

# Google

 AI Mode



## How To Get Your Business Found

# What we will cover

## What is Google AI mode?

### There are 2 ways to get found in Google AI Mode

- AI mode answer
- AI mode – references

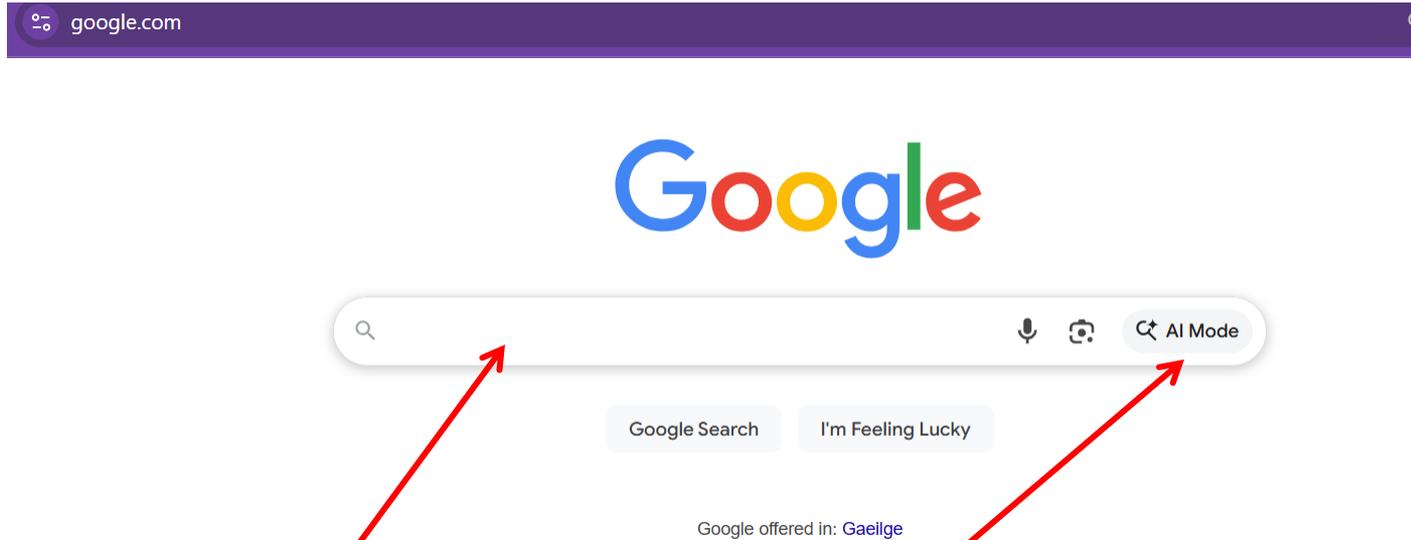
### Understand the 3 big types of web pages on your site and what you should optimise each for

- Product / services page
- About us (experience and expertise)
- Blog pages

### Action Plan: what to do to get found in the 2 ways

1. AI mode – get included in the answer
2. AI Mode – reference links

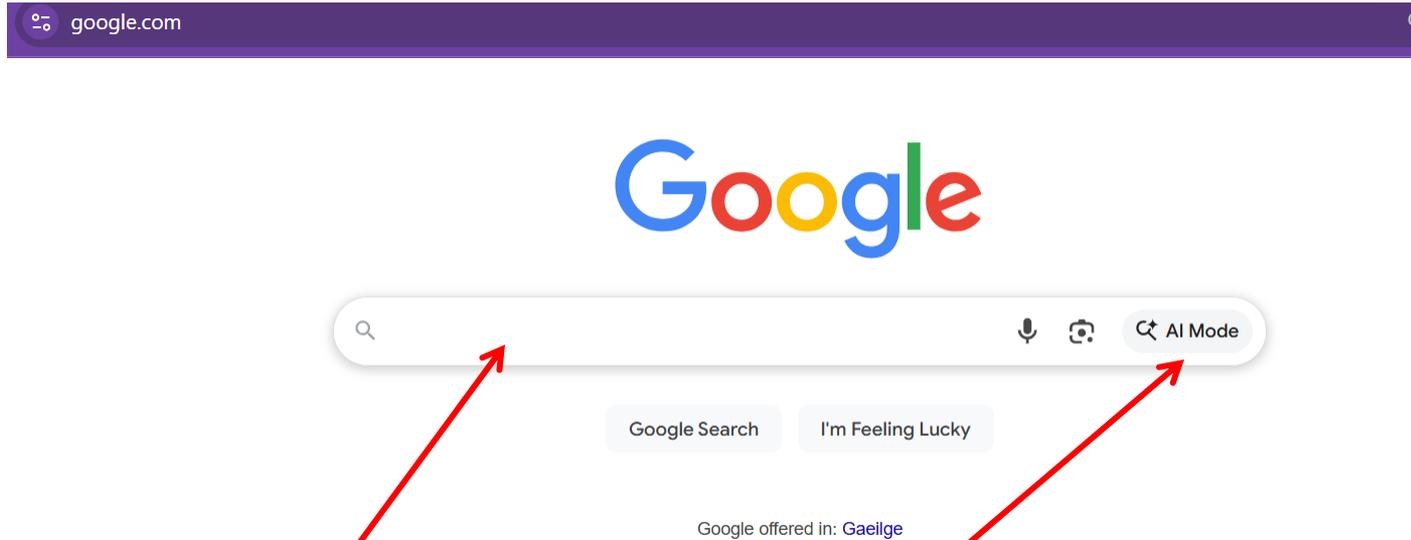
# What is Google AI Mode?



When you go to Google there are now 2 main ways to search

1. The usual way. Type your search term into the search box
2. Or if you want an AI answer, click on AI mode

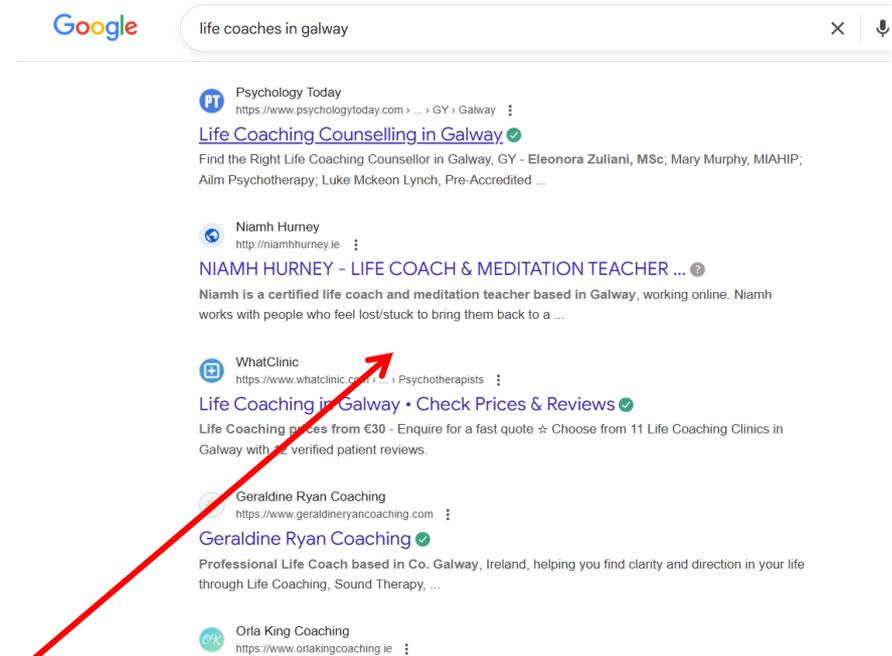
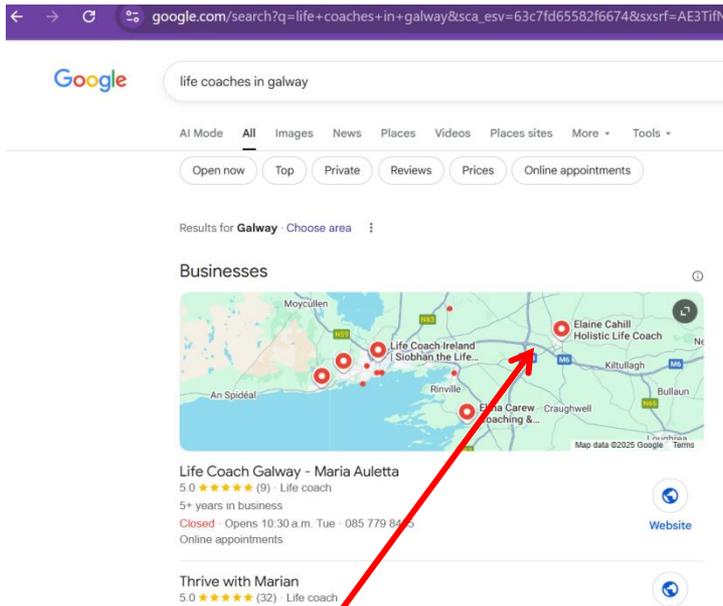
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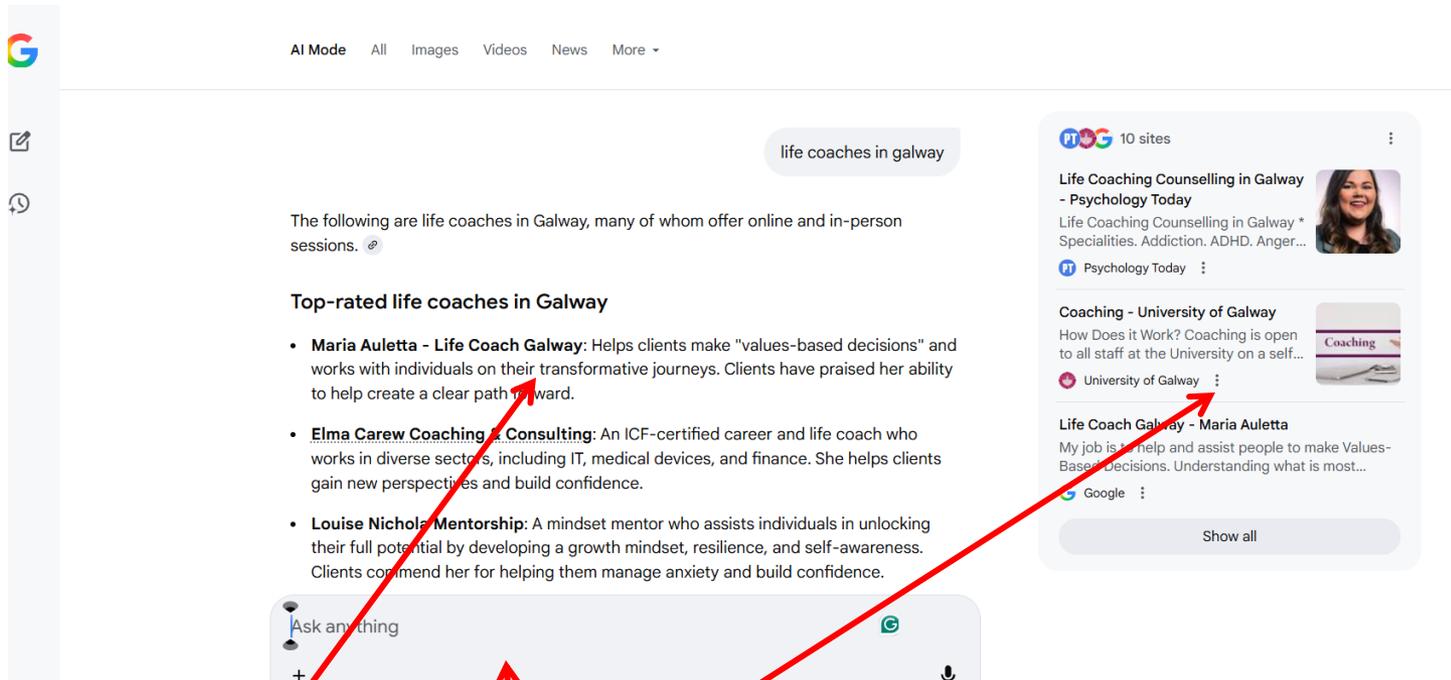
# When someone searches the normal way



