

[ONE AFTERNOON · NO JARGON]

The AI Visibility Afternoon Kit

Make your business the answer ChatGPT and Gemini give.
The full method, free. No email wall, nothing held back.

"Who should I call for a plumber in Port Macquarie?"

THE AI ANSWERS



the dashed spot is yours to claim

About three hours, tea breaks included.

Saltline
The logo graphic consists of several horizontal, wavy lines in a teal color, resembling a stylized ocean or salt crystals.
Studio

saltlinestudio.com.au

Saltline Studio · Port Macquarie

When locals ask the AIs, someone gets named.

When a local needs a plumber, a florist or a bookkeeper, more of them every month skip the search results and just ask: ChatGPT, Gemini, or Google's own AI answer at the top of the page. The AI names two or three businesses. Everyone else may as well be closed.

Here is the honest part, before we start: nobody controls the AIs. Not me, not the agencies charging thousands for AI optimisation, nobody. Anyone promising you a guaranteed spot in ChatGPT's answer is selling weather forecasts they wrote themselves. What you CAN control is whether you are quotable: whether the machines can find you, understand you, and trust you enough to say your name. That is what this afternoon builds, and the same honest work makes you easier to find in ordinary search, so nothing here is wasted.

Everything in this kit is the full method, no email wall, nothing held back. If you want it checked by hand instead, the last page shows exactly what that costs.

THE AFTERNOON AT A GLANCE

- | | |
|------------------------------------|----------------------------------|
| 1 Run the test first · 10 min | 5 Reviews, replied to · 30 min |
| 2 Feed the AI its source · 15 min | 6 Machine-readable site · 30 min |
| 3 Answer the questions · 45 min | 7 The monthly re-test · 10 min |
| 4 One identity everywhere · 20 min | |

WHY THIS IS WINNABLE

The AI answers about local businesses are built from the same signals Google publishes for local ranking: completeness, reviews, consistency. And Google states there is no way to pay for a better local ranking. A sole trader who does this afternoon properly can out-signal a franchise that never bothered.

