The Marketing Crowd



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

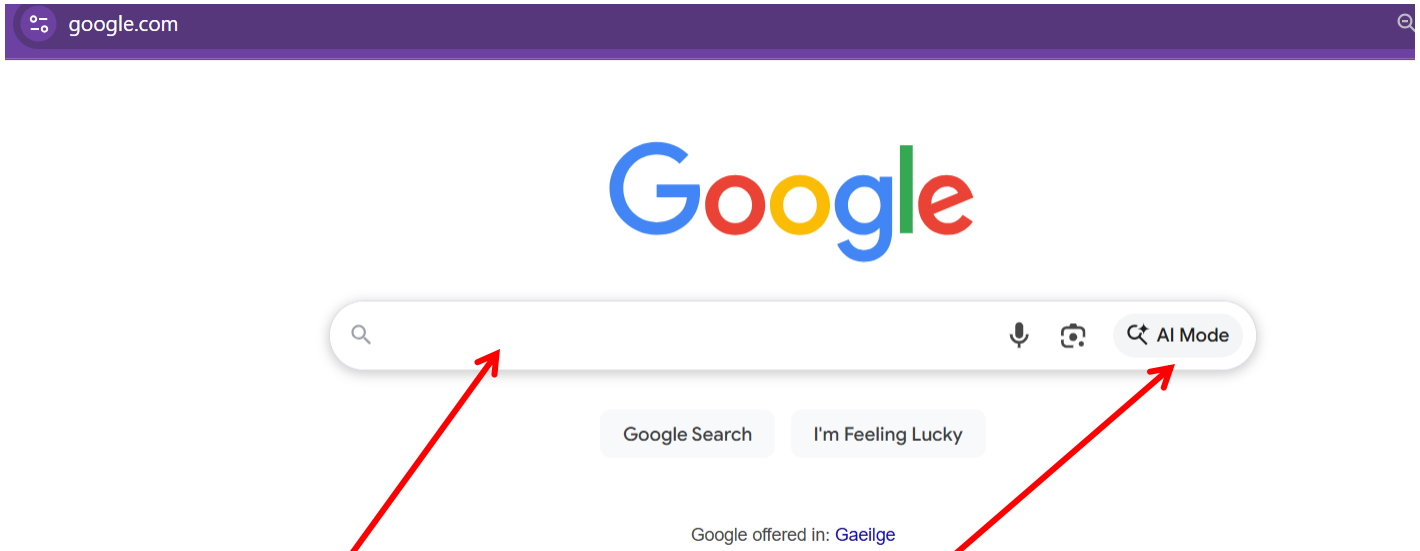
- AI mode answer
- AI mode – references

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

How to get recommended

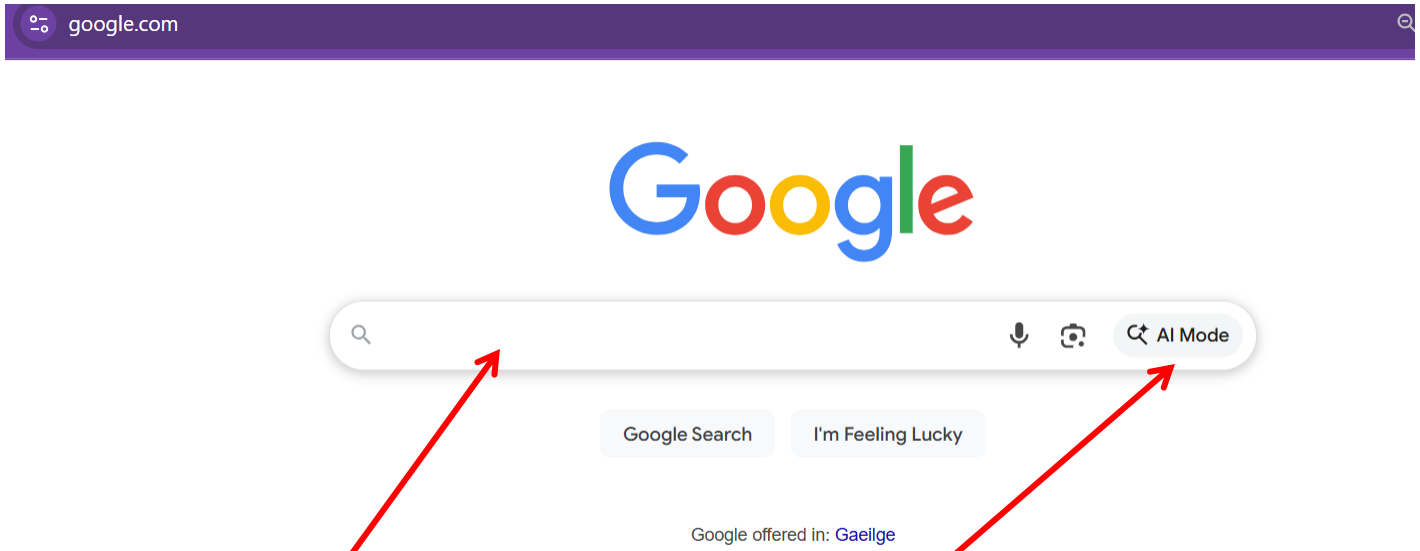
