



AI Proof your Local SEO

Check-list

REPUTATION & REVIEW FOUNDATION

- Treat reviews as part of your digital moat (your defensibility)
- Position reviews as user experience content, not just trust signals
- Ensure reviews reflect first-hand experiences

RESPOND TO REVIEWS

- Reply to every review, even brief ones
- Use natural, thoughtful language in responses
- Address specifics when possible (shows attentiveness to AI and users)

FIRST-PARTY REVIEW

- Collect **first-party reviews** (your site, form, or platform)
- Use schema markup to help Google and search engines understand and index them

THIRD-PARTY REVIEW

- Claim and manage profiles on:
 - Google
 - Yelp
 - Facebook
 - Industry-specific platforms
- Monitor brand mentions on forums (Reddit, Quora, etc.)

REVIEW GENERATION SYSTEM

- Ask for a review within 24 hours of service
- Use in-person scripts or signage to guide customers
- Set up automated email or SMS follow-ups
- Train your team on how/when to request reviews
- Report suspicious or fake reviews from competitors

REPUTATION PR, CITATIONS, & MENTIONS

- Get featured in local blogs or digital media
- Sponsor local events and ask for a mention (with link if possible)
- Appear on podcasts or interviews relevant to your niche
- Engage in community forums where your audience is active



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OPTIMIZE YOUR GOOGLE BUSINESS PROFILE (GBP)

- Fill out your business description with keywords
- Add all relevant categories and services
- **Regularly update GBP with:** Posts, Photos, Q&A, updates
- Use attributes (e.g., women-owned, LGBTQ+ friendly)

ALIGN WITH AI RANKING FACTORS

- Ensure reviews contain experience-rich language
- Encourage reviewers to mention:
 - What they bought/tried,
 - Who helped them
 - What they noticed or valued
- Track mentions across platforms and aim for contextual placement
- Monitor click-through rates from GBP and search snippets

BALANCE REVIEW QUALITY

- Aim for a 4.2 - 4.8 star average
- **Avoid** the appearance of all 5-star or all 1-star reviews
- Prompt reviews soon after service to capture real sentiment

OPTIMIZE FOR AI VISIBILITY

- Get reviews that are detailed, authentic, and human-sounding
- Prioritize visual content (images/videos) in reviews
- Encourage keyword use naturally in reviews (e.g. service type, location)
- Monitor review freshness: aim for a consistent cadence of reviews (1 / day; 4 / week, etc.)

BONUS TIP

- Avoid AI-generated reviews. Google is cracking down. Always focus on authentic, user-generated content.

NEED HELP WITH YOUR LOCAL SEO AND REVIEW MANAGEMENT?

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