



Just Ducky Digital – AI Search Optimization Checklist

Getting Your Colorado Springs Business Cited in ChatGPT, Gemini, and Perplexity

In 2026, being found online is no longer just about Google Search rankings; it is about Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO). Large language models (LLMs) like Gemini and ChatGPT look for clear, authoritative, and locally-relevant data to provide as answers to user queries.

Use this checklist to ensure your service business is prepared for the age of AI search.

1. High-Impact Content & AI Readiness

AI tools prioritize content that is direct, factual, and structured to answer specific questions.

- Direct Answers:** Publish clear, concise answers to common customer questions using simple language.
- Localized Pricing:** Include local pricing ranges to build transparency and trust.
- Neighborhood Anchors:** Mention specific service areas such as Briargate, Falcon, Black Forest, and Old Colorado City.
- Query-Based Headings:** Use H2 and H3 headings that mirror how customers actually ask questions (e.g., "How much does a plumber cost in Colorado Springs?").
- FAQ Sections:** Create dedicated FAQ pages for every primary service you offer.

2. The Google Business Profile (GBP) Foundation

Your GBP remains the most critical "source of truth" for AI tools when responding to local intent.

Task	Priority	Objective
Complete Service List	To-Do ▾	List every specific service to help AI match you to long-tail queries.
Accurate Hours	To-Do ▾	Ensure hours and service areas are 100% accurate across all platforms.
Real Project Photos	To-Do ▾	Upload authentic photos to build visual proof and trust signals.
Active Q&A	To-Do ▾	Use the Q&A feature to seed the answers AI tools are looking for.
Local Description	To-Do ▾	Use a detailed business description peppered with local landmarks and terms.

3. Review Strategy & Social Proof

AI tools use reviews to gauge the quality and specific expertise of your business.

- Neighborhood Citations:** Ask customers to mention their specific neighborhood in their review.
- Service Detail:** Encourage clients to describe the exact service performed (e.g., "fixed a burst pipe" vs. "great job").
- Professional Engagement:** Respond to 100% of reviews to show active management and reliability.
- Highlight Urgency:** If you offer emergency or fast-response work, ensure this is a recurring theme in your feedback.

4. Technical Website Optimization

AI "robots" need structured maps to understand your data effectively.

- Schema Markup:** Implement LocalBusiness, Service, Review, and FAQ schema to help AI tools parse your site.
- Keyword-Rich Pages:** Develop dedicated service pages using keywords with high search volume and relevance.
- NAP Consistency:** Ensure your Name, Address, and Phone number are identical across your website and every directory.
- Security & Speed:** Maintain a fast-loading site with proper security protocols like reCAPTCHA to prevent spam and ensure accessibility.

5. Local Authority & Mentions (GEO)

Generative Engine Optimization relies on your business being mentioned in high-quality, external sources.

- Local Directories:** Get listed in the Better Business Bureau (BBB) and local Colorado Springs community sites.
- Earned Media:** Seek mentions or guest expert spots in local outlets like *The Gazette*, *KOAA*, or *KRDO*.

- Backlink Health:** Regularly audit your backlinks to remove spam and ensure your citations are accurate.
 - Strategic Partnerships:** Build digital links and partnerships with other reputable local businesses.
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