What is Google AI Mode?



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

What is Google AI Mode?



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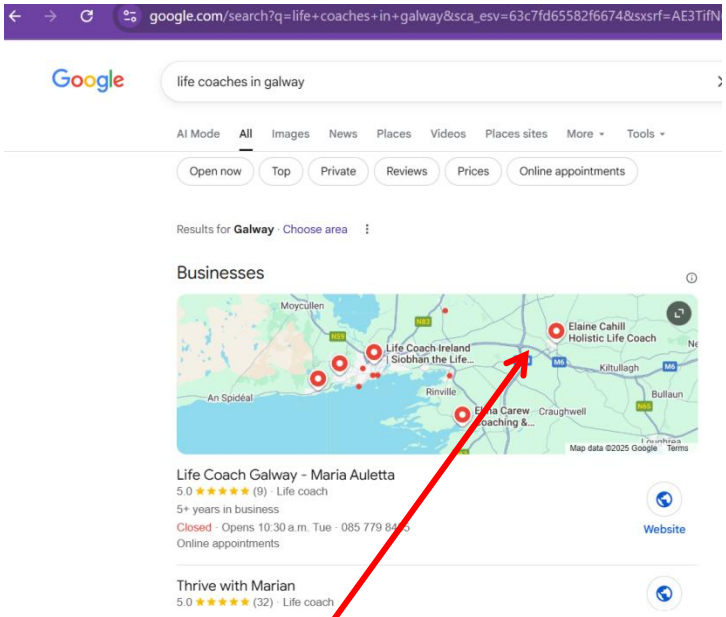
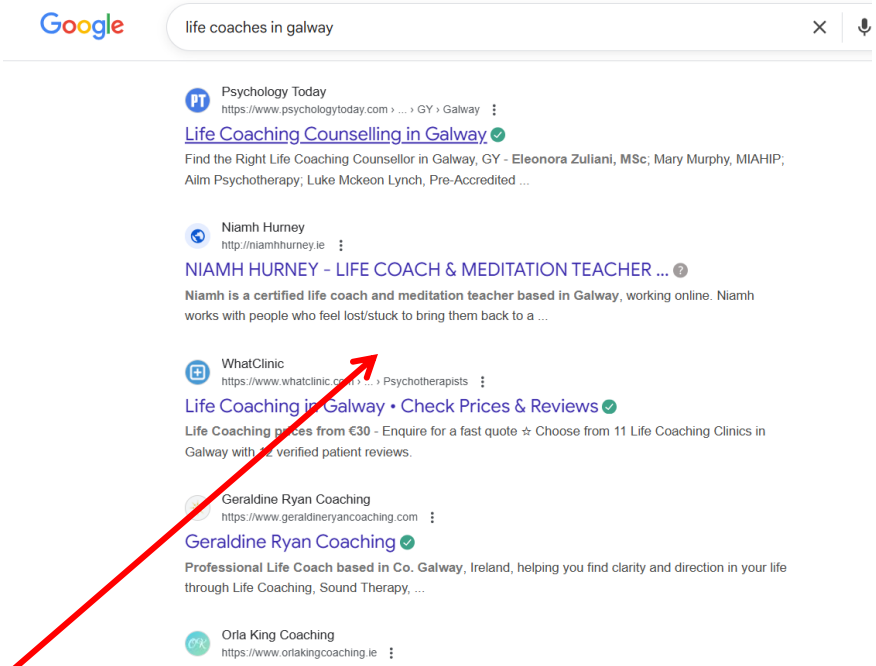
When someone searches the normal way