When someone searches the normal way – e.g. Life coaches in Galway, the results are

1. Local map results – 3 Google profiles (You need a Google profile and if yours is one of the 3 best Google might place you in the top 3)
2. Below these are the 10 organic page results (You need a web page that Google feels is very relevant, and your site needs good domain authority and needs to load quickly)

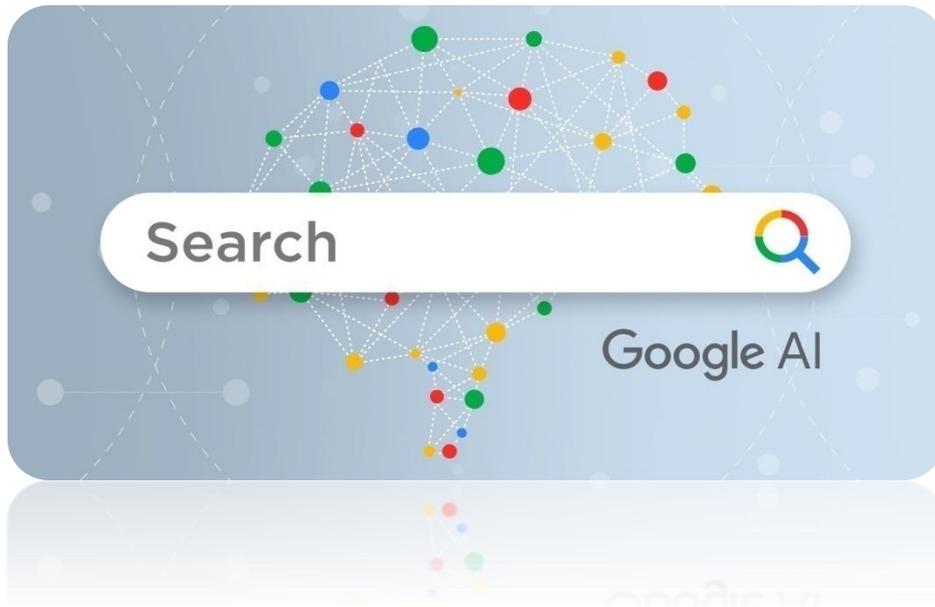
# When someone searches using AI mode



When someone searches using AI mode – e.g. Life coaches in Galway, the results are

1. What Google Gemini is recommending. It isn't a list of links. It's the AI recommendation and why it is recommending
2. It will also list some reference web pages that you can visit for more information
3. The searcher can also ask a follow-up question e.g.. Which are the best for career advice?

# Therefore, there are 2 ways to get found in Google AI Mode



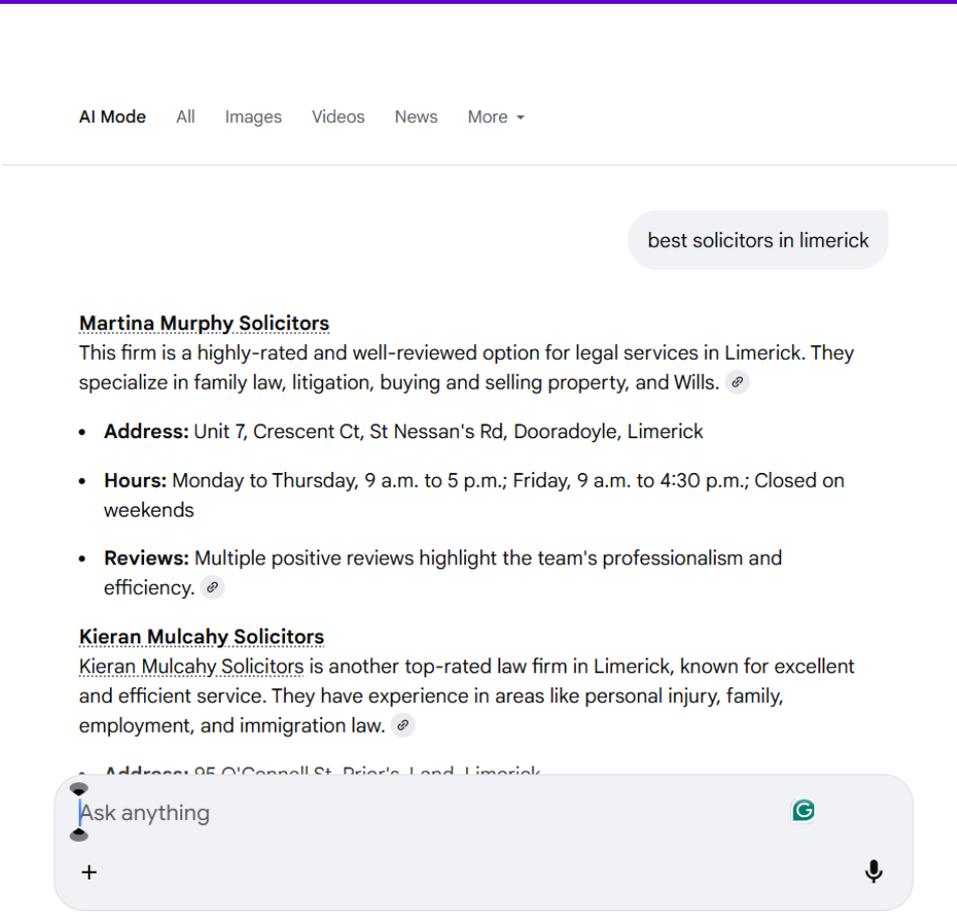
For small businesses, this means that the goal has changed. It's no longer just about

1. Getting your Google profile chosen as one of the top 3
2. Getting a relevant page from your website appearing high up in the list of 10 organic results.

**There are now 2 extra ways in AI mode:**

1. Getting recommended by AI mode
2. And / or getting cited by AI Mode

# 1. Getting recommended as a business in AI mode answers



## 1 Getting Recommended as a Business (The Suggestion)

This is the most valuable outcome — when Google’s AI names your business directly as part of its recommendation list.