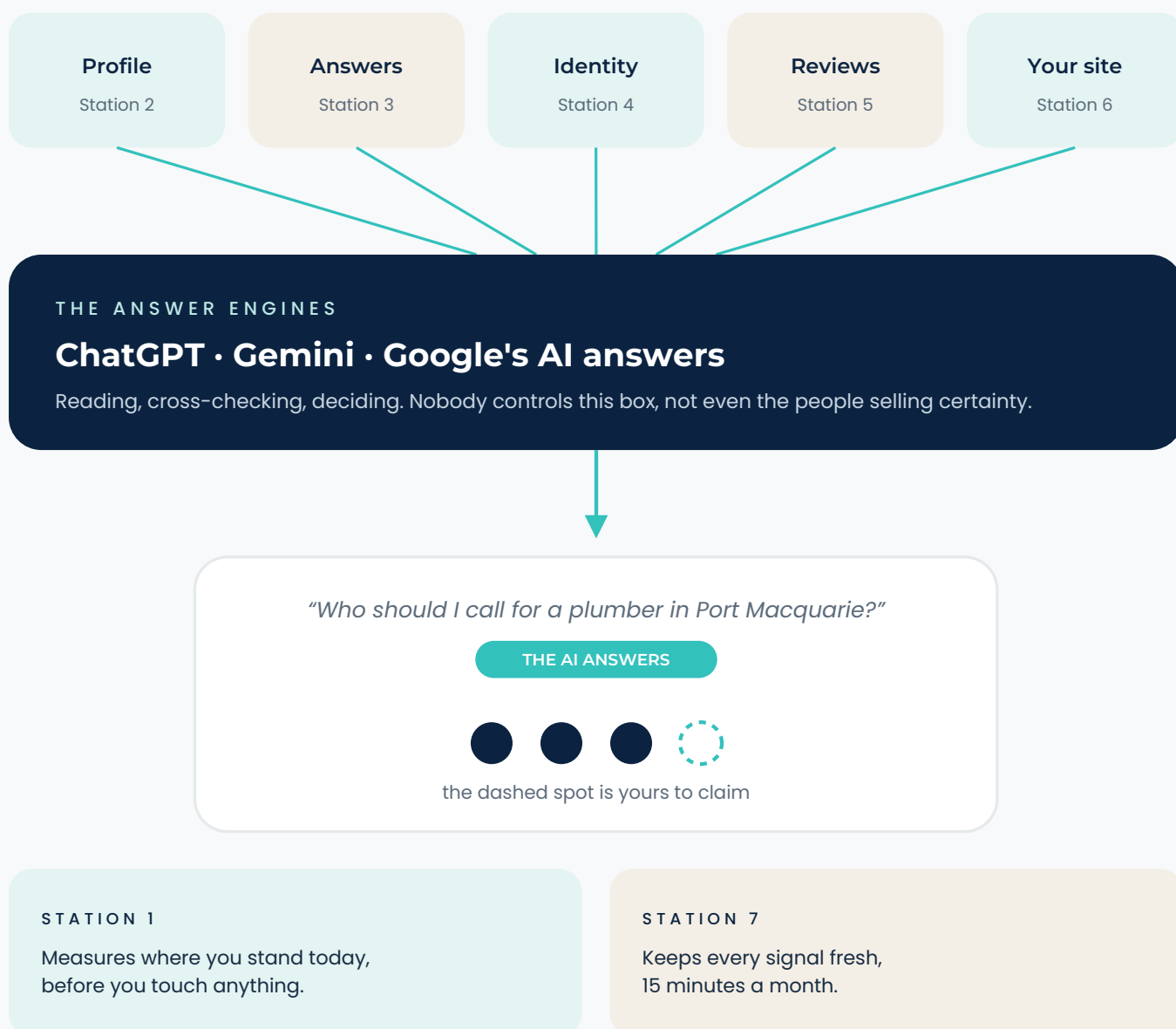
HOW TO RUN THE AFTERNOON

- 1 Run station 1 before touching anything: you want the before picture.
- 2 Work the stations in order and tick as you go. Nothing needs to be perfect before you move on.
- 3 Finish with the scorecard, and diarise the monthly re-test before you close the laptop.

Draw your line in the sand.

What feeds the answer.

Every station in this kit builds one of the signals below. The machines read them all, cross-check them, and decide who to name.



Nobody controls the middle box. Everything above it is yours.

1

STATION 1 · 10 MINUTES

Run the Test First

Before you fix anything, find out where you stand. Ask the machines the exact question a customer would.

- ☐ Ask ChatGPT: "Who should I call for [your service] in [your town]? Name specific businesses"
- ☐ Ask Google Gemini the same question, word for word
- ☐ Write down who each one names, and whether you are on the list
- ☐ Search your service + town on Google and note what the AI answer at the top says

WHERE TO CLICK

Open chatgpt.com in one tab and gemini.google.com in another. Type the question exactly, town and all, and screenshot both answers with today's date.

THE TRAP

Asking "what do you know about my business?" instead. The AIs are polite; they'll say something nice about anyone. The only test that matters is the customer's question, where you're competing for the recommendation.

WHAT COUNTS AS NAMED

Your business name, in the answer, as a recommendation. "Look for licensed plumbers with good reviews" names nobody: that is an open door, and this afternoon is how you walk through it.

YOU ARE DONE WHEN

You have today's date and both answers written down. That is your baseline; station 7 tells you when to re-run it.

1

2

3

4

5

6

7

2

Feed the AI Its Favourite Source

Google's AI answers about local businesses are built substantially from Google Business Profiles: your details, services, reviews, photos and posts. Google retired the public Q&A section in late 2025 and replaced it with Gemini-powered answers. You can't seed answers anymore; you feed the machine a complete profile instead.

- ☐ Every field complete, every attribute that's true switched on, services priced where you can
- ☐ Photos recent and real, reviews replied to, one post this month

THE SHORTCUT

The full afternoon on the profile is its own free kit, station by station with click paths and templates: saltlinestudio.com.au/google-business-kit. If your profile scores under 70 on that kit's card, do that afternoon first.

FROM GOOGLE'S OWN PLAYBOOK

Complete and accurate info makes a business more likely to show in local results, and attributes feed the AI's answers about you. The profile is not beside the AI game; it is the board.

THE TRAP

Set-and-forget. The AI rebuilds its answers constantly from what is current; a profile that last changed in March quietly tells the machine you might be closed.

YOU ARE DONE WHEN

Your Profile Strength shows complete, and the GBP kit's scorecard puts you over 70.

1

2

3

4

5

6

7

3

STATION 3 · 45 MINUTES

Answer Questions Where Machines Read Them

AI assistants quote pages that answer questions plainly. Your website needs to say what a customer would ask, then answer it in the first sentence, like you'd answer across a table.