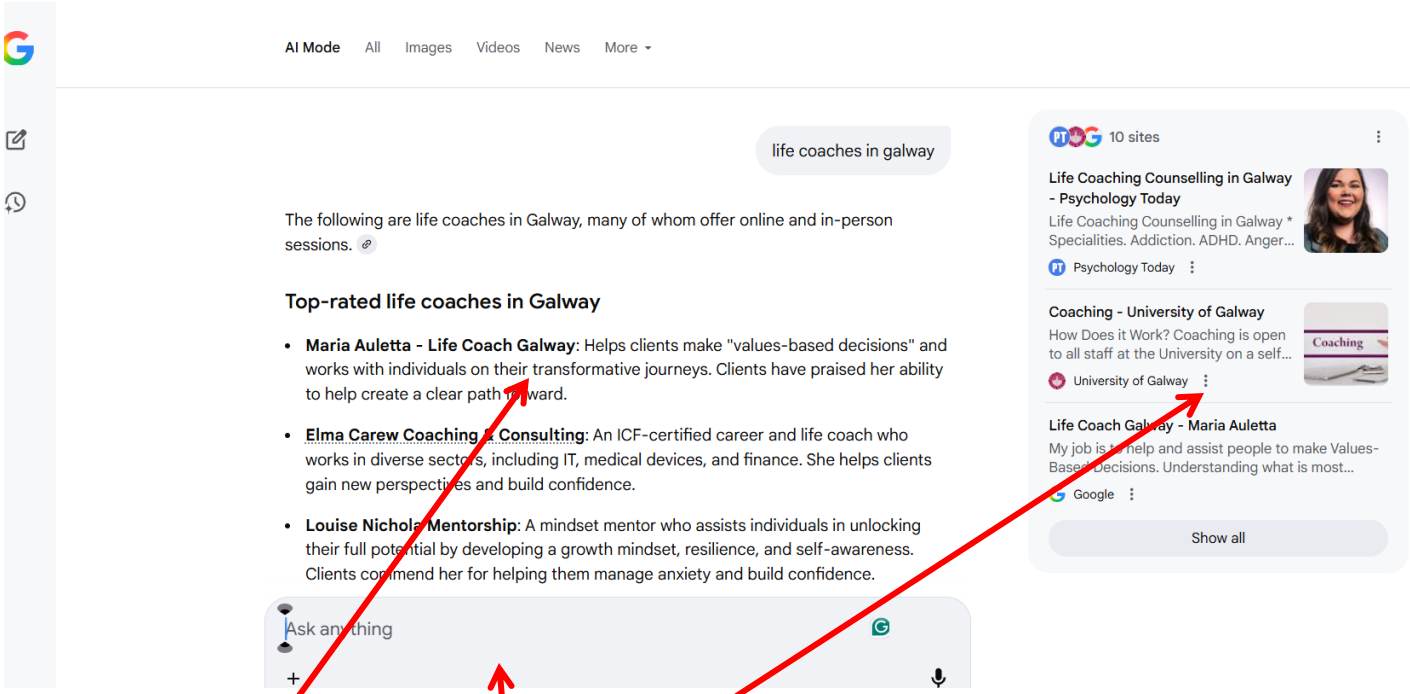




When someone searches the normal way – e.g. Life coaches in Galway, the results are

