WOLFPACK

Design. Build. Grow.

The AI Shortlist Checklist

Six fixes to get your business recommended by ChatGPT, Claude and Gemini

1 Explain what you actually do

- [ ] Every service has its own page
- [ ] Each page names the service, who it's for, where you work and how the process runs
- [ ] A stranger could explain what you do after 30 seconds on the page

2 Check that your business information is consistent

- [ ] Name, services, location and description match across your site, Google Business Profile, LinkedIn and directories
- [ ] One standard description of your business is reused everywhere
- [ ] Old names, addresses and services are removed or updated

3 Give people something real to evaluate

- [ ] At least three case studies are live
- [ ] Each covers client type, problem, what you did and the result
- [ ] Real numbers are included wherever you have them

4 Build a presence beyond your website

- [ ] Recent clients are asked for reviews that name the service, city and what changed
- [ ] You are listed in the relevant industry directories
- [ ] You have one or two mentions in press, partner pages or communities

5 Make the technical information accessible

- [ ] Schema markup covers your organisation, services, reviews and FAQs
- [ ] robots.txt isn't blocking AI crawlers
- [ ] Key pages open without a login or pop-up

6 Test what AI tools actually say about you

- [ ] Ask ChatGPT, Claude and Gemini the question your ideal customer would ask
- [ ] Note who appears, how they're described and which sources are cited
- [ ] Check your own description is accurate, then repeat every month

PROMPTS TO TRY IN STEP 6

- Best [service] in [city] for [use case]
- Compare [your business] with [competitor]
- What do people say about [your business]?

YOUR SCORE

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Re-run the test monthly