across Sydney's Inner West. Harbour Electrical is fully licensed in New South Wales and specialises in older homes and strata properties.

Place a natural version of this statement on your About page. Use the same facts when writing profiles elsewhere.

Strengthen the pages that prove who you are

Your website should include:

- ☐ A detailed About page
- ☐ Named owners, practitioners or subject-matter experts
- ☐ Real team and project photography
- ☐ Licence and accreditation details where relevant
- ☐ Clear contact and service-area information
- ☐ Case studies or examples of completed work
- ☐ A privacy policy, terms and other appropriate business information

For regulated industries, all claims should comply with the rules that apply to your profession. AI visibility is never a reason to exaggerate outcomes, credentials or customer results.

Make your website readable by machines

You do not need to become a developer. You do need a website that search and AI systems can access without unnecessary friction. Give this checklist to whoever manages your website.

Website accessibility checklist

- ☐ Important content is available as readable HTML.
- ☐ Core pages do not require a login, form submission or user interaction to reveal their main content.
- ☐ The website works properly on mobile devices.
- ☐ Pages load quickly and do not shift around while loading.
- ☐ Navigation and internal links make important pages easy to find.
- ☐ The XML sitemap is current and submitted to the major search engines.
- ☐ Canonical tags point to the correct version of each page.
- ☐ The robots.txt file does not accidentally block search engines or AI search crawlers you intend to allow.
- ☐ Business name, phone number and service area are visible on the site.
- ☐ Structured data accurately describes the organisation, people, services and locations shown on the page.

Use structured data honestly

Schema markup gives machines an explicit description of a page. Relevant types may include Organization, LocalBusiness, Person, Service, Article, Product and BreadcrumbList.

Schema should reflect visible, truthful information. Adding unsupported ratings, locations or services to the code does not make them real and can undermine trust.

What about llms.txt?

An `llms.txt` file is a proposed way to provide AI systems with a simple, curated index of important information and pages. It can be useful as a supporting discovery file, particularly for a large or complex site.

It is not a substitute for crawlable pages, strong content, structured data, reviews or authority. Publishing the file does not guarantee that an AI product will use it or recommend the business.

Treat `llms.txt` as optional housekeeping, not the strategy.

Publish information AI can use

Many business websites are full of polished marketing language but short on useful facts.

"We deliver quality solutions tailored to your needs" could describe almost any business. It gives a customer, and an AI system, nothing specific to work with. Strong AI-ready content answers a real question clearly, then supports the answer with detail and evidence.

Use an answer-first structure

Open an important section with a concise answer. Then expand with context, options, evidence and next steps.

WEAK VERSION

Every project is different. Contact our friendly team for a tailored quote today.

STRONGER VERSION

A standard residential switchboard upgrade in Melbourne generally depends on the existing board, the number of circuits and whether asbestos or rewiring is involved. A licensed electrician should inspect the property before confirming the price. Your quote should separate labour, equipment, safety switches and any required compliance work.

The stronger version is useful even before the customer contacts the business. It also gives an answer engine a clear passage to retrieve.

Make important pages specific

Where appropriate, include:

- Prices or realistic price ranges
- The factors that change the price
- Locations served
- Who the service is and is not suitable for
- Timelines and what happens at each stage
- Options and trade-offs
- Common problems or risks
- Frequently asked questions
- Examples from real work
- Sources for factual or technical claims
- A named author or reviewer
- A visible reviewed or updated date

Do not publish a number simply because it looks quotable. If a price, statistic or rule can change, explain the basis of the information and review it regularly.

Use real expertise

Generic articles can be produced by anyone. First-hand knowledge is harder to replace. Ask the people doing the work:

- Which mistake do customers make most often?
- What causes quotes to increase?
- Which option is usually poor value?
- What changes between Australian states or councils?
- What have you learned from actual projects?
- What does a customer need to prepare before calling?

Turn those answers into named, useful content. Original experience gives both customers and AI systems a reason to use your page instead of another summary of the same generic advice.

Build the minimum AI-ready website

You do not need hundreds of blog posts. Start with a compact group of strong pages that reflects how customers choose a provider.

1 Core service pages

One useful page for each commercially important service. Explain the problem, process, options, cost factors, service area and next step.

2 Location pages

Only where you genuinely operate and have something specific to say: local examples, service details, travel or availability information and relevant proof. Swapping one suburb name for another across hundreds of identical pages creates very little value.

3 Pricing and cost guides

Customers ask AI systems direct questions about cost. Publish the clearest truthful answer you can, including the variables that affect the final quote.

4 Comparison and decision guides

Help customers understand competing options. Balanced comparisons build more trust than automatically declaring your preferred solution the winner.

5 Case studies

Document the starting problem, your approach, relevant constraints and the result. Include real details and customer approval where required.

6 About and expert pages

Explain who runs the business, who writes or reviews advice, and why those people are qualified to speak about the subject.

7 Frequently asked questions

Answer questions collected from calls, enquiries, quotes and sales conversations. Real customer language is more valuable than a list invented solely for keywords.

Every new page should have a purpose. If it does not answer a real customer question, demonstrate expertise or strengthen a commercial service, it probably does not need to exist.