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

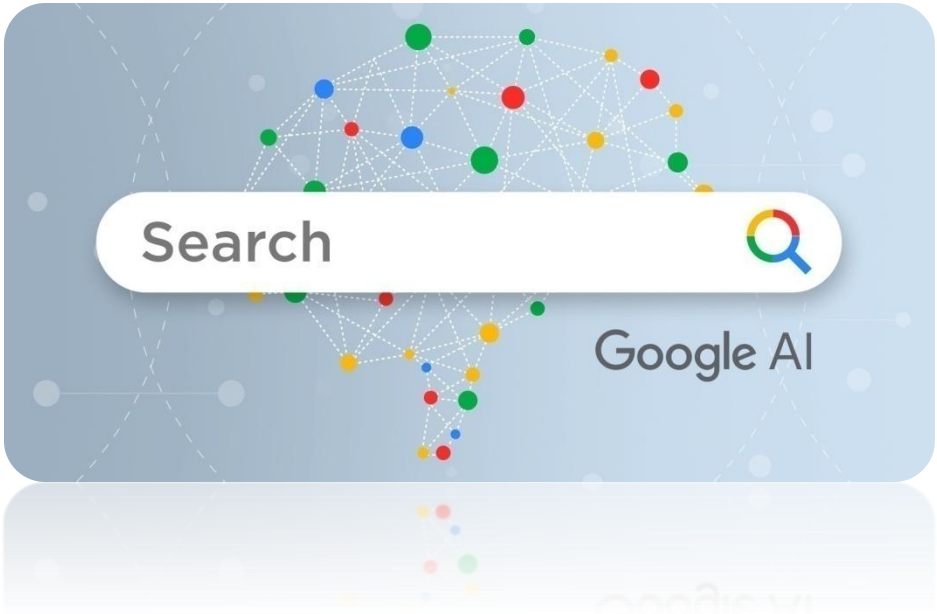


When someone searches using AI mode – e.g. Life coaches in Galway, the results are

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



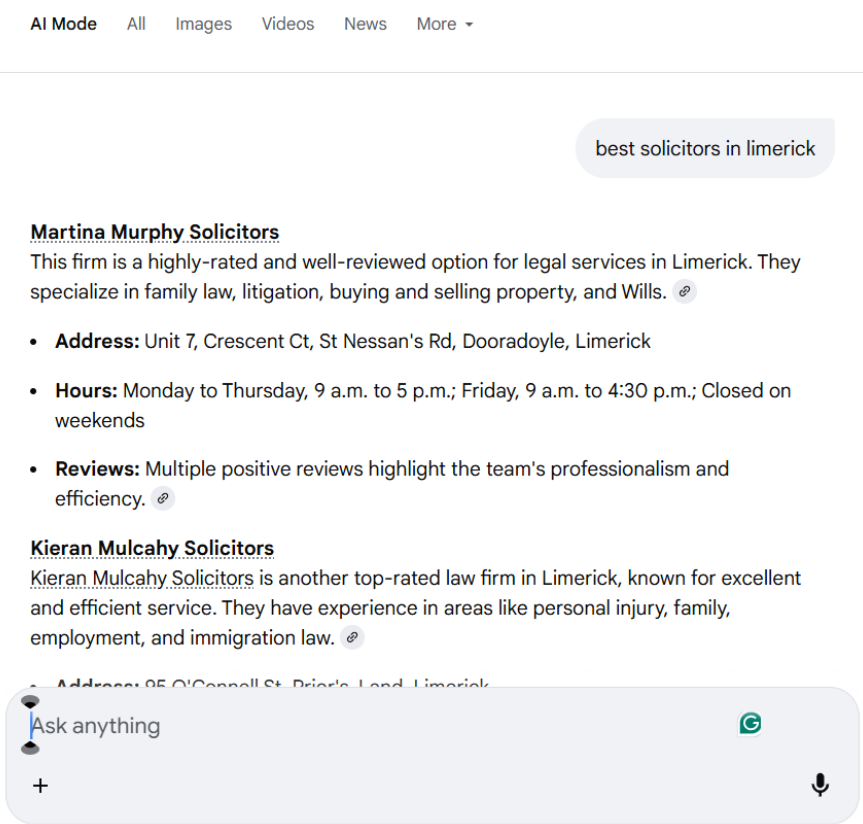
For small businesses, this means that the goal has changed. It's no longer just about

