

aban news

Found by AI

How local businesses show up in ChatGPT, Perplexity & Google AI

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Aban (Allen Chour) · abannews.com*

Contents

- 01 1 · Search has shifted
- 02 2 · How an AI answer is built (no jargon)
- 03 3 · Reality check: are you already named?
- 04 Keep reading

This is a workbook. Read it once, then run chapter 12 as a 30-day plan. No hype, no guarantees — only the levers you actually control.

1 - Search has shifted

Your customers don't just google anymore. They ask.

„Which accountant in Bristol is any good?“ „Who installs heat pumps near me?“ These questions now often go straight into ChatGPT, Perplexity or Google's AI overview — and come back as a finished answer naming two or three businesses. If your name isn't in it, you don't exist for that person in that moment.

This isn't doom, and it isn't hype. It's a shift: from „ten blue links, pick one“ to „here are the three I recommend“. Whoever gets recommended wins. Whoever isn't named never even shows up.

Who this book is for

- Local service providers: firms, practices, trades, workshops, studios.
- Solo operators and small businesses without a marketing department.
- Anyone who wants to know whether AI names them — and what to do about it.

A promise up front: AI visibility can be influenced, but not bought. Nobody can guarantee you a spot in ChatGPT's answer. Anyone who promises that is selling air. This book shows the real levers.

2 · How an AI answer is built (no jargon)

You don't need to understand how a language model computes. You need to understand where it gets its names.

Simplified, there are two sources. First, what the model read during training — huge amounts of text from the open web. Second, with tools like Perplexity or Google AI, a live search at the moment of the question. Both rely on what is publicly findable and consistent about you.

That's the whole book in one sentence: you get named when clear, contradiction-free, findable information about you exists in the right places. Not because you shout loudest, but because you're the easiest to identify.

Three things models like

- Clarity: one question, one direct answer — not wrapped in marketing fog.
- Consistency: your name, location and service spelled the same everywhere.
- Outside confirmation: others mention you, not just yourself.

Remember: machines reward unambiguity. Anything that makes you clearer helps. Anything that causes confusion (three company names, old addresses) hurts.

3 - Reality check: are you already named?

Before you change anything, measure where you stand. Otherwise you're just guessing.

Take 20 minutes. Open ChatGPT, Perplexity and Google (with the AI overview) one after another. Ask the questions a customer would use to find you — literally, without naming your company. For each answer, note whether you appear, in which position, and whether the details are correct.

The prompts (template to adapt)

- „Which [industry] in [town] would you recommend?“
- „I'm looking for a good [industry] in [town] — who would you suggest?“
- „Best [industry] in [town]: what should I look out for?“
- „Who offers [your main service] in [town]?“
- „[Industry] in [town] with good reviews?“

How to read the result

- Zero hits everywhere: AI doesn't know you yet — start at chapter 4.
- Named, but wrong details: fix your data consistency (chapter 6).
- Occasionally named: keep going, build reviews and third-party sources (chapters 8–9).
- Regularly on top: good — hold it and check monthly (chapter 10).

Also note which competitors get named. That's your real AI competition — and a goldmine: where are they listed that you're missing?

Keep reading

That was the free excerpt (chapters 1–3).

The full edition has 14 chapters including website sharpening, copy-paste structured data, directory and review strategy, the 30-day plan and ready-made templates (schema code, review request, press email) plus an industry quick-start.

Get the full version: abanne.ws.com/ki-sichtbarkeit-buch — €9.99, PDF & ePub, no subscription. Or as paperback/Kindle on Amazon.