These are often transactional or local searches like *“best solicitors in Limerick”* or *“life coaches near Galway”*.

To be recommended, you need to make it easy for Google’s AI to understand what you specialise in and Google needs to think that you are reputable

## 2. Getting included in AI mode answers as a reference link

AI Mode All Images Videos News More ▾

"How much do houses cost in Cork right now?"

As of late 2025, the median cost of a house in **Cork City** is approximately **€340,000 to €408,000**, while in **County Cork** it ranges from approximately **€243,000 to €340,000**, depending on the specific property type and location. Prices have seen significant annual increases due to high demand and limited supply. ⓘ

**Detailed Breakdown**

Property prices in Cork vary between the city and county, and by house type. ⓘ

Location ⓘ	Median/Average Price (Approx.)	Latest Data Source
Cork City	€369,938 (asking)	Q2 2025
Cork City (3-bed semi)	€408,000 (actual selling)	Q3 2025
County Cork (median)	€340,000	Q3 2025

15 sites

**Cork city house prices rise by 1.2pc in three months - C103**  
21 Sept 2025 — Cork city house prices rise by 1.2pc in three months ...  
C103 ⓘ

**Q3 | 2025 - Property Report - MyHome.ie**  
In Wicklow, the median price was €430,000, up 7.5%. ... Most countie...  
MyHome.ie ⓘ

**Cork property prices rise €30k in last 12 months - The Echo**  
12 Oct 2025 — The report for Q3 2025, published in association with...  
E1 echo live ⓘ

Show all

### 2. Getting Included as a Reference (The Citation)

This is when Google's AI uses your website or blog post as one of the sources that its AI answer is built from.

Your brand may not appear in the text of the answer, but your page will be cited as a trusted reference — often shown as a link beside the AI mode answer

# The Big Shift



**Traditional SEO helped you appear in a list of links.**

AI Search is different — it's about becoming one of the trusted sources that Google's AI chooses to recommend or cite.

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### Action Plan: what to do to get found in the 2 ways

1. AI mode – get included in the answer
2. AI Mode – reference links

### What you do for traditional SEO also helps in AI search

- But you also need to focus on extra factors

# Understand that you have 3 different types of pages on your site



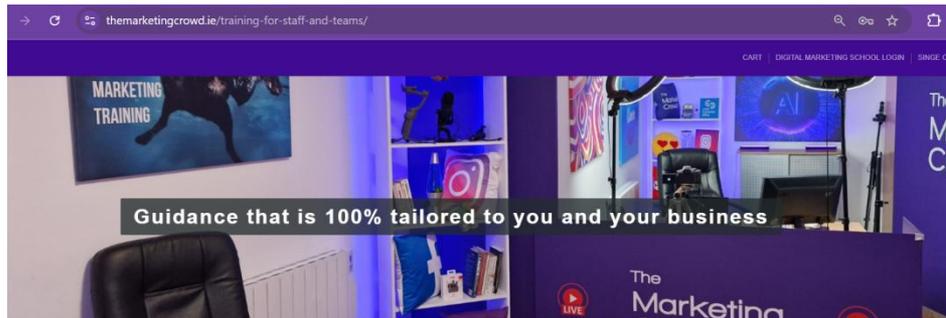
To get your head around Google AI mode it's important to realise that you have 3 types of pages on your site.

1. Product /' service pages that sell
2. About Us page – that establishes credibility
3. Blog pages that educate and help

Understand which of these pages will

1. Get your business recommended in the answer
2. Get you linked to as a useful source

# 1. Product / Service Pages



Digital Marketing or Social Media Marketing training for your staff or an in-house team:

Book training for colleagues on a particular topic such as AI Tools like Chat GPT or Gemini, Facebook ads, Canva design, CapCut video editing, SEO, social media marketing etc.

Do you have a team within your business that would benefit from getting upskilled on a particular digital marketing or social media marketing topic?

Examples of topics that can be covered:



**These pages help in getting your business recommended by AI**

**(Plus AI could also reference your page)**

These are **transactional pages**.

They exist to convert — to sell, not to answer broad questions. So they tend not to be referenced for searches like “Why or how”

- they are commercial rather than informational
- they rarely contain the kind of explanatory, educational content AI looks for when choosing references when people ask questions

However, these pages can strongly influence AI Recommendations, especially for transactional searches like:

“top wedding hotels in Limerick city”

“best dog groomers in Kerry”

“Recommend AI digital marketing trainers in Ireland”

And for these transactional searches they could link to a Product / service page

# 1. Product / Service Pages

AI Mode All Images Videos News More ▾

best hotel venues for wedding in killarney

For wedding venues in Killarney, top-rated hotels include [The Killarney Park for a luxury experience](#), the scenic [Aghadoe Heights Hotel & Spa](#), the romantic [Muckross Park Hotel & Spa](#), and the historic [Great Southern Killarney](#).

The Killarney Park  
4.8 ★ (1K)

Aghadoe Heights Hotel & Spa

Muckross Park Hotel & Spa

Great Southern Killarney

Ask anything

+

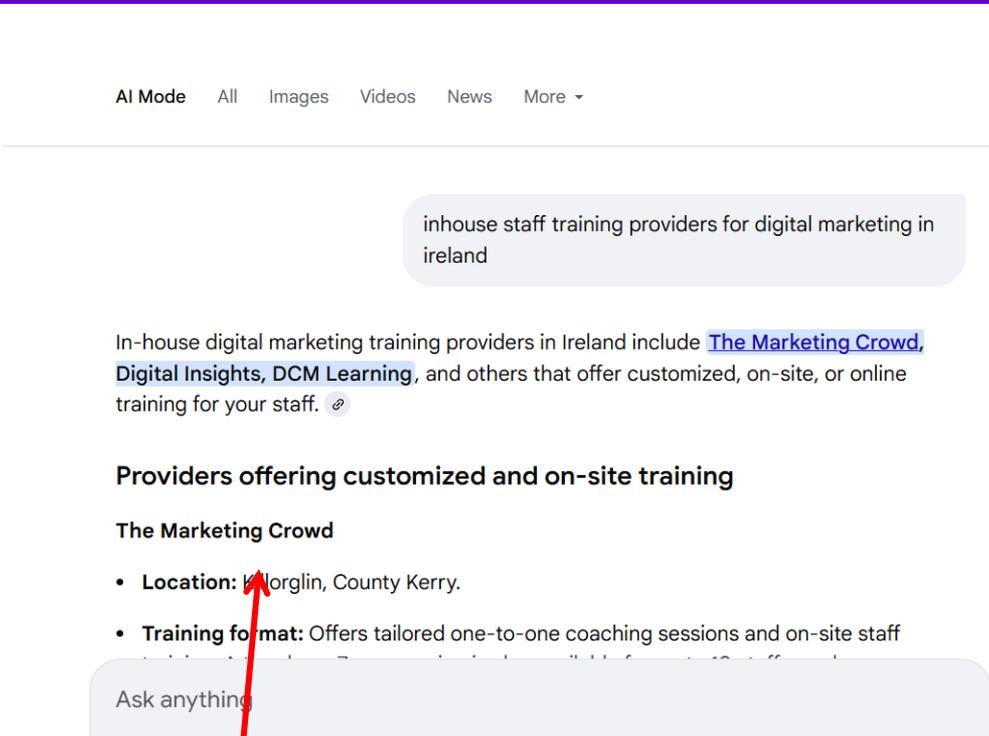
Park Hotel  
Our luxury award wedding venue, can host up to 270 of your family...  
Muckross Park Hotel & Spa

Wedding Hotel Killarney  
Wedding Hotel Killarney \* Our Wedding Venue. Unlike any other...  
Cahernane House Hotel Killarney

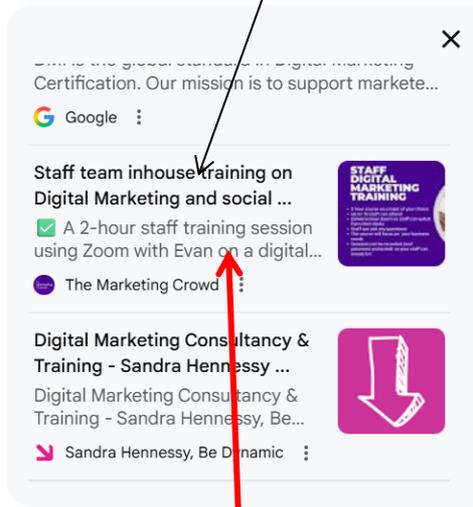
Wedding Brochure & Menu - Killarney Oaks Hotel  
Wedding Brochure & Menu. For over 20 years, the Killarney Oaks...  
Killarney Oaks Hotel

When I search for “best Wedding hotel venues in Killarney”, the AI recommends hotels in the answer but links to some of their product / service pages in the reference section

# 1. Product / Service Pages



This is the page that explains our staff training service



When I search for "inhouse staff training providers for digital marketing in Ireland" , the AI recommends training companies in the answer but links to some of their product / service pages in the reference section

# 1. Product / Service Pages

google.com/search?q=1-1++digital+marketing+coaching+in+Ireland&sca\_esv=22c7c7a659e0beaf&hl=en&xsrf=AE3T...