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



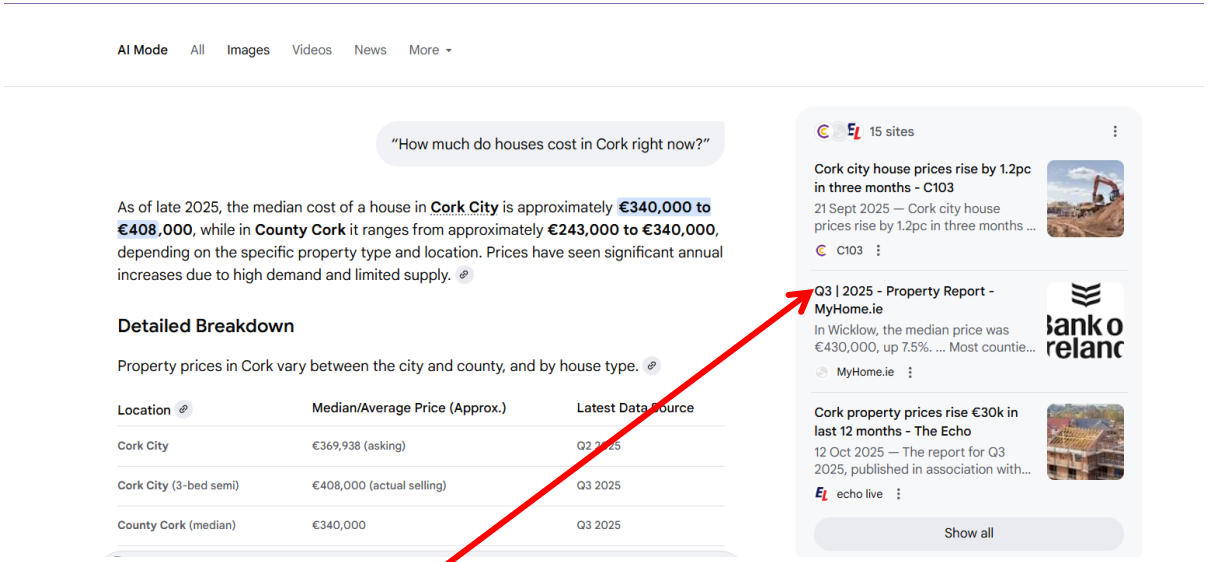
1 Getting Recommended as a Business (The Suggestion)

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

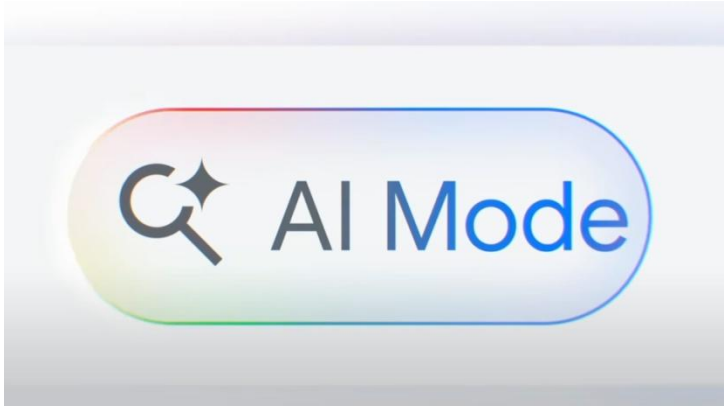


2. Getting Included as a Reference (The Citation)

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

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- About us (experience and expertise)
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How to get recommended

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



These pages help in getting your business recommended by AI

(Plus AI could also reference your page)

These are **transactional pages**.