- ☐ Write down the five questions customers actually ring you with
- ☐ Give each a plain-English answer on the relevant page (an FAQ section works): answer first, detail second
- ☐ Say your town and services in words, not just pictures. Machines can't read your van's signage in a photo
- ☐ Read each answer aloud; if it sounds like a brochure, rewrite it

NOT THIS

We provide comprehensive plumbing solutions across the region.

THIS

Blocked drain? In Port Macquarie I can usually be there the same day. The callout is \$180.

THE TRAP

Solutions-focused, customer-centric filler. A machine hunting the answer to "what does a callout cost in Port Macquarie" quotes the page that names the number.

STEAL THIS FORMAT

The question as a heading, the answer in the first sentence, the detail after. How fast can you come? Usually same day in Port Macquarie if you call before 10am. That shape is exactly what answer engines lift, word for word.

YOU ARE DONE WHEN

A stranger could get your five most-asked questions answered from your website without calling you.

1

2

3

4

5

6

7

4

STATION 4 · 20 MINUTES

One Identity, Everywhere

Machines decide who to trust partly by checking that you are the same business everywhere they look. Every mismatch is a flicker of doubt.

- ☐ Name, address, phone: identical spelling and format on your website, Google profile, Facebook, Instagram and every directory
- ☐ Same essentials in every description: what you do, where you do it
- ☐ Old addresses, dead listings and abandoned profiles: fix them or remove them

WHERE TO CLICK

Search your own business name in a private window. Open every result that is yours and check the details against your invoice header, one by one.

THE TRAP

Ghost listings. The address from two shops ago is still out there, quietly telling the machines your details can't be trusted.

FROM GOOGLE'S OWN PLAYBOOK

Google's guidance says complete, accurate, consistent info makes a business easier to match to searches, and the AI assistants inherit exactly that habit. One identity everywhere is machine trust at its most basic, and it costs nothing but this half hour.

YOU ARE DONE WHEN

Searching your business name shows one consistent identity. No ghosts.

1

2

3

4

5

6

7

5

STATION 5 · 30 MINUTES

Reviews Are Training Data

The AIs read your reviews and your replies. Recent, specific, replied-to reviews are among the strongest signals a machine can find that a business is real and good.

- ☐ Ask honestly: everyone or no one, never paid, never written by you or an AI (the word-for-word legal ask is in the GBP kit)
- ☐ Reply to every review, naming the service naturally. Replies are read by machines too
- ☐ Specific beats glowing: “fixed our blocked drain same day in Lighthouse Beach” teaches the AI what you do and where

THE TIP THAT SURPRISES EVERYONE

Google's own review guidance says a mix of positive and negative feedback often feels more trustworthy than a perfect wall of five stars. One imperfect review with a calm, helpful reply is evidence you are real. Machines and humans read it the same way.

THE TRAP

Chasing volume with a review blast, then never replying. Ten fresh reviews with silence underneath reads worse than four with warm, specific replies.

YOU ARE DONE WHEN

Your last three reviews all have replies, and your honest ask is saved in your phone.

1

2

3

4

5

6

7

6

STATION 6 · 30 MINUTES

Make the Site Machine-Readable

Some of this is yours, some is a note to your developer. None of it needs jargon.

- ☐ Every page has one clear heading that says what the page is about
- ☐ Your site's hidden ID card (structured data) names your business, services and area
- ☐ Pages load properly on a phone: Google's free speed test shows what's slow and why
- ☐ Optional and free: an llms.txt file, a new convention that hands AI crawlers a plain summary of your business (copy the idea from saltlinestudio.com.au/llms.txt)

WHERE TO CLICK

validator.schema.org: paste your homepage address and press Run test. Green means the ID card reads. Hand anything red to your developer with this page.

THE TRAP

Assuming the builder did it. Site builders leave the ID card half-filled, or filled with their own name, more often than anyone expects.

THE FREE TOOLS, ALL OF THEM

● validator.schema.org

● pagespeed.web.dev

● yourdomain/llms.txt

YOU ARE DONE WHEN

The ID card validates, the phone speed test runs without alarm, and your developer has the list of anything red.

1

2

3

4

5

6

7

7

STATION 7 · 10 MINUTES TO SET UP

The Monthly Re-Test

AI answers shift constantly: models update, competitors improve, reviews land. Visibility is a garden, not a trophy.

