Required Marketing.com
WHERE YOUR BUSINESS COMES TO LIFE!

SEO & AI Search Visibility Guide

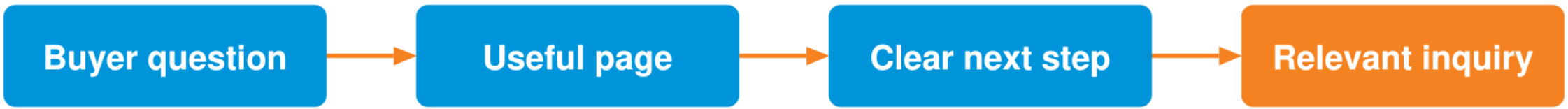
A practical starting point for content, local visibility and search performance.



WHERE YOUR BUSINESS COMES TO LIFE!

01 / SEARCH FOUNDATIONS

The search journey starts with a buyer need



Name the customer need.

Share useful service detail.

Make the next step clear.

Assign the inquiry.

02 / CONTENT PLANNING

A content plan built around real questions

Buyer question	Useful content	Evidence to include
What do you provide?	A focused service page	Actual scope and process
Who is the service for?	Audience and fit information	Relevant business examples
How does it work?	A process or preparation guide	What customers should expect
Why choose your business?	Your experience and approach	Accurate work samples

03 / LOCAL VISIBILITY

A local business information review

Business details

Check the business name, contact details, location and service area customers see.

Service pages

Explain the services you actually provide and the markets you genuinely serve.

Ongoing updates

Review outdated information, broken links and changes to your offer.

04 / GOOGLE SEARCH GUIDANCE

AI search builds on useful web content

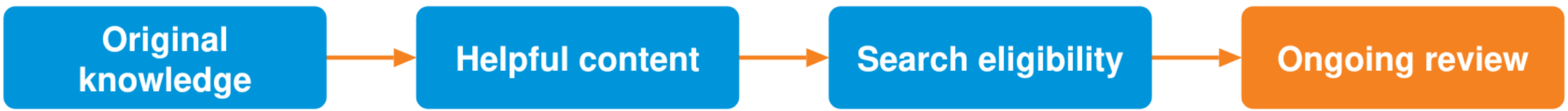


The foundation

Create helpful original content.
Keep pages accessible to search.
Use clear, readable page structure.

A realistic expectation

AEO refers to answer engines.
Google still treats this work as SEO.
Inclusion and rankings vary.



Reference: Google Search Central, generative AI optimization guide

05 / YOUR PLANNING NOTES

A search visibility planning worksheet

01	**Priority service**	Write the service you want prospects to discover first.
02	**Buyer questions**	List three questions your team hears before a sale.
03	**Missing information**	Identify which page should answer each question.

06 / MEASUREMENT

A review should include business outcomes

What to review	Why it matters	Useful next question
Search queries and pages	Shows how people find content	Does the content match the need?
Relevant website visits	Shows the audience reaching you	Are visitors reaching useful pages?
Inquiries and bookings	Connects activity with sales	Are the inquiries a good fit?
Work completed	Makes improvement visible	What should the next update be?

SEO and AI visibility depend on each platform. No placement is guaranteed.

YOUR NEXT STEP

A search plan grounded in your business

Required Marketing Group supports local, multi-location and technical SEO, plus answer engine optimization. Bring your priority services and customer questions.



Request a consultation

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