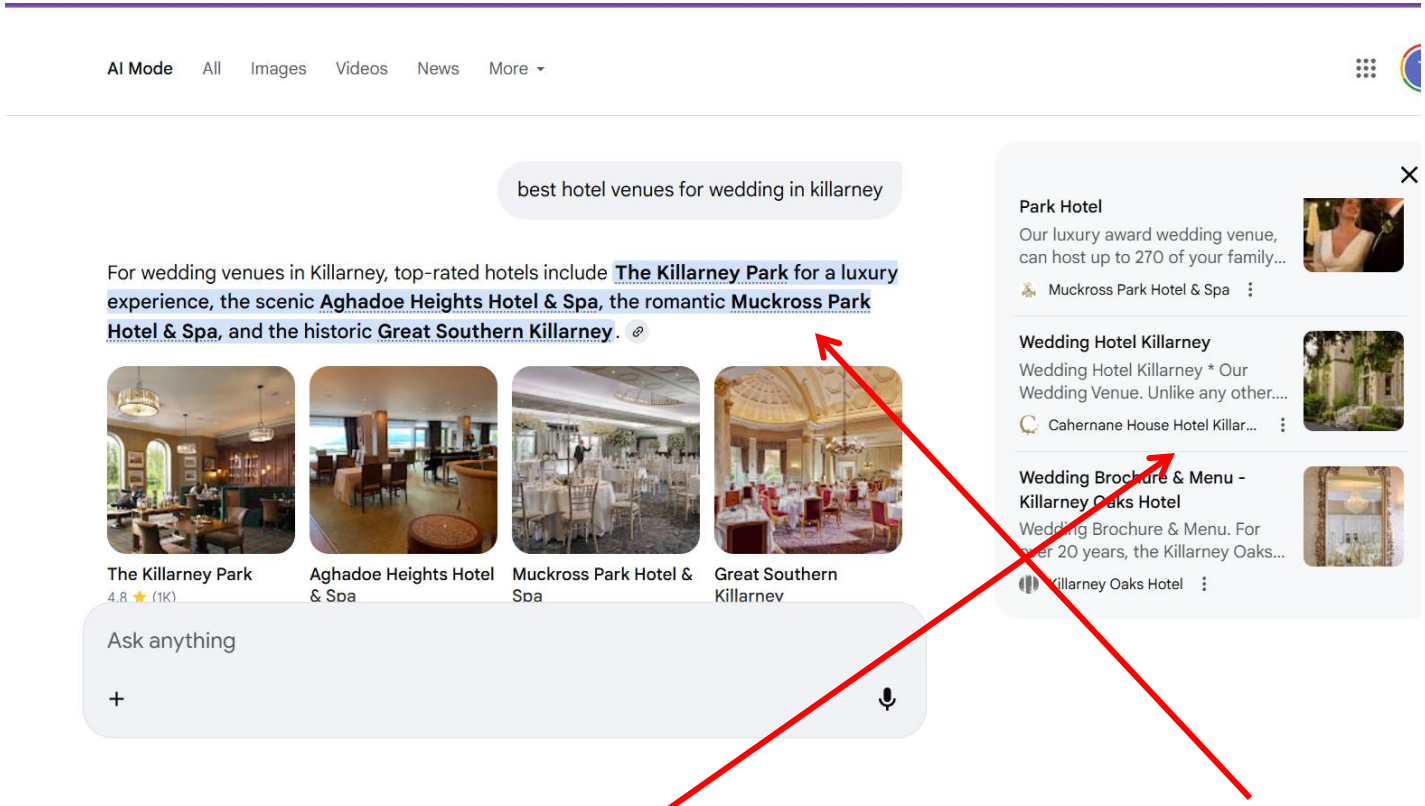
They exist to convert — to sell, not to answer broad questions. So they tend not to be referenced for searches like “Why or how”