This is the page that explains our 1-1 coaching service

AI Mode All Images Videos News More

1-1 digital marketing coaching in Ireland

Several providers in Ireland offer 1-1 digital marketing coaching tailored to specific business needs, including The Marketing Crowd, Be Dynamic, and MarketingCoach.ie. These services are typically provided online via platforms like Zoom and cover a range of topics.

Here are some options for 1-1 digital marketing coaching in Ireland:

- **The Marketing Crowd:** Offers tailored 1-1 coaching sessions and ongoing guidance packages with trainer Evan Mangan, a former Head of European Marketing at Yahoo! Mobile. Sessions can be on any digital marketing topic and are recorded for future reference.
- **Sandra Hennessy, Be Dynamic:** Provides one-to-one consultancy and tailored online marketing training covering SEO, social media, Google Ads, and email marketing, with a focus on empowering business owners with practical skills.
- **MarketingCoach.ie:** Offers 1:1 coaching sessions to help businesses refine their

ask anything

19 sites

**1-1 Digital Marketing training**  
1-1 Digital Marketing training: Learn how to increase the sales you are...

The Marketing Crowd

**1:1 Strategy Coaching Session - Whizz.ie**  
1:1 Coaching Session. After taking o many clients, we have come to...

Whizz.ie

**Sandra Hennessy - Digital Marketing Trainer & Consultant**  
Passionately providing Digital Marketing Training, Consultancy &...

Sandra Hennessy, Be Dynamic

Show all

When I search for “1-1 digital marketing coaching in Ireland””, the AI recommends training companies in the answer but links to some of their product / service pages in the reference section

# 1. Product / Service Pages

google.com/search?q=video+marketing+training+course+in+ireland&sca\_esv=22c7c7a659e0beaf&hl=en&sxsrf=AE3Ti...

AI Mode All Images Videos News More

video marketing training course in ireland

Various institutions and private academies in Ireland offer video marketing training, ranging from short courses focused on smartphone production to comprehensive professional diplomas. Many Local Enterprise Offices (LEOs) also provide heavily subsidised or free courses for small business owners.

Here are some options for video marketing training courses in Ireland:

### Private Training Providers

- **The Vidacademy:** Based in Cork, The Vidacademy specialises in video production training for businesses and individuals, offering both online and in-person courses. Training covers the entire process from concept development and planning to filming and editing professional videos for social media and marketing campaigns.
- **The Marketing Crowd:** Located in Co. Kerry, this provider offers online and tailored one-on-one coaching, including specific courses on using tools like CapCut for video editing.

This is the page that explains our video marketing course

16 sites

**Video marketing training course - Capcut Video editing - Canva**  
Looking for a video marketing training course that will show you how to...

**The Vidacademy**  
The Vidacademy's mission is simple: to make video easy and accessible for everyone. Based in Cork,...

**Video Marketing Masterclass Training in Cork**  
Marketing Training | Video Marketing Masterclass in Cork \* Acquire in-depth knowledge about the use ...

Show all

When I search for "Video marketing training course in Ireland" ", the AI recommends training companies in the answer but links to some of their product / service pages in the reference section

# 2. About Us / About me pages



## Best Use: Optimise for AI Recommendations & Trust Signals

These pages help AI decide whether to recommend you when someone asks:

“Who are the top wedding planners in Wexford?”  
“Recommend life coaches in Ireland”

AI wants to see **proof**, not just claims.

Use these pages to establish:

- real experience
- real qualifications
- real results
- real consistency

They strengthen *all your other pages*.

**These pages help in getting your business recommended by AI**

**(Plus AI could also reference your page)**

*Restaurant:* Chef bio showing years of experience and awards

*Estate Agent:* Agent profile showing Cork market expertise and track record

*Hotel:* “Meet the Wedding Team” page with bios and event credentials

# 2. About Us / About me pages

AI Mode All Images Videos News More ▾

Digital marketing trainers in ireland

A variety of institutions and individual consultants offer digital marketing training in Ireland, ranging from globally-recognized certifications to tailored, one-on-one mentoring. ⓘ

**Key Training Providers and Institutes**

- **Digital Marketing Institute (DMI):** A global leader in digital marketing certification, offering a range of courses from professional diplomas to master's degrees. Their programs are widely recognized in the industry.
- **The Marketing Crowd:** This company has trained over 20,000 Irish businesses and delivers courses on behalf of numerous Local Enterprise Offices (LEOs). They offer

Ask anything +

21 sites

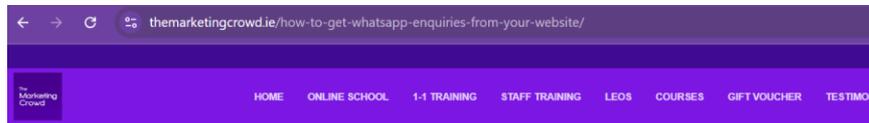
- Digital Marketing Institute**  
DMI is the global standard in Digital Marketing Certification. Our mission is to support marketers...
- The Marketing Crowd**  
Over 20,000 Irish business have attended our Digital marketing and social media marketing...
- Digital marketing trainer - social media trainer - Evan Mangan**  
Are you looking for a Digital Marketing Trainer or Social Media Trainer? If yo...

Show all

This is the page that is all about Evan as a digital marketing trainer

When I search for “Digital marketing trainers in Ireland””, the AI recommends trainers in the answer but links to some of their About Me / About Us pages in the reference section

# 3. Blog posts / education articles



## How to get Whatsapp enquiries from your website

I am often asked if there is an easy way to get people who visit your website to enquire using Whatsapp. Is there a simple whatsapp button that you could put on your site and when people tap on it they can then enquire about your product or service?

Here is a simple free way to do it on any website and it doesn't involve any plugins. You just need an image and then you add a link.

1. Get an image that prompts people to Tap here to Whatsapp. You could design your own on Canva or you can use one that I have created. See the one below.

2. Add the image to your web page

3. Click on the Insert link icon in your web page editor and insert this link

<https://wa.me/int code+yourmobilenumber>

So, if an Irish mobile number is 0873217775 you will stick 353 before it and drop the zero. Therefore the link would be

<https://wa.me/353873217775>

If you want to see an example of this working simply tap the image below and you can send me a quick message to my work phone



If you want to use this image on your website simply right click on the image and save it to your PC.

I think this would be very useful for your site if you are a driving instructor, Parenting coach, Yoga instructor etc and you want to turn interested web visitors into a quick enquiry.

All the best

**These pages help in getting you included as a relevant source in AI**

Blog posts are your primary opportunity to appear in AI Mode as a source when the AI is answering informational questions.

They answer the “how”, “what”, “why”, “who”, and “when” queries that users type into Google.

## AI Mode Behaviour

When someone asks an informational question such as:

“What should a bride look for when choosing a wedding venue in Ireland?”

“How much does a solicitor cost in Ireland?”

Google’s AI scans blog posts that:

*match the question exactly*

*provide clear, direct, answer-first explanations*

*are well structured and easy to interpret*

These are the pages most likely to be used as **citations** in AI Mode, because they give factual, educational, or explanatory content the AI can rely on.

# 3. Blog posts / education articles

This is a blog post on our website

The screenshot shows an AI search interface. At the top, there are navigation options: "AI Mode", "All", "Images", "Videos", "News", and "More". Below this is a search bar containing the query "How to get WhatsApp enquiries from your website". The AI's response is displayed in a light blue box, starting with "You can get WhatsApp inquiries from your website by implementing a click-to-chat link or a WhatsApp chat widget." This text is highlighted in blue. Below the answer is a section titled "1. Using a WhatsApp Click-to-Chat Link" with a sub-section "This method is simple and requires no plugins or complex coding..." and a bullet point "Create the link: Use the official https://wa.me/<number> format...". At the bottom of the answer is a search bar with the text "Ask anything" and a plus sign. To the right of the answer is a reference list titled "How to get Whatsapp enquiries from your website" with three entries: "Tip #1 Insert a WhatsApp link for Website. WhatsApp link for websit..." from Kommo, "7 Oct 2025 — How to get Whatsapp enquiries from your..." from The Marketing Crowd, and "Collect and manage consent for WhatsApp conversations" from HubSpot. Two red arrows originate from the text "When I search for..." and point to the search query and the first reference entry.

