

Local business AI-search readiness checklist

15 practical checks that help search engines and AI assistants read accurate information about your business. Tick each one you've done.

- ☐ Your robots.txt doesn't block the AI search crawlers you want (e.g. OAI-SearchBot, PerplexityBot, Googlebot, Bingbot). Training crawlers (GPTBot, Google-Extended, CCBot) are a separate choice.
- ☐ 2. Your CDN, host or firewall "bot blocking" settings match what robots.txt says.
- ☐ 3. Your homepage loads over HTTPS without certificate or redirect errors.
- ☐ 4. Business name, address and phone are identical on your site, Google Business Profile, Bing Places and Apple Business Connect.
- ☐ 5. Google Business Profile is claimed, with the right primary category and current hours (including holidays).
- ☐ 6. Bing Places for Business is claimed and matches your Google listing.
- ☐ 7. Each main service has its own page that says what you do in plain words.
- ☐ 8. The towns or areas you serve are written in page text, not only in an image or map.
- ☐ 9. Every page has a unique title and meta description that name the service and place.
- ☐ 10. LocalBusiness (or a more specific type) schema matches what's visible on the page.
- ☐ 11. Important information is real text: not only inside images, PDFs, or content that needs JavaScript to appear.
- ☐ 12. An FAQ answers real customer questions (price ranges, call-out area, how booking works).
- ☐ 13. You get genuine, recent reviews and reply to them; never buy, fake or filter reviews.
- ☐ 14. Your site is verified in Google Search Console and Bing Webmaster Tools, with a sitemap submitted.
- ☐ 15. Once a month, ask two or three assistants the questions your customers ask and note what changes. Results vary by person, place and day.

No checklist can guarantee that any search engine or AI assistant will mention or recommend your business.

Results vary by person, place and day.

Free checks (no sign-up): localcited.valleyfill.com/tools · Questions: hello@valleyfill.com · Version: October

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