



AIEO Checklist for DIY Small Business Websites

Goal: Make it easy for Google *and* AI tools (ChatGPT, Gemini, Perplexity) to find, understand, and recommend your business.

This week (2 - 3 hours)

- ☐ Open your homepage on your phone. Can you see what you do, who you help, and how to contact you without hunting?
- ☐ Rewrite the **first 3–5 sentences** on the homepage so they answer: What do you do? Who is it for? Where? How do they reach you?
- ☐ Do the same on your **main service page**.
- ☐ Put phone, email, city, and hours in **regular text** (not only on a photo or PDF).
- ☐ Use **one business name** everywhere: website, Google profile, social, email signature.

This month

- ☐ Update your **Google Business Profile** (name, category, service area, photos, hours, services).
- ☐ Create a free **Bing Webmaster Tools** account and add your site.
- ☐ Add or refresh an **About** page: real name, city, years in business, short story.
- ☐ Add an **FAQ** with the 5 questions customers actually ask (price range, timeline, what is included, service area, how to start).
- ☐ Replace vague lines (“we’re the best”) with **one real fact** (years in business, typical turnaround, towns served, number of projects).
- ☐ Ask 3 happy customers for a **Google review**.
- ☐ Ask ChatGPT, Gemini, and Perplexity:
“Best [your service] in [your city]”
“What does [your business name] do?”
- ☐ Write down what they get wrong. Fix that page on your website.

Every 3 months

- ☐ Check phone number, address, staff names, and services still current.
- ☐ Remove or update old offers, prices, and photos.
- ☐ Make sure important facts are in **text**, not locked in images.
- ☐ Confirm the site is **not blocking search/AI bots** (ask your host or website plugin if unsure).
- ☐ Test the contact form on your phone.
- ☐ Ask AI the same questions again and compare answers.

Ideas to consider later

- Fancy “AI tools” or extra software
- Keyword stuffing
- Rewriting the whole site with ChatGPT
- Blocking bots “for security” without knowing what they do

Your pass / fail test

You are successful when a stranger (or an AI tool) can answer these from your site in under a minute:

1. What do you sell or do?
2. Who is it for?
3. Where do you work?
4. Why trust you?
5. How do I contact you?

If any answer is missing, update that page before you add new pages.

*AIEO = AI Engine Optimization. Keep regular Google SEO too.
This checklist is the extra layer so AI can recommend you.*