When I search for “How to get WhatsApp enquiries from your website”, the AI provides the answer but links to some blog posts / How to articles in the reference section. Also, in the answer there is a link that tells you which sources it pulled the information from

# 3. Blog posts / education articles

AI Mode All Images Videos News More ▾

latest property trends in cork

The latest property trends in Cork are defined by **strong price growth driven by low supply and high demand, particularly for turnkey and energy-efficient homes, and increasing affordability challenges for buyers.**

**Key Property Trends in Cork (as of late 2025)**

- **Rising Prices:** Property prices in Cork City and County continue to rise significantly faster than the national average. The South-West region (Cork and Kerry) saw an increase of 10.4% over the past year. Cork City's average three-bed semi-detached home reached a record high of €408,000 in Q3 2025.
- **Persistent Supply Shortage:** The availability of homes for sale remains extremely low,

Ask anything

+ 

11 sites

- County Cork Property Market 2025 – Latest House Prices  
29 Sept 2025 — County Cork Property Market 2025 – Latest House Prices...  
DNG Galvin
- House prices in Cork are soaring - Cork's 96FM  
19 Aug 2025 — House prices in Cork are soaring. ... House prices in Cork'...  
Cork's 96FM
- West Cork Property Market: Key Trends and Buyer Insights  
19 Oct 2024 — West Cork Property Market: Key Trends and Buyer Insign...  
DNG Galvin

Show all

When I search for “Latest property trends in cork”, the AI provides the answer but links to some blog posts / How to articles in the reference section. Also, in the answer there is a link that tells you which sources it pulled the information from

# In summary

**Product Pages :**

**These pages help in getting your business & Products recommended by AI**

**(Plus AI could also reference your page)**

**About Us Pages :**

**These pages help in getting your business recommended by AI**

**(Plus AI could also reference your page)**

**Blog Posts:**

**These pages help in getting you included as a relevant source in AI**

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2. AI Mode – reference links

# AI mode – How to get included in the answer

AI Mode All Images Videos News More ▾

best hotels in killarney for a wedding

For weddings in Killarney, several hotels are highly recommended for their scenic locations, luxury amenities, and experienced wedding coordination teams. The right choice for you will depend on your desired atmosphere, whether it's a grand hotel overlooking the lakes or a more intimate, historic manor. 📍

## Luxury hotels with scenic backdrops

- **Aghadoe Heights Hotel & Spa:** Overlooking the Lakes of Killarney and the MacGillycuddy's Reeks mountains, this 5-star hotel offers stunning panoramic views. Wedding options include intimate penthouse ceremonies and larger receptions in the light-filled Garden Room. They can also host pre- and post-wedding events, such as barbecues and dinners.
- **The Europe Hotel & Resort:** A renowned 5-star destination with a reputation for excellent service, this hotel offers a sophisticated setting for weddings, with views over the Lakes of Killarney.

Ask anything



**Note: In this section of the course we are mainly looking at your Product Pages + About Us pages PLUS external factors like reviews, mentions etc.**

It's when Google's AI Mode (or other AI tools like Perplexity or ChatGPT) lists your business by name inside its answer — not just as a reference link.

Examples:

“Best hotels in Killarney for a wedding”

“Best life coaches in Ireland “

“Top wedding planners in Wexford.”

# Why AI Recommends Certain Businesses

AI Mode All Images Videos News More ▾

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Ask anything



AI doesn't "guess." It recommends based on patterns of trust it finds across the web.

It looks for brands that are:

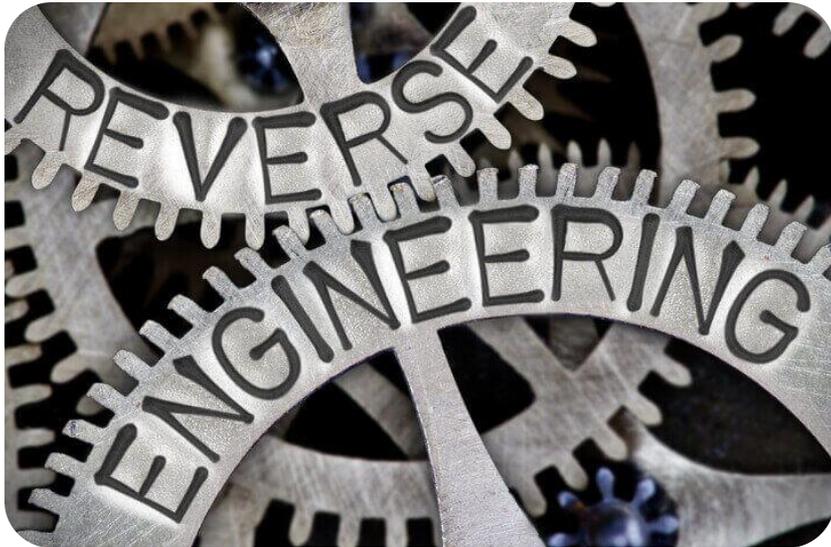
**Well-known and well-reviewed** across multiple platforms

**Described consistently** with the same services and expertise

**Mentioned by others** in credible articles or directories

**Verified as being in that location**

# Action point 1: Reverse Engineer the AI



Ask the AI what it is putting weight on

When it recommends other businesses, follow up with: “Why did you choose these?”

You’ll often see clues like “highly rated,” “award-winning,” or “well-known locally.”

Use those clues to improve your About page and listings.

1. Ask Google’s AI Mode & ChatGPT & Perplexity “Who are the best [your profession] in [your area]?”
2. Ask: “Why did you recommend those? What criteria are you using and what are you placing weight on”
3. Identify which of these you have and which you need to work on / develop.
4. Update your About page, Google Business profile, and top content pages to reflect them.

# Reverse Engineer the AI

why did you recommend these? what criteria are you using and what are you putting weight on?

I have recommended the specific trainers and institutions based on a set of criteria that prioritize a combination of local Irish presence, professional experience, global accreditation, and a proven track record of successful training delivery.

Here is a breakdown of the criteria used and the weight I put on each:

### 1. Proven Experience and Reputation (Highest Weight)

The primary criterion is the real-world experience and professional reputation of the trainers and institutions within the Irish market. I prioritized individuals who are recognized industry experts and who have a track record of delivering measurable results for businesses.

- **Trainer Specifics:** Individuals like **Evan Mangan, Sandra Hennessy, and Keith Feighery** were chosen because they have extensive experience (often 15+ years) and

Ask anything

+

### Evan's Marketing expertise:



Evan gained a Masters in Business Degree (1st Class honours) from UCD and has over 25 years of experience working in marketing and Digital marketing. His practical marketing expertise comes from working with global brands such as Yahoo!, BT and Orange and as a digital marketing trainer and consultant for thousands of Irish businesses.

- ✓ Evan spent 15 years working in the marketing departments of leading brands such as Yahoo!, Orange, BT, Cable & Wireless.
- ✓ Hands-on management of multi-million pound digital marketing, direct marketing and advertising campaigns at BT. This involved managing some of the UK's leading marketing agencies delivering cutting-edge marketing campaigns.
- ✓ Head of Direct Marketing at BT.
- ✓ Head of Direct and New Media Marketing at Orange Mobile – attracting new customers and marketing products and services to a customer base of 13 million customers.
- ✓ Head of Customer Loyalty and Retention at Orange Broadband – one of the UK's leading broadband providers.
- ✓ Head of European Marketing for Yahoo! Mobile using the latest internet marketing techniques to grow the business across UK, France, Italy, and Germany.
- ✓ Marketing consultant for Yahoo! Asia, sharing best practice digital marketing & CRM approaches with teams across China, India, Taiwan, and South East Asia.
- ✓ Chosen by 12 Local Enterprise Offices in Ireland to deliver their digital marketing training courses, which have been attended by over 20,000 businesses.

Once you understand what the AI's are putting weight on you would then ensure you have a page on your site (about us or about the product / service) and list the relevant experience and expertise you have. This makes it easy for the AI to see it

## Action point 2 :— Define a Clear Brand Positioning

### What is the main thing you want to be known for?

AI links ideas it sees together repeatedly.

If you're clear and consistent about *what you're known for*, it starts associating your name with that topic.

Be specific — not generic.

Over 20,000 Irish companies have attended our practical & jargon free Digital Marketing training courses



### Examples:

*Restaurant (Killarney):* “Best family-friendly restaurant using local Kerry ingredients.”

*Hotel (Limerick):* “Limerick’s most trusted wedding and events hotel.”

*Life Coach (Galway):* “Accredited coach specialising in career clarity and confidence.”

Everywhere you appear online — your website, Google Business profile and directories should repeat this exact positioning.

# Ask Chat GPT to help define a Clear Brand Positioning

ChatGPT 5.1 ▾ ↑ Share   👤 Add pe

I am a life coach in Galway, Ireland. I want to develop a clear and consistent positioning statement that will be picked up by AI search engines. Act like an expert in AI search and brainstorm 10 positioning statements that you think an AI search engine would view favourably

📄 ✎

Here are 10 positioning statements that are designed specifically to *signal clarity, specialisation, locality, and credibility* — the four things AI search engines tend to prioritise when recommending service providers.

I'm writing these to match how AI engines evaluate:

- Is this coach clearly specialised?
- Is the niche repeated consistently?
- Is there a geographic anchor?
- Does it sound helpful, trustworthy, and specific?

All are written in a clean, simple style you can use across your website, Google Business Profile, LinkedIn, directories, and bios.

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↓

**10 AI-Friendly Positioning Statements for a Life Coach in Galway**

Adapt this prompts for your business:

I am a life coach in Galway, Ireland. I want to develop a clear and consistent positioning statement that will be picked up by AI search engines. Act like an expert in AI search and brainstorm 10 positioning statements that you think an AI search engine would view favourably

## Action point 3:— Encourage Consistent Reviews and Testimonials

AI analyses review sentiment to decide who to recommend. The quantity of reviews and the words that are used in the reviews both matter.