- 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”

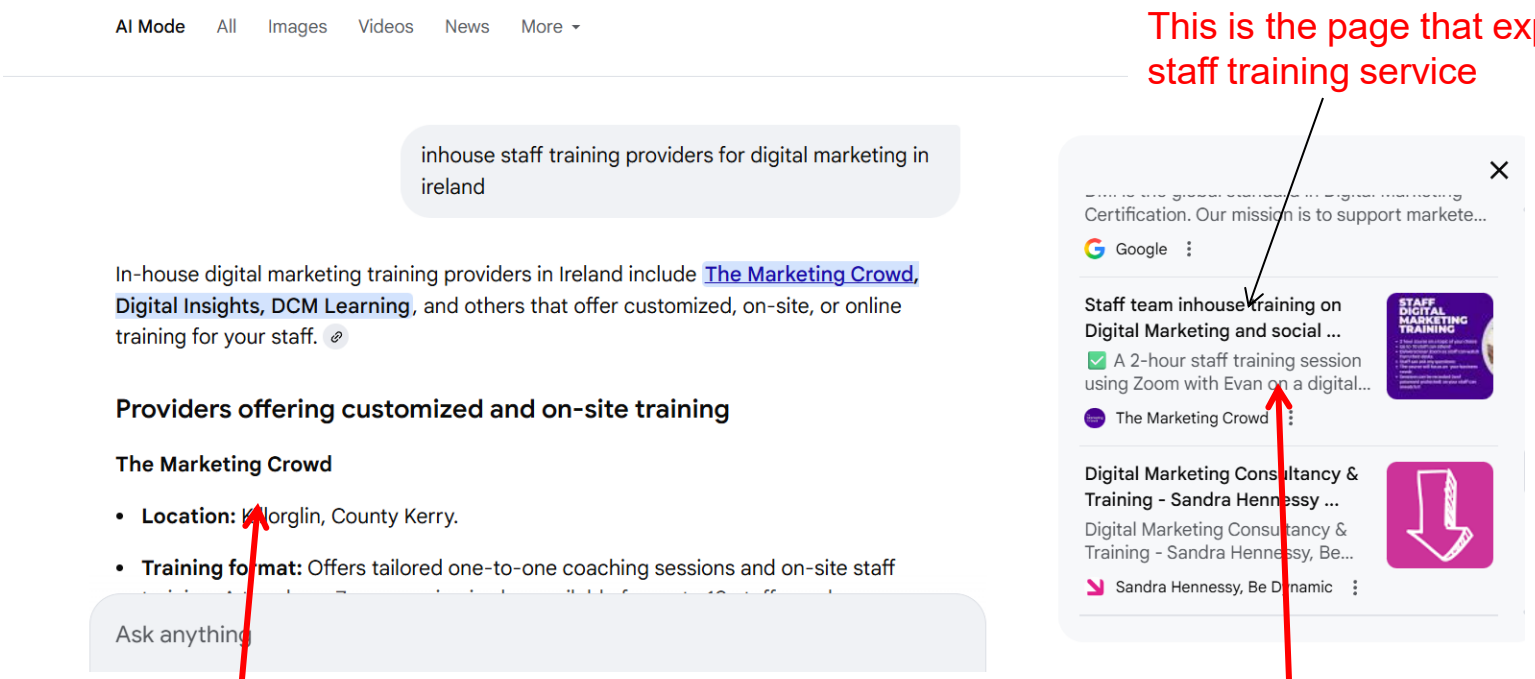
And for these transactional searches they could link to a Product / service page