Build proof beyond your own website

Your website explains your business. The wider web helps verify it.

AI systems can encounter your brand through many sources, including business profiles, review platforms, directories, publications, videos, forums and professional organisations. Focus on evidence a real customer would also trust.

Reviews

Maintain an ethical, consistent process for asking customers for honest reviews. Do not offer incentives where the platform or your professional rules prohibit them. Never manufacture reviews.

When asking, make it easy for the customer to describe the actual service and location in their own words. Specific reviews are more useful to future customers than a page of unexplained star ratings.

Respond professionally to positive and negative feedback. The purpose is to demonstrate that the business is active, accountable and attentive, rather than to create a perfect-looking profile.

Reputable listings

Prioritise profiles that matter in your industry and location:

- Google Business Profile
- Bing Places
- Apple Business Connect
- Relevant Australian industry directories
- Professional associations
- State or national registers
- Supplier and partner directories
- Local chambers and community organisations

Avoid paying for hundreds of low-quality listings that no customer uses.

Independent mentions

Earn mentions by contributing something useful:

- Provide expert commentary to journalists
- Publish original local data
- Speak on an industry podcast
- Create practical video demonstrations
- Support a relevant community initiative
- Contribute to professional publications
- Share genuinely helpful answers in industry or local communities

The aim is a consistent trail of credible evidence in places relevant to your customers, rather than your business name everywhere.

Your website makes the claim. Independent sources help verify it.

Measure recommendations, not just rankings

AI visibility needs its own scoreboard. Begin with a stable prompt panel: a list of questions that represent the different stages of a customer's decision.

Discovery prompts

- Best [service] businesses in [city]
- Recommended [provider] near [suburb]
- Local alternatives to [well-known competitor]

Cost prompts

- How much does [service] cost in [city]?
- What affects the price of [service] in Australia?

Brand prompts

- What can you tell me about [business name]?
- Is [business name] reputable?
- [Business name] vs [competitor]

Problem prompts

- Who can fix [specific problem] in [location]?
- What kind of professional do I need for [problem]?

Comparison prompts

- [Option A] vs [Option B] for [situation]
- What should I look for when choosing a [provider]?

Track each prompt in a simple table

PROMPT	PLATFORM	MENTIONED?	CITED?	COMPETITORS NAMED	SOURCE USED	ACCURATE?	DATE

Over time, monitor

- **Mention rate:** how often your business appears
- **Citation rate:** how often your website is used as a source
- **Citation share:** your mentions compared with the competitors in the same prompt panel
- **Accuracy:** whether the answer describes your business correctly
- **AI referral traffic:** visits arriving from identifiable AI platforms
- **Assisted demand:** branded searches, direct visits and leads that mention an AI assistant

Add "How did you hear about us?" to enquiry forms and include an AI assistant option. Not every AI-influenced customer will click directly from an answer.

Measure monthly rather than daily. You are looking for a durable trend, not chasing normal output variation.

The Australian business AI-readiness scorecard

Give yourself one point for each completed item. 25 points available.

Entity clarity

- ☐ Our business name, phone number and website are consistent across important profiles.
- ☐ Our services and service areas are stated clearly.
- ☐ Our Google Business Profile is complete and correctly categorised.
- ☐ Our About page names the real people behind the business.
- ☐ Relevant ABN, licence, registration or accreditation details are visible and current.

Technical accessibility

- ☐ Search engines can index our important pages.
- ☐ Core website content is available as readable HTML.
- ☐ Our website is fast and works properly on mobile.
- ☐ Our sitemap, canonical tags and internal links are maintained.
- ☐ Structured data accurately describes the visible business information.

Useful content

- ☐ Every major service has a dedicated, useful page.
- ☐ Important pages answer the main question near the beginning.
- ☐ We publish prices or explain genuine cost factors where appropriate.
- ☐ Our advice includes real experience, examples or original insight.
- ☐ Important content has a named author or reviewer and a review date.

External proof

- ☐ We have a consistent process for requesting honest reviews.
- ☐ Our business appears in reputable industry and local sources.
- ☐ Our most important profiles contain accurate, matching information.
- ☐ We have credible mentions beyond sources we control.
- ☐ Our licences, memberships and claims can be independently verified.

Measurement

- ☐ We have a documented panel of real customer prompts.
- ☐ We test the same prompts across more than one AI platform.
- ☐ We record mentions, citations, competitors and answer accuracy.
- ☐ We review AI visibility at least monthly.
- ☐ We connect visibility work to traffic, branded demand and enquiries.

Your result

0 to 5

Invisible

AI systems have very little clear or reliable information to work with. Begin with entity consistency and your core business profiles.

6 to 12

Discoverable

Your business can be found, but the evidence is incomplete or inconsistent. Strengthen core pages and independent proof.

13 to 19

Recommendation-ready

You have a solid foundation. Focus on the prompts and topics where competitors are still being chosen ahead of you.

20 to 25

Strong foundation

Your business gives search and AI systems clear, credible signals. Keep publishing original expertise, earning relevant mentions and measuring the result.