- ☐ Diarise the station 1 test monthly: same questions, same wording
- ☐ Keep the running list: named or not, and who was
- ☐ One thing improves each month: a new question answered, fresh photos, a review replied to

THE MONTHLY LOOP

● Re-run the test

● One improvement

● Log the result

WHY STEADY WINS

Prominence, Google's word for how well-known you are, is built from reviews and activity over months. The machines notice steady better than splashy. Twelve quiet loops beat one big burst every time.

THE TRAP

Testing once, celebrating or despairing, and never testing again. One answer on one day is weather. Twelve months of answers is climate.

THE PAYOFF

A year of quiet loops builds the one thing competitors cannot buy in a hurry: a long, consistent record that machines have learned to trust. Start this month and the gap only grows in your favour.

YOU ARE DONE WHEN

The recurring appointment exists, and this month's baseline is already written down. You did it at station 1.

1

2

3

4

5

6

7

No one owns the AIs' answers. Not even the people selling certainty.

The AIs don't publish their rules, they change without notice, and two people asking the same question can get different answers on the same day. Anyone who guarantees you a spot in ChatGPT's recommendation is guessing with your money. What this kit builds is the boring, durable kind of advantage: being the business the machines can find, understand and verify. When the answer engines look for someone to name in your town, everything on these pages makes it more likely to be you. More likely. Never certain. That's the truth, and you deserve it straight.

THE COSTLY ADMISSION

Even a perfect afternoon guarantees nothing. It only makes you quotable. The reason to do it anyway: every station here also makes you easier to find in ordinary Google search, easier to trust on arrival, and easier to choose. The work pays even on the days the AIs look elsewhere.

WHAT YOU JUST BUILT

Seven stations, seven durable assets. None of them expire when a model updates.

- A baseline you can measure against Station 1
- The AI's favourite source, complete Station 2
- Answers machines can quote Station 3
- One identity they can trust Station 4
- Proof from real customers Station 5
- A site they can actually read Station 6
- A loop that compounds monthly Station 7

Built on Google's published local guidance and Saltline's live testing method, July 2026.

[SCORE YOURSELF OUT OF 100]

Marked like a test. Sound familiar?

Tick what is true today: every tick is ten points. Be honest, the score is for you, and the free Found Score on my website marks the same way.

☐ Baseline test run and dated

☐ One identity across every listing

☐ Google profile complete (70+ on the GBP kit card)

☐ Reviews recent, specific, replied to

☐ Five real questions answered on your site

☐ The hidden ID card validates

☐ Answers pass the read-aloud test

☐ Phone speed test run, fixes handed over

☐ Town and services said in words

☐ Monthly re-test in the calendar

Under 70? You know your afternoon's work.

Over 90? You're ahead of nearly every business in your postcode, online and in the answers.

WHAT YOUR SCORE MEANS

UNDER 50

Start tonight with stations 1 and 2. The baseline costs ten minutes and the profile is the board.

50 TO 70

One honest afternoon closes the gap. That is exactly what this kit is for.

70 TO 90

You are ahead of most. The monthly loop is what keeps you there as the answers shift.

90 PLUS

Maintain the loop, and consider the free two-minute Found Score for the rest of your online presence.

[IF YOU WANT MY EYES ON IT]

This kit is yours free, no strings.

If you never contact me, it has still done its job.

Small businesses make the towns people want to visit. Helping yours get found is why Saltline exists.

The Found Report

\$550 AUD flat

The live AI test run for you, with evidence, alongside everything else you own online: your website page by page, your Google profile, your socials and your speed. A score out of 100 and a fix for every finding, delivered in five business days. Do the easy fixes yourself, and hand the website pages straight to your developer (or give them a crack yourself if you're on a website builder like Wix or Squarespace).

saltlinestudio.com.au/service-conversion-audit

Organic Growth Partnership

\$1,200 AUD / month

The monthly re-test done for you and reported, alongside the articles, keywords and search work. Named or not, you see it every month, and the work that moves it is already happening.

saltlinestudio.com.au/service-organic-growth

The Found Score

Free • 2 minutes

The two-minute self-check of how findable your whole business is, in classic search and AI answers. Ten questions, a score out of 100, a fix list. No email required, like everything on this page.

saltlinestudio.com.au/seo-checker

Either way: run the test. The businesses getting named next year are the ones who started feeding the machines this year.



saltlinestudio.com.au

Every tide leaves a mark. Make yours.