



AI Part 4 – AI and Local search, Notebook LM and AI Video

This detailed summary covers the fourth week of the Management Development Programme delivered by **Evan Mangan** on behalf of the **Local Enterprise Office (LEO) South Cork**. This session focused on leveraging AI to dominate local search results, utilizing Google NotebookLM for business intelligence, and creating professional marketing videos through an AI-driven workflow.

Part 1: Mastering Google Local Search with AI

Evan began by clarifying the anatomy of Google search results to ensure participants understood where their businesses should aim to appear. He explained that a typical search page consists of **sponsored ads** at the top, followed by **organic results** (the 10 best web pages as determined by Google), and, for geographic searches, the **Google Map pack**.

The Importance of Local Visibility Evan emphasized that 70% of searchers do not look beyond the first page, and 95% do not go beyond page three. For businesses serving a specific town or county, appearing in the **"top three" map results** is crucial because these profiles sit above the organic links. Evan clarified that these are not web pages but **Google Business Profiles (GBP)**, which are free for any business to create.

The Three Pillars of Ranking To help participants improve their chances of appearing in the top three map results, Evan outlined Google's three main criteria:

1. **Relevance:** How well a profile matches the searcher's intent. This is primarily determined by the categories selected and the business description.
2. **Comprehensiveness:** Google prefers profiles that are fully filled out, frequently updated (such as holiday hours), and rich with multimedia.
3. **Reputation:** This is driven by the quantity and quality of reviews. Evan noted that if a competitor has 30 five-star reviews, a business likely needs more than that to break into the top three.

Using AI to Optimize Your Profile Evan demonstrated how **ChatGPT or Gemini** can act as an expert consultant for profile optimization:

- **Categories:** Evan recommended asking ChatGPT to "act like a Google Business Profile expert" to suggest the most effective primary and secondary categories. He warned that choosing the wrong primary category can cause a business to "disappear" from

relevant searches, as seen in his example of a florist who accidentally reclassified herself as a "wedding service".

- **Descriptions:** Evan showed how to use AI to write keyword-rich descriptions that help Google understand exactly what the business offers, ensuring that terms like "social media marketing," which might not exist as a standard category, are still indexed.
 - **Review Generation:** Evan suggested using AI to write persuasive, personalized emails to past customers, explaining that reviews are vital for a small business to compete with larger entities.
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Part 2: Google NotebookLM – Your Private AI Research Assistant

The second major topic Evan covered was **Google NotebookLM**, a free tool he described as a "private project workspace" powered by a language model.

Key Features and Benefits Evan highlighted two primary advantages of NotebookLM over standard AI like ChatGPT:

1. **Privacy:** Documents uploaded to NotebookLM remain 100% private and are not used to train Google's public models, making it safe for internal business reports.
2. **Accuracy:** The AI only interrogates the sources provided, which virtually eliminates "hallucinations" or made-up facts.

Transforming Information into Assets Evan demonstrated how a user can upload up to 50 sources—including PDFs, website links, YouTube transcripts, and audio files—into a single "notebook". Once the information is gathered, the AI can generate various outputs:

- **Audio Overviews (Podcasts):** Two AI voices discuss the material in formats ranging from a "Deep Dive" to a "Debate" or an "Expert Critique".
- **Visual Content:** NotebookLM can create **infographics** and **presentation slide decks** based on the analyzed data.
- **Strategic Reports:** Users can ask for a "Strategic Implementation Roadmap," a "Technical Integration Proposal," or a simple briefing document.

Evan shared his own workflow, showing how he uses NotebookLM to summarize three-hour course transcripts into the detailed weekly summaries provided to participants.

Part 3: Advanced AI Video Production Workflow

Evan transitioned to the creative side, explaining that while AI video is "lagging a little bit behind" AI imagery in terms of realism, it is evolving rapidly.

The Strategic Workflow: Image to Video Evan's core advice for video was to **start with an image**. He explained that describing a complex scene directly to a video AI often results in "crazy stuff" that doesn't match the user's vision. Instead, the process should be:

1. **Generate a high-quality image** using Gemini (Nano Banana) or Midjourney.
2. **Refine the image** until you are happy with the character, clothing, and background.
3. **Animate the specific image** using tools like **Grok** (which Evan noted is currently free as Elon Musk tries to grow the user base).

Case Study: The Protein Bar Marketing Video Evan walked through a practical example of creating a marketing reel for a protein bar:

- He used **ChatGPT** to write a highly detailed "cinematic" prompt for an image of a hiker in County Kerry.
- He used **Gemini** to create three consistent images: the hiker walking up a mountain, the hiker taking a bite of the bar, and the hiker looking at the view from the top.
- He used **Canva** to crop out the Google watermark.
- He used **Grok** to animate each of the three photos into 5-second video clips.
- Finally, he recommended the **Edits app** (a free tool from Instagram) to stitch the clips together and add music.

Evan concluded by noting that while AI video is a brilliant solution for businesses on a budget, **authentic, self-shot video** remains a powerful and necessary tool for building trust.

Part 4: The Future of Search – AI Mode and Agents

Throughout the session, Evan touched upon the shifting landscape of technology:

- **Google AI Mode:** Evan explained that Google is moving toward an "AI search engine" that recommends specific businesses and explains *why* they are good, rather than just providing a list of links. He predicted that within 18 months, this "AI Mode" will be the primary way people search.
 - **Agentic AI:** Responding to a participant's question about **Claude**, Evan introduced the concept of "AI Agents." Unlike current AI that provides answers, agents are designed to **complete tasks**, such as booking travel or performing complex legal work.
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Action Point List for Participants

To get the most out of this session, participants should complete the following actions:

1. **Audit Your Google Business Profile:**
 - Check if you have a profile by searching your business name on Google Maps.

- If you don't have one, go to google.com/business and start the setup process using a dedicated business Gmail account.
2. **Optimize with AI:**
 - Copy your current business description into ChatGPT and ask it to rewrite it for "maximum local search relevance," including your key services and location.
 - Ask ChatGPT for a list of the 10 most relevant Google categories for your specific niche to ensure your "Primary Category" is accurate.
 3. **Implement a Review Strategy:**
 - Locate your "Ask for Review" link in your Google Business Profile dashboard.
 - Use AI to draft a polite email or WhatsApp message to five recent customers, explaining how much a review helps your small business and providing the direct link.
 4. **Experiment with NotebookLM:**
 - Create a free account at notebooklm.google.com.
 - Upload a complex business document (e.g., a long report or a transcript) and generate an "Audio Overview" to see if it helps you understand the material better.
 5. **Test the Video Workflow:**
 - Take a photo of one of your products.
 - Upload it to Gemini and ask it to "place this product in a lifestyle setting" (e.g., on a cozy table or being used by a customer).
 - If you have access to Grok or a similar tool, try animating that image for a 5-second social media clip.
 6. **Update Holiday Hours:**
 - Go into your "Edit Profile" settings and ensure your "Special Hours" are updated for the next upcoming bank holiday to reassure Google your profile is active.

Please note: This guide was created with the help of one of our AI colleagues 😊