PETRA CUTRI

AI Search *Ready*

ChatGPT is sending your customers somewhere else. ***Here's how to get them back.***

For businesses that built their name the old-fashioned way. No tech skills needed.

Digital business strategist
petracutri.com

WHY THIS MATTERS

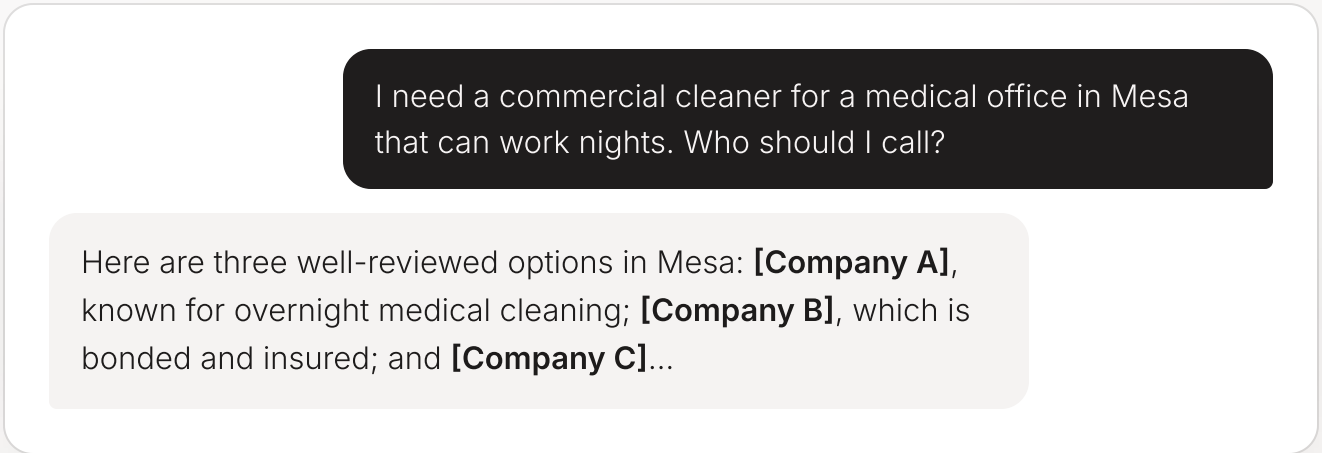
When someone asks a friend for a recommendation, the friend names who they know. *ChatGPT names who it knows about.*

More of your customers ask ChatGPT every month, and it usually names just two or three businesses. If it doesn't know you, it sends them somewhere else, and you never find out it happened.

> **It's not your fault.**
> If business has been slower than it should be, this may be part of the reason. Nobody told you this was happening, and you can change it.

> **What about Google?**
> Google now shows AI answers at the top of many searches too. They follow the same rules, so everything in this guide helps you there as well.

What your customer sees, for example:



Three names, and the customer calls one of them. If you're not on that list, you never got the chance.

STEP 1

Ask ChatGPT *three questions.*

About 5 minutes

Open ChatGPT and start a temporary chat (look for the Temporary chat option when you open a new chat). That way it answers the way it would for a stranger, not for someone it already knows owns your business.

Fill in your own service and city. Always include the city.

1. “Who is the best [your service] in [your city]?”
2. “I need [a real job your best customers bring you] in [your city]. Who should I call?”
3. “What do you know about [your business name] in [your city]?”

QUESTION	WAS I NAMED?	WHO WAS NAMED INSTEAD?	ANYTHING WRONG ABOUT ME?
1. The best			
2. A real job			
3. About me			

Don't stress over one answer. ChatGPT can answer a little differently each time, so if a result surprises you, ask again.

STEP 2

What your *answers mean.*

Most owners land in one of these three. Find yours, then start with the change it points to.

CHANGE 1

ChatGPT got something wrong about you

An old phone number, wrong hours, or a service you don't offer. It's repeating outdated information it found online.

Turn to page 5

CHANGE 2

You weren't named, or it couldn't find you

ChatGPT doesn't know you well enough to recommend you yet.

Turn to page 6

CHANGE 3

Named for question 1, but not question 2

ChatGPT knows you exist, but not what you're good at.