Focus on:

- Getting reviews on Google and social platforms
- Try to get customers to mention your key positioning messages. (e.g., “family-friendly,” “very useful training for my business training,” “stress-free weddings”) When asking for reviews you could say “for example, if you found the training very useful for your business just a few lines saying that would be brilliant”
- Responding publicly to reviews (shows activity and care)



### Examples:

*Restaurant:* “Perfect for families — great kids’ menu!”

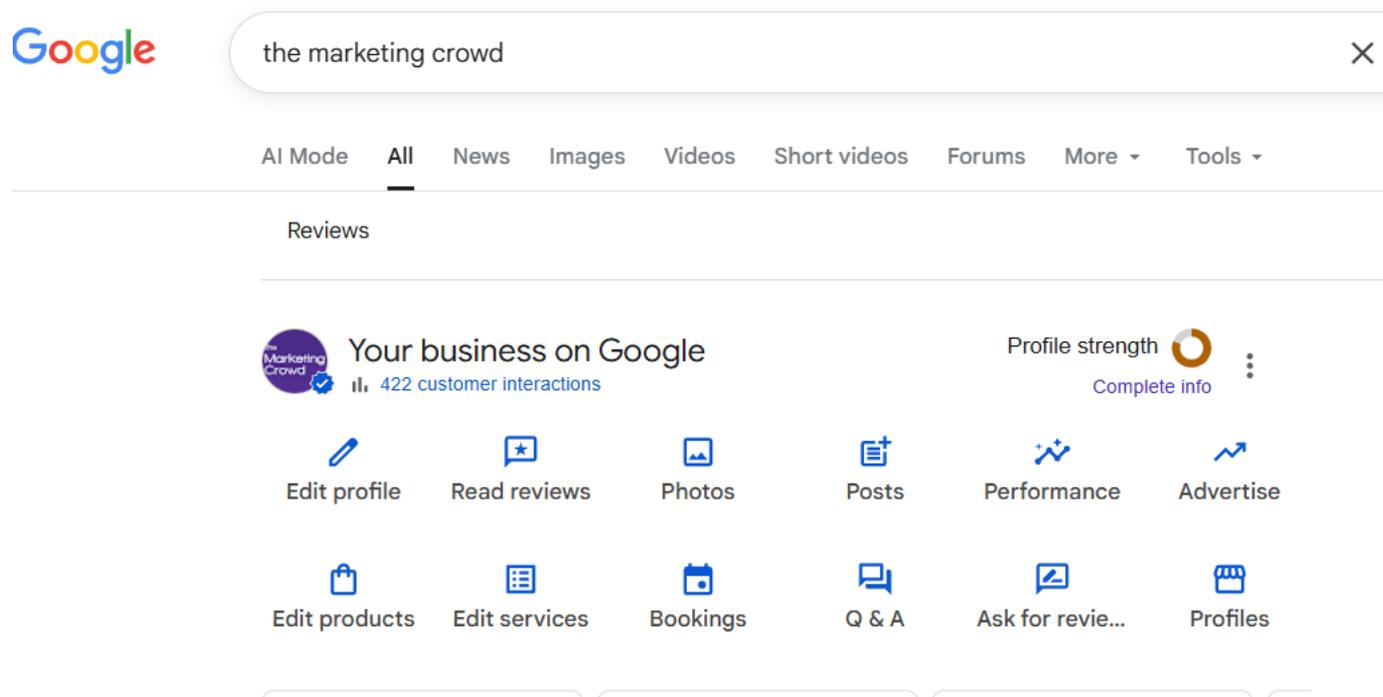
*Estate Agent:* “Made selling our Cork home stress-free.”

*Hotel:* “Our dream Limerick wedding venue.”

*Life Coach:* “Helped me gain confidence to change career.”

*Wedding Planner:* “She handled every detail — best planner in Wexford.”

# Action point 3:— Encourage Consistent Reviews and Testimonials



1. Login to your Google business profile and get the link for your review section
2. Email customers the link asking for a review
3. Do the same for booking.com if you are in hospitality

## Action point 4:– Be Consistent Everywhere (Your site & other platforms)



AI cross-checks your brand across the web. If your name, tagline, or tone changes between platforms, it gets confused and leaves you out.

### **Keep these consistent:**

- Your business name and tagline
- Your expertise description
- Your author photo and bio details
- Your website, Google profile, LinkedIn, and social channels

### **Example:**

If your About page says “Digital Marketing Trainer” but your LinkedIn says “Marketing Consultant,” it dilutes your positioning with the ai and it can confuse the 2

## Action point 5:– Strengthen Your About Page (AI Reads It Closely)

Your *About* or *About Me* page is one of the most influential pages for AI recommendations.

That's where Google's AI checks for proof of experience, credentials, and authenticity.

Include:

- Clear headline – that reflects your brand positioning
- Credentials and years of experience
- Awards, partnerships, or accreditations
- Local details and service areas
- Links to press mentions or testimonials

### Examples:

*Restaurant:* “Meet Our Chef – 20 Years of Kerry Cuisine”

*Hotel:* “Our Wedding Team – Over 120 Events in 2025”

*Life Coach:* “About Mary O Shea – ICF Certified Coach”

*Wedding Planner:* “Meet the Planner – Over 100 Wexford Weddings Planned”

The clearer your proof, the more confidently AI will recommend you.



## Action point 6:— Try To Get Mentions Online (Digital PR)



Contact a local PR company and discuss how they can help you achieve this

AI learns who to recommend by scanning **mentions and citations** — not just backlinks.

To encourage the AI to recognise you:

- Try to get featured on local or industry blogs (“Top 10...” or “Best of...” lists)
- Contribute quotes to journalists or roundups
- Collaborate with local directories and partners

### Examples:

*Restaurant:* Aim to get listed on “Best Restaurants in Killarney” by Kerry tourism blogs.

*Estate Agent:* Contribute Cork market insights to the Irish Examiner or MyHome.ie.

*Hotel:* Aim to appear on “Top Wedding Hotels in Limerick” features.

*Life Coach:* Share expert advice with Lifestyle Ireland or Irish Times features.

*Wedding Planner:* Get named in OneFabDay’s “Top Wexford Wedding Planners.”

Even unlinked mentions train AI that you’re a credible local authority.

# Use Chat GPT To Help You Get Mentions Online (Digital PR)

ChatGPT 5.1

I have a restaurant in Killarney. I would like to generate some digital PR coverage for my business which will help me in AI search but I don't know how to do it. Act like an expert in Digital PR for small businesses in Ireland and teach me how to do it

Here's a simple, affordable, small-business approach to Digital PR that will actually move the needle for a Killarney restaurant — especially if your goal is to boost AI search visibility. I'll keep it practical and step-by-step so you can follow it without needing an agency.

## How to Generate Digital PR for a Killarney Restaurant

### 1. Start with a "PR-Ready" Angle

Local media won't cover "great restaurant in Killarney." They need a hook. Build one of these:

#### Create a seasonal angle

- "Killarney restaurant launches a local-ingredients Christmas tasting menu."

+ Ask anything

Go to Chat GPT or Gemini and tailor this prompt to your business

***I have a restaurant in Killarney. I would like to generate some digital PR coverage for my business which will help me in AI search but I don't know how to do it. Act like an expert in Digital PR for small businesses in Ireland and teach me how to do it***

Follow up with

***Brainstorm 20 PR ready angles that I could use***

Choose one of those angle angles and say

***I have chosen the angle "Killarney Food Map" Please write a press release for me***

# Action point 6:— Try To Get Mentions Online (Digital PR)

ChatGPT 5.1



## Tier 1 – Local Kerry / Killarney Media (your priority list)

These are the people most likely to cover a *Killarney Food Map* story.

Outlet	Name / Role	Email / Contact	Notes
Killarney Advertiser	Editor / Newsdesk	<a href="mailto:editor@killarneyadvertiser.ie">editor@killarneyadvertiser.ie</a> , <a href="mailto:info@killarneyadvertiser.ie">info@killarneyadvertiser.ie</a>	Strong local weekly paper. Great for “new initiative in Killarney” a Mention that the map is free for locals and visitors.
Killarney Advertiser	Sales / Ads	<a href="mailto:sales@killarneyadvertiser.ie">sales@killarneyadvertiser.ie</a>	Useful if they want to package a small ad + feature. Sometimes commercial + editorial work together.
Kerry's Eye	Newsdesk	<a href="mailto:news@kerryseye.com">news@kerryseye.com</a>	County-wide weekly with big reach. Pitch as “Killarney restaurant champions Kerry producers with free food map”.
Kerry's Eye	Editor	Colin Lacey – <a href="mailto:clecey@kerryseye.com">clecey@kerryseye.com</a> (listed as Colin Lacey; check spelling when entering)	If you want to personalise, address Colin/Editor and CC <a href="mailto:news@kerryseye.com">news@kerryseye.com</a> .

