Get your business recommended by ChatGPT: the one-page cheat sheet

ChatGPT answers "who should I call?" by searching the web. It names businesses whose pages answer the question clearly and that other sites mention. Here is the routine to give yourself a real chance.

See what customers see

1. In a **New chat**, ask the customer question: "Who is the best CPA in Cedar Hollow for a small business that needs bookkeeping and taxes?"
2. If it asks for your location, **No thanks** is fine.
3. Point to a citation tag to preview the page, then click **Sources** under the answer to see everything it read.
4. Ask what those firms made easy to find, and for the 10 questions owners ask before choosing, in their own words.

Write from your facts only

```
Write an FAQ page for our website that answers
those 10 questions. Use only these facts. If a
question needs a fact that isn't here, write
[ask Dana] instead of guessing.

Facts about [YOUR BUSINESS]:
- [ADDRESS, WHO YOU SERVE, PRICES, SOFTWARE,
REPLY TIME, TEAM]
```

Fill in every [ask Dana] yourself before the page goes live.

Three more pieces

Business Profile
A description under 750 characters plus a services list, same facts, with the character count. Paste it under **Edit profile**.

FAQ markup
Ask for FAQPage schema markup (JSON-LD) and send it to your web person. It makes the page clear; it won't win a special spot.

The AI read
Once live, paste the page back and ask what ChatGPT would now say about you, and what is still missing.

Keep it going

- Ask happy clients for a Google review, and check your Chamber directory listing.
- Make sure your site doesn't block OpenAI's crawler (OAI-SearchBot) in robots.txt.
- Every month, ask the same question in a new chat, and in Perplexity and Google's AI Mode.

Remember: Nobody can promise a spot in AI answers. Clear answers from your own facts, plus outside mentions, give you a real chance. Never post an answer you haven't checked.

Practice it free: Get Your Business Recommended by ChatGPT at learn.ynteractive.com/modules/chatgpt-ai-search. This sheet: learn.ynteractive.com/content/cheat-sheets/chatgpt-ai-search. Fernbrook Tax & Accounting is a made-up business from the lesson. By Robert Breen, October 20, 2026.