Turn to page 7

Landed in more than one? Make all three changes, in order. Together they take about an hour.

CHANGE 1 OF 3

Correct what ChatGPT *got wrong.*

About 20 minutes

ChatGPT repeats what it reads online. If one old listing still shows your old phone number, that's what it tells customers. Update the information wherever it lives:

1. Write down every wrong detail from your Step 1 answers.
2. **Google:** search your business name on Google while signed in to the account that manages your profile, click Edit profile, and correct it.
3. **Yelp:** sign in at biz.yelp.com and update your business information.
4. **Facebook:** update the About section of your business page.
5. **Your website:** check the contact page and the bottom of every page.

Why every place?

Correcting it in only one place isn't enough. As long as the old version is still out there, ChatGPT may keep repeating it.

What ChatGPT says, before and after:

BEFORE

"[Your business] is open Monday to Friday, 8am to 5pm. Call (555) 014-2200."

AFTER

"[Your business] is open Monday to Saturday, 7am to 6pm. Call (555) 019-8800."

CHANGE 2 OF 3

Copy your Google profile *to Bing.*

About 10 minutes

When ChatGPT searches the web, it gets results through partners, and Microsoft is one of them. Microsoft runs Bing, and most local businesses have never set up their Bing listing. You can copy your Google profile over in a few clicks:

1. Go to **bingplaces.com** and sign in.
2. Choose **Import from Google Business Profile.**
3. Sign in with the Google account that manages your profile, and allow access.
4. Select your business and finish the import.
5. Turn on syncing when it's offered, so Bing updates whenever you change your Google profile.

Good to know

If your business is already verified on Google, Bing usually verifies it automatically. Your listing can take a week or two to show up.

Why Bing matters to ChatGPT:

1. A customer asks ChatGPT for a business like yours.
2. ChatGPT searches the web through partners, including Microsoft's Bing.
3. Your Bing listing is there, with the same facts as Google.

CHANGE 3 OF 3

Get reviews that say *what you did.*

About 15 minutes, then once per job

ChatGPT learns what you're good at from what customers write about you.

1 **Get your review link.** On your Google Business Profile, use the option to ask for reviews, and copy the link it gives you.

2 Send this to every customer from the last three months, then to every new customer after each job:

> Hi *[name]*, thank you for choosing us for *[the job]*. Would you leave a quick Google review and mention what we helped you with? It helps other people find us. *[your link]*

3 Reply to every review and mention the job in your reply.

Ask every customer, not just your happiest ones. Google's rules don't allow choosing who gets asked, and honest reviews are more believable anyway.

What ChatGPT can learn from a review:

TELLS IT LITTLE

"Great service! Highly recommend."

TELLS IT A LOT

"They cleaned our 20,000 square foot office overnight and were gone by 7am."

KEEP THIS PAGE

The *checklist.*

Print it or keep it open. Tick each one as you go.

Today

- [ ] Ask ChatGPT the three questions in a temporary chat, and fill in the table on page 3.
- [ ] Find your result on page 4.

This week

- [ ] **Change 1:** correct wrong details on Google, Yelp, Facebook and your website.
- [ ] **Change 2:** import your Google profile into Bing Places and turn on syncing.
- [ ] **Change 3:** get your review link and send the message to customers from the last three months.

From now on

- [ ] After every job, send the review message.
- [ ] Reply to every review and mention the job.
- [ ] Once a month, ask ChatGPT the same three questions and compare.

WHAT I HANDLE FOR YOU

The three changes are yours. *The rest is mine.*

There's more behind the scenes:

- Making sure ChatGPT can actually read your website. Some sites block it without the owner knowing.
- Website pages that answer what customers ask, with the details ChatGPT repeats.
- Getting you onto the sites ChatGPT trusts, where your competitors already show up.
- Checking every month what ChatGPT says about you, and correcting what changed.

Every month I check what ChatGPT and Google say about your business, correct what's missing or wrong, and send you one email: here's what I did, and here's what changed. Nothing to learn, nothing to log into.

Send me your Step 1 table and I'll tell you what I'd change first, free.

hi@petracutri.com
petracutri.com

If you're the company people recommend, your online presence should say so *before you do.*

I'm a digital business strategist for companies that built their name the old-fashioned way and need their online presence to match their reputation.