+ Ask anything  

It will create a list of Newspaper contacts and email addresses if you ask

**can you help me create the list of journalist contacts? can you please do the research and create the list?**

# What we will cover

## What is Google AI mode?

### There are 2 ways to get found in Google AI Mode

- AI mode answer
- AI mode – references

### Understand the 3 big types of web pages on your site and what you should optimise each for

- Product / services page
- About us (experience and expertise)
- Blog pages

### Action Plan: what to do to get found in the 2 ways

1. AI mode – get included in the answer
2. AI Mode – reference links

### What you do for traditional SEO also helps in AI search

- But you also need to focus on extra factors

# Reference links

AI Mode All Images Videos News More ▾

latest property trends in cork

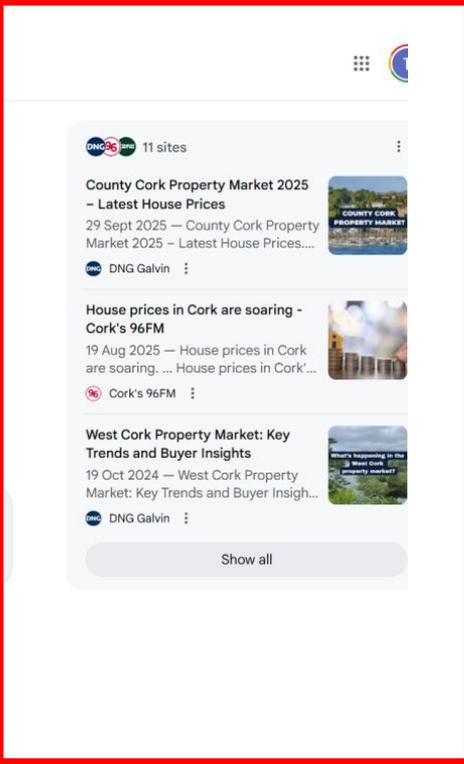
The latest property trends in Cork are defined by **strong price growth driven by low supply and high demand, particularly for turnkey and energy-efficient homes, and increasing affordability challenges for buyers.** 

**Key Property Trends in Cork (as of late 2025)**

- **Rising Prices:** Property prices in Cork City and County continue to rise significantly faster than the national average. The South-West region (Cork and Kerry) saw an increase of 10.4% over the past year. Cork City's average three-bed semi-detached home reached a record high of €408,000 in Q3 2025.
- **Persistent Supply Shortage:** The availability of homes for sale remains extremely low,

Ask anything 

+ 



11 sites

**County Cork Property Market 2025 – Latest House Prices**  
29 Sept 2025 — County Cork Property Market 2025 – Latest House Prices...  
DNG Galvin

**House prices in Cork are soaring - Cork's 96FM**  
19 Aug 2025 — House prices in Cork are soaring. ... House prices in Cork'...  
Cork's 96FM

**West Cork Property Market: Key Trends and Buyer Insights**  
19 Oct 2024 — West Cork Property Market: Key Trends and Buyer Insign...  
DNG Galvin

Show all

Note: In this section of the course we are talking about reference links to blog pages / articles that appear on the right hand side of AI mode results

# Why Reference links are important

The screenshot shows an AI search interface. At the top, there are navigation options: "AI Mode", "All", "Images", "Videos", "News", and "More". A search bar contains the query "latest property trends in cork". Below the search bar, the AI-generated response is displayed. It starts with a paragraph: "The latest property trends in Cork are defined by strong price growth driven by low supply and high demand, particularly for turnkey and energy-efficient homes, and increasing affordability challenges for buyers." This paragraph has several phrases highlighted in blue. Below this is a section titled "Key Property Trends in Cork (as of late 2025)" with two bullet points: "Rising Prices" and "Persistent Supply Shortage". At the bottom of the AI response is a text input field with the placeholder "Ask anything" and a microphone icon. To the right of the AI response is a list of search results. The first result is "County Cork Property Market 2025 - Latest House Prices" from "DNG Galvin". The second result is "House prices in Cork are soaring - Cork's 96FM" from "Cork's 96FM". The third result is "West Cork Property Market: Key Trends and Buyer Insights" from "DNG Galvin". A red arrow points from the highlighted text in the AI response to the search results.

Getting referenced is powerful because:

**It increases traffic** — users may click your link

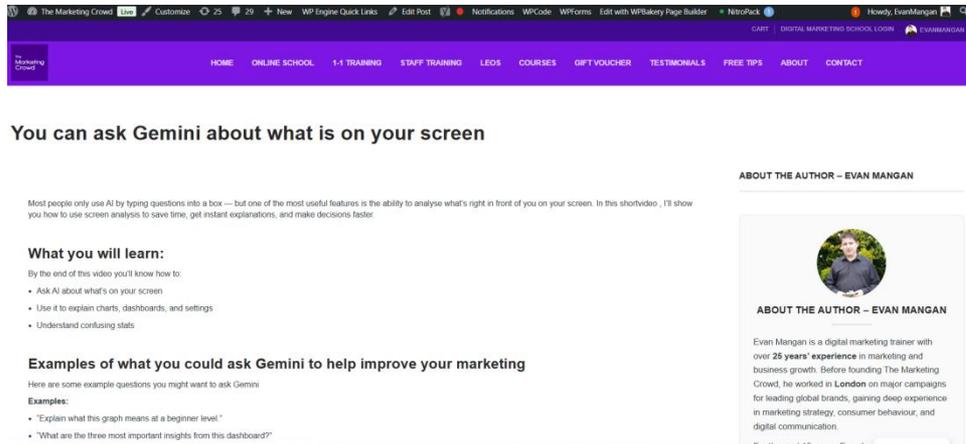
It shows **authority** — the AI is choosing you as an expert source.

It increases **trust and brand visibility**

It influences **future recommendations** — AI reuses trusted sources more often

This is how you become part of the “shortlist” of credible sites AI relies on.

# Step 1 – Build Author & Brand Credibility



AI evaluates if your page was written by someone with **Experience, Expertise, Authority, and Trustworthiness. (EAT)**

For AI search (and Google generally), the goal is simply to prove that a real, credible person wrote the content. The easiest, low-cost way for a small business is to add a proper author bio section to every blog post.

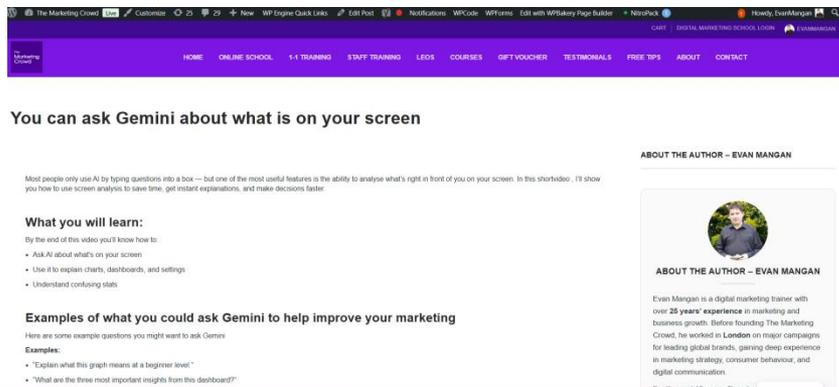
## What you need

A short block at the bottom (or top) of every blog post that includes:

- The author name
- 2–3 lines explaining why they're qualified
- A headshot
- A link to at least one social profile (LinkedIn is perfect)

Optional: a link to a case study, awards, or proof of experience

# Step 1 – Build Author & Brand Credibility



This could be

1. Text at the bottom of the blog post with an image and links
2. An actual author box in the sidebar of the blog post

**What matters for AI search is not *where* it is, but the consistency**

AI mode is checking for:

- Is this written by a real person?
- Is that person qualified to speak about this topic?
- Can I verify their identity online?

So text at the bottom is absolutely fine as long as:

It appears on every blog post

It clearly shows credentials or real-world experience

There are links to external profiles

# Use Chat GPT to create an Author bio

Adapt all of this  
to you



**Write an author bio that I can use in Blog posts. This bio is to help with demonstrating experience and expertise to AI search engines. The author bio should be very professionally designed and look eye catching. Provide html for me to embed. The Key details to include are**

**Author Name: Evan Mangan**

**Description:**

Evan Mangan is a digital marketing trainer with over **25 years' experience** in marketing and online growth. Before founding The Marketing Crowd, he worked in **London** for leading global brands such as BT, Orange and Yahoo! heading up marketing teams.

For the past 15 years he has helped thousands of Irish small businesses grow through practical, jargon-free digital marketing and AI training. He runs The Marketing Crowd and the AI Marketing Academy, delivering workshops focused on real, measurable results for small business owners.

