

Own what AI tools **say** **about your business**

They already answer questions about you. This upgrade makes your website the clearest, most current source they can use.

- trigger.co.nz

Structured data

FAQs & headings

Fixed price

Getting found by AI

What you can do yourself

We've sorted your website. This covers the parts we can't do for you, in the order that matters most.

Why this guide exists

When someone asks ChatGPT, Copilot or Google's AI answers to recommend a business like yours, the answer gets built from lots of sources. Your website is one of them, and it's the one we control. It isn't the biggest one.

The rest sits on platforms only you can log into: your Google Business Profile, your reviews, your listings with industry bodies. Nobody can do those on your behalf, and any agency telling you they can guarantee AI recommendations is guessing.

None of this is hard. Most of it is a one-off setup followed by a quarterly check. Work down the list in order, because the first two items matter more than everything below them combined.

01 Google Business Profile

The single biggest lever you have, and the one most businesses set up once and never look at again. When someone asks for a recommendation in your area, this is one of the strongest signals available. It also feeds Google Maps, which AI tools draw on directly.

Do this

- ☐ Claim and verify your profile if you haven't already
- ☐ Check your opening hours, including public holidays
- ☐ List every service you offer, using the words your customers use rather than industry terms
- ☐ Set your service area accurately, by suburb or region
- ☐ Add at least ten real photos of your work, your team and your premises
- ☐ Post something once a month, even a single photo with a line of text

Time needed: Two hours to set up properly, then fifteen minutes a month

Stock photos and an empty Q&A section are the two most common gaps we see. Both are quick wins.

02 Reviews

Volume and recency both count. Forty reviews spread across the last two years reads as a busy, active business. Six reviews from 2021 reads as one that might have closed. AI tools pick up on the same signals people do.

Do this

- ☐ Ask every happy customer, in person or by text, right after the job while they still care
- ☐ Make it one tap. Get the short review link from your Google profile and save it somewhere easy to access
- ☐ Reply to every review, good and bad. Your replies get read too
- ☐ Aim for a steady trickle rather than twenty in one week, which looks staged
- ☐ Mention the specific service in your reply, since it adds detail that gets picked up

Time needed: Five minutes per job, ongoing

Never buy reviews. Google removes them, and the pattern is obvious to anyone reading.

03 Bing Places and Apple Business Connect

Microsoft Copilot is built on Bing, not Google. If you have only done Google, you are missing from one of the three main AI tools. Apple Business Connect feeds Apple Maps and Siri, which covers a large share of iPhone users looking for a local business.

Do this

- ☐ Claim your Bing Places listing. You can import straight from Google, which takes minutes
- ☐ Claim your Apple Business Connect listing
- ☐ Mirror your Google details exactly on both

Time needed: Twenty minutes each, once

Almost nobody does these two. That is precisely why they are worth doing.

04 Say the same thing everywhere

AI tools cross-check what they find. When your phone number appears three different ways or an old address is still floating around, the tools hedge or pick the wrong version. Consistency is boring and it works.

Do this

- ☐ Write down your business name, address and phone number exactly as you want them to appear, including abbreviations.
- ☐ Search your own business name and read the first two pages of results
- ☐ Fix or remove any listing with an old address, a disconnected number or a former trading name
- ☐ Check the usual New Zealand spots: Yellow, Neighbourly, Localist, NZS, Facebook, LinkedIn
- ☐ Keep the wording you use to describe your services consistent across all of them

Time needed: Two to three hours once, then a quick check yearly

05 Industry bodies and associations

These are high-trust sources. A listing on a professional body's website carries far more weight than a general directory, because it implies verification. If you pay membership fees, make the listing work for you.

Do this

- ☐ Check your listing is live and current with every body you belong to
- ☐ Make sure it links to your website
- ☐ Fill in every optional field, especially services and service area
- ☐ Examples: your trade association, professional registration body, regional tourism organisation, chamber of commerce, local business association

Time needed: Thirty minutes per listing, once

06 Get mentioned on other people's sites

This is the part that genuinely moves unbranded recommendations, and there is nothing we can do about it from inside your website. It takes the most effort of anything in this guide and it is worth the most.

Do this

- ☐ Ask your suppliers and manufacturers whether they list approved installers, stockists or partners. Many do and most businesses never ask
- ☐ Sponsor a local club or event and ask for a link on their site, not just a logo
- ☐ Offer your local paper, community newsletter or school newsletter something genuinely useful rather than an ad
- ☐ Ask partner businesses who refer to you to mention you on their website
- ☐ Get listed on any regional or council business register you qualify for

Time needed: A few hours spread across a year

One mention on a supplier's or association's website is worth more than fifty general directory listings.

07 Send us your customer questions

We write your FAQs, but the questions have to be real ones. Invented questions produce answers nobody was looking for, and both people and AI tools can tell the difference.

Do this

- ☐ Keep a note for two weeks of every question you get asked, on the phone, by email or on a job
- ☐ Include the awkward ones about price, timeframes and what you don't do
- ☐ Send it to us as it is. Rough notes are fine, we do the writing

Time needed: Five minutes a day for two weeks

08 Tell us when things change

Your website is the source we control, and it is only useful while it is accurate. A site that quietly goes out of date is worse than one that was never optimised, because now the wrong information is the well-structured information.

Email us when you

- ☐ Add or drop a service
- ☐ Change your opening hours
- ☐ Move premises or change your service area
- ☐ Change your phone number or email address
- ☐ Add or lose key staff named on the site
- ☐ Take on a new qualification, certification or accreditation

Time needed: One email, whenever it happens

09 What not to bother with

Plenty of people are selling AI visibility right now. Some of it does nothing and some of it does harm.

llms.txt

A proposed file that tells AI tools how to read your site. We add one to your site because it takes us ten minutes. Be aware that no major AI company has committed to reading it, and studies of AI crawler traffic show it is almost never requested. Anyone charging you a premium for it is selling hope.

Packages that promise ChatGPT rankings

There is no ranking system to buy into. Nobody can guarantee an AI tool mentions you, including us.

Bulk directory submissions

Hundreds of low-quality listings with slightly different details actively work against you, because inconsistency makes tools hedge. A handful of good listings beats a hundred bad ones.

Stuffing your website with AI-related words

Writing "AI-powered" or adding keyword lists does nothing. These tools read for meaning, not for keywords.

Your quarterly fifteen-minute check

Once every three months, work through this. It is the whole maintenance job.

- ☐ Google Business Profile hours still correct, including upcoming public holidays
- ☐ At least one new review since last quarter
- ☐ Replied to every review
- ☐ Posted at least once on your Google profile
- ☐ Services list still matches what you actually do
- ☐ Any new customer questions worth adding to the site
- ☐ Anything changed that we should know about

Where to start if you only do one thing

Your Google Business Profile. Claim it, fill in every field properly, add real photos and answer your own common questions in the Q&A section. That single afternoon does more than everything else on this list.

Questions about any of this? Get in touch and we'll walk you through it.

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