The score is a planning tool, not a guarantee of inclusion in AI answers.

Your 30-day AI visibility plan

WEEK 1

Establish the baseline

1. Choose 10 customer prompts covering discovery, problems, cost, comparison and brand research.
2. Test them in at least two AI products and record the businesses and sources that appear.
3. Audit your business name, phone number, website, category and service area across your main profiles.
4. Write your canonical entity statement.

WEEK 2

Fix the foundation

1. Correct inconsistent or outdated business profiles.
2. Complete your Google Business Profile, including accurate categories, services, opening hours and contact details.
3. Ask your web developer to review crawlability, mobile performance, sitemap, internal linking and structured data.
4. Strengthen your About and contact pages with real people, credentials and service-area information.

WEEK 3

Improve the information

1. Choose your three most commercially important service pages.
2. Add a direct answer, cost factors, service area, process, frequently asked questions and relevant proof to each.
3. Publish or improve one high-intent guide based on a real customer question.
4. Add named authors, review dates and sources where appropriate.

WEEK 4

Strengthen proof and tracking

1. Create a repeatable, ethical review request process.
2. Correct your profiles in the most relevant Australian industry directories or registers.
3. Identify one useful story, data point or expert contribution you can publish or pitch externally.
4. Repeat the original prompt panel and record what changed.

At the end of 30 days, you should have a reliable baseline, cleaner business information, stronger core pages and a repeatable measurement process. AI visibility compounds. Continue improving one important page, one source of independent proof and one weak prompt cluster at a time.

Shortcuts that do not create real AI visibility

Publishing large volumes of generic AI-written articles

AI can help with research and drafting, but unedited content that repeats what already exists gives a system little reason to cite your version. Add first-hand expertise, original examples and proper review.

Treating llms.txt as a magic switch

It may help a system discover a curated list of pages. It does not replace good pages, strong SEO or independent authority.

Adding unsupported schema

Structured data should clarify visible facts, not invent them. False ratings, locations, credentials or services create risk rather than authority.

Creating hundreds of thin suburb pages

A useful local page demonstrates genuine relevance to that area. A duplicated page with only the suburb name changed does not.

Chasing strange terminology

Customers ask normal questions. Build your content around their problems, decisions, locations and costs, rather than only around phrases used by the SEO industry.

Checking one ChatGPT answer and declaring victory

One result is not a trend. Track a stable set of prompts across multiple platforms and dates.

Ignoring traditional SEO

Search visibility, technical health, reviews, links, brand mentions and useful content remain core inputs. AI SEO extends this work; it does not make it obsolete.

Promising guaranteed recommendations

AI outputs are not fixed positions that anyone can own permanently. Be cautious of providers offering guaranteed inclusion or claiming to know a secret weighting formula.

Copy-and-use toolkit

Business entity statement

[Business name] is an Australian [business category] founded by [name] in [year]. We provide [services] to [customer type] across [locations]. We specialise in [specific area] and hold [licences, registrations, accreditations or memberships].

Answer-first content block

[Direct answer to the question in one or two sentences.] The main factors are [factor one], [factor two] and [factor three]. For [specific Australian location or customer type], [important local context].

Then expand with: what the answer includes, what can change it, available options, common risks or mistakes, relevant evidence or sources, and the next sensible step.

Case study structure

Customer situation: Who the customer was and what they needed.

The challenge: The specific constraint or problem.

Our approach: What was done and why.

The result: The observable outcome, using approved and verifiable details.

What others can learn: The practical lesson from the project.

Review request

Thanks for choosing [business name]. If you are comfortable leaving an honest review, it would help other customers understand what working with us is like. You may want to mention the service we completed and your general area, but please write only what reflects your genuine experience: [review link].

Ten-prompt starter panel

1. Best [service] businesses in [city]
2. Recommended [provider] near [suburb]
3. Who can help with [specific problem] in [city]?
4. How much does [service] cost in [city]?
5. What affects the price of [service] in Australia?
1. What should I look for when choosing a [provider]?
2. [Option A] vs [Option B] for [customer situation]
3. What can you tell me about [business name]?
4. Is [business name] reputable?
5. [Business name] vs [competitor]

Become the business AI can confidently recommend

AI search is not a separate internet. It is a new way of navigating the evidence that already exists about your business.

The businesses most likely to benefit are the ones that make the fundamentals unusually clear:

- One consistent identity
- A technically accessible website
- Useful answers to real customer questions
- Visible expertise and current information
- Independent proof from trusted sources
- A repeatable way to measure recommendations

Start by testing what AI says about your business today. Find the missing or incorrect evidence. Fix the foundations before producing more content. Then build the pages and third-party proof that make your business easier to recognise, retrieve and verify.

You cannot force an AI system to recommend you. You can make your business the most obvious credible answer.



Find out where your business stands.

Orkkid helps Australian service businesses rank in Google and get recommended in AI-generated answers.

Use the free AI Citation Checker to test whether ChatGPT and Perplexity can find your business, or request a free AI visibility audit for a deeper review of the prompts your customers use, the competitors currently appearing and the gaps you can realistically close.

Get your free AI visibility audit

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