**Include a link to my “Trainer Profile”** <https://themarketingcrowd.ie/trainer-profile/>

**Include a link to my “Connect On LinkedIn”**  
<https://www.linkedin.com/in/evanmangan/>

**Include this image at the top of the bio** <https://themarketingcrowd.ie/wp-content/uploads/2025/11/Evan-Mangan-Digital-Marketing-Trainer.jpg>

# Use Chat GPT to create an Author bio

Paste this code into

- a) The bottom of your blog post (in html mode)
- b) Or add it to a WordPress widget (main sidebar)

> ChatGPT 5.1

Ready to paste into any blog post (Gutenberg → Custom HTML block)

```
html

<div class="tmc-author-box" style="
border: 1px solid #e5e5e5;
border-radius: 10px;
padding: 24px;
background: #fafafa;
font-family: inherit;
font-size: 15px;
line-height: 1.65;
max-width: 650px;
margin: 40px auto 0 auto;
">

<div style="text-align: center; margin-bottom: 18px;">

<!-- AUTHOR IMAGE -->


<h3 style="margin: 0; font-size: 17px; font-weight: bold; height: 700; letter-spacing: 0.015em;">
ABOUT THE AUTHOR - EVAN MANGAN
```

+ Ask anything



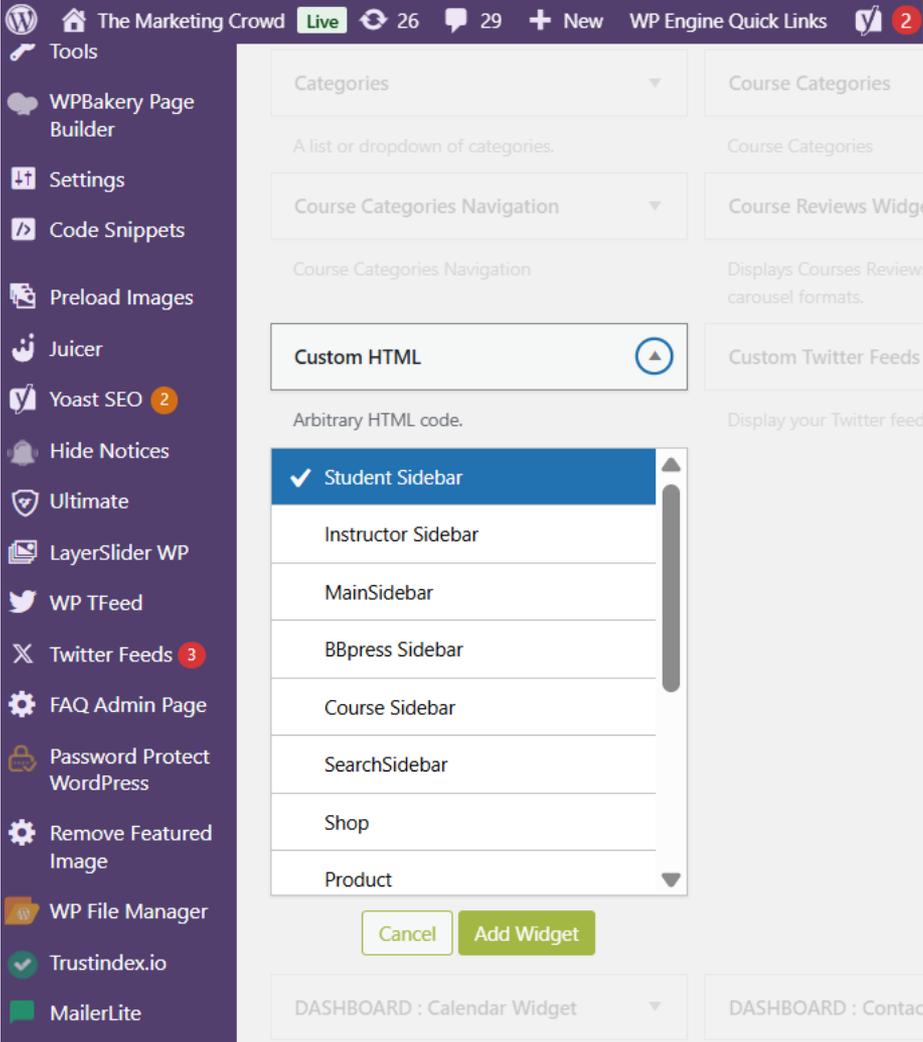
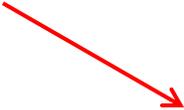
# Use Chat GPT to create an Author bio

Go to **Appearance**  
→ **Widgets**

Choose  
**Custom HTML**

Then choose Main  
sidebar

Paste the author bio  
HTML  
Save  
Done.



## Step 2 – Create Depth in your content

AI ignores short, surface-level content.  
It wants **in-depth, fact-based, original insight.**

Use subheadings, data, and examples throughout.  
Link to related pages to show topical depth.

### Examples:

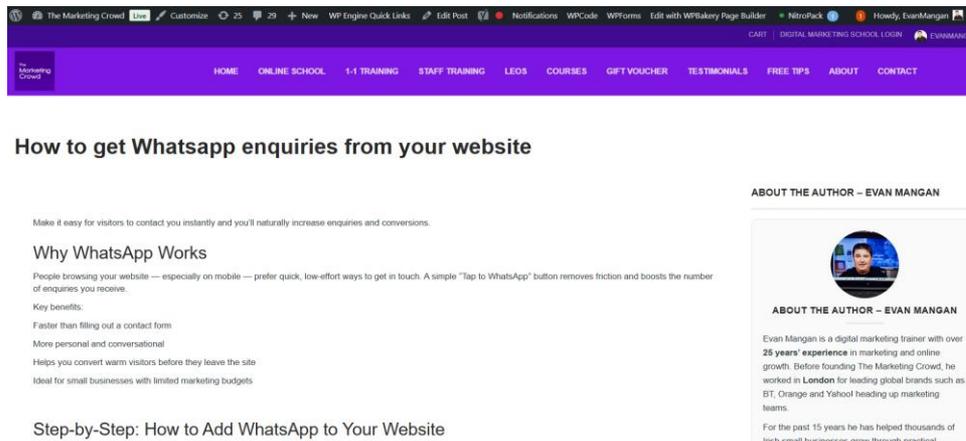
*Estate Agent:* “Guide to Selling Your Home in Cork.”

*Hotel:* “Ultimate Guide to Hosting a Wedding in Limerick.”

*Life Coach:* “Complete Guide to increasing self confidence ”

The logo for 'INDEPTH' features the word 'IN' in a bold, red, sans-serif font, followed by 'DEPTH' in a bold, black, sans-serif font. The letters are closely spaced and have a clean, modern appearance.

# Step 3 – Structure Like a Teacher



AI prefers content that looks like it was written to *teach*, not sell.

## Use:

- Question-style headings (“What are the steps to...” / “How do you...”)
- Lists and bullet points
- Simple language (avoid jargon)
- Diagrams, tables, or examples

## Examples:

*Estate Agent:* Table comparing Cork property prices across local areas

*Hotel:* Step-by-step list of wedding planning stages.

*Wedding Planner:* Checklist with timeline and budget estimates.

## Step 4 – Try To Keep Readers on Your Page (Engagement)

engage

### Improve engagement by:

Adding headings every 150–200 words

Using visuals, videos, and short paragraphs

Writing clearly — no waffle or filler

If people bounce off your page quickly, AI assumes it's a low quality page

If they scroll, click, and spend time — AI sees value.

### AI engines don't see:

- Your “bounce rate” from Google Analytics
- Exact scroll depth from your site
- Your time-on-page metrics

They don't have access to that data.

What they *do* see is the pattern of user behaviour **inside their own search system**, e.g.:

- People click your page and immediately return to AI search → weak signal
- People click your page and do not return → strong signal
- People click your page, then click other pages instead → weak signal

# Step 5 – Backlinks & Mentions Still Matter



AI learns from what the rest of the web says about you.

Mentions, backlinks, and citations act as “votes of confidence.”

Earn mentions by

- Doing Digital PR so that your business is mentioned in article (see how to use Chat GPT to do this earlier in the course)

**Build links naturally by:**

- Contributing to blogs, podcasts, or local press
- Creating helpful guides that other sites feel is worth linking to

# Use Chat GPT to get backlink ideas

ChatGPT 5.1

Share

"I have guest house in kilrush county clare. Act like an SEO expert and brainstorm 20 ideas for getting backlinks for my website"

Here you go, Evan — 20 practical, low-cost backlink ideas tailored to a small guest house in Kilrush. All are doable without big budgets and all work well for local SEO and AI-search visibility.

## 20 Affordable Backlink Ideas for a Guest House in Kilrush

### 1. Get listed on Clare tourism websites

Submit your details to sites like VisitClare, Loop Head Tourism, Discover Ireland, and Wild Atlantic Way partner directories.

### 2. Partner with Loop Head attractions

Ask for a small "Where to Stay" link from places like Loop Head Lighthouse, Dolphinwatch, Scattery Island tours, and Vandeleur Walled Garden.

### 3. Local business partners

+ Ask anything

Go to Chat GPT and tailor this prompt

"I have guest house in Kilrush County Clare. Act like an SEO expert and brainstorm 20 ideas for getting backlinks for my website"

Then, choose any one of these ideas and follow up with

"Regarding suggestion number 5, teach me step by step how to do this"

## Step 6— Keep Content Fresh & Dated

UpToDate®

- AI prefers recent, updated sources — it assumes newer means more accurate.
- Review and refresh content at least every 6–12 months.
- Add “Updated on [date]” at the top of key guides.
- Mention current stats, trends, or year-based examples.

### **Examples:**

“Wedding Trends for 2026”

“Updated: The 2026 Guide to Life Coaching in Ireland.”

This tells the AI your site is *alive and current*.