1. Product / Service Pages



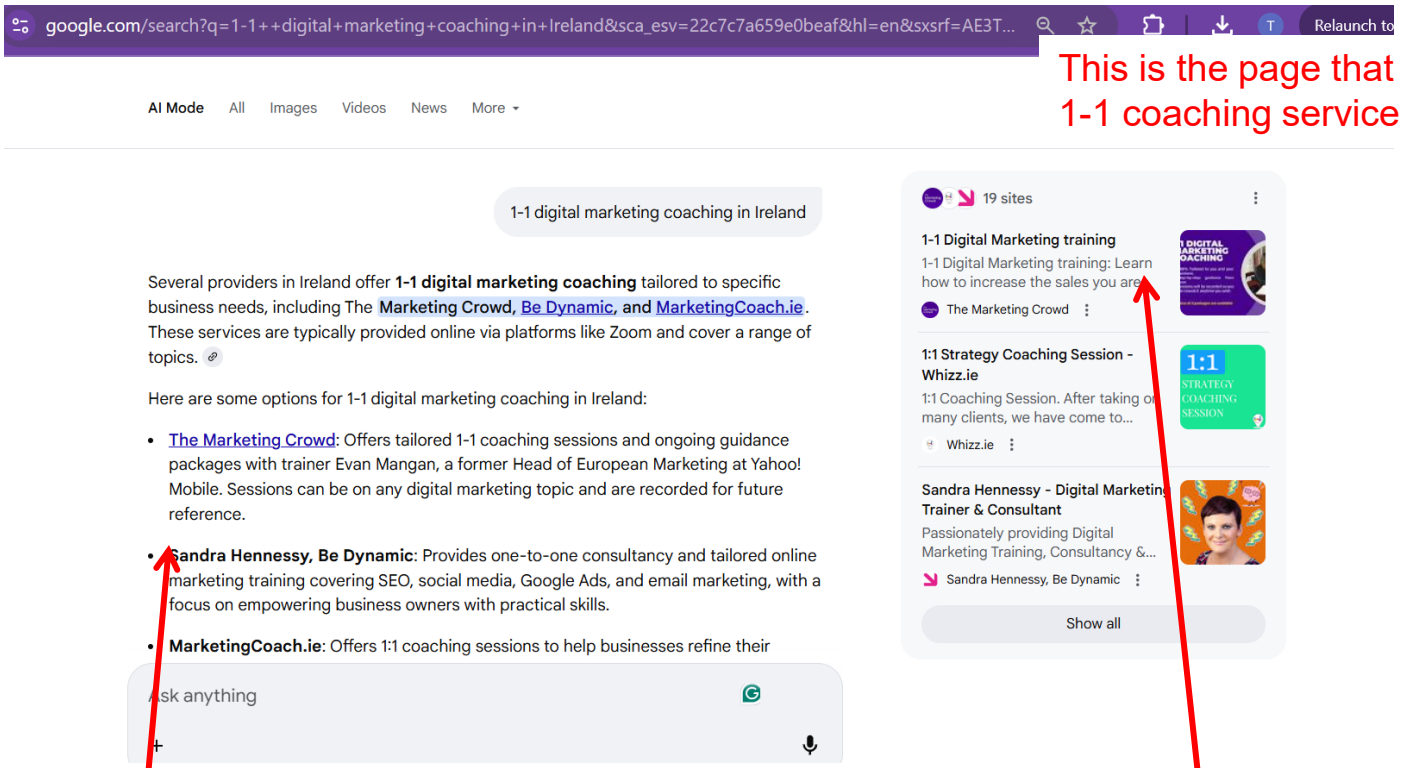
When I search for “best Wedding hotel venues in Killarney”, the AI recommends hotels in the answer but links to some of their product / service pages in the reference section

1. Product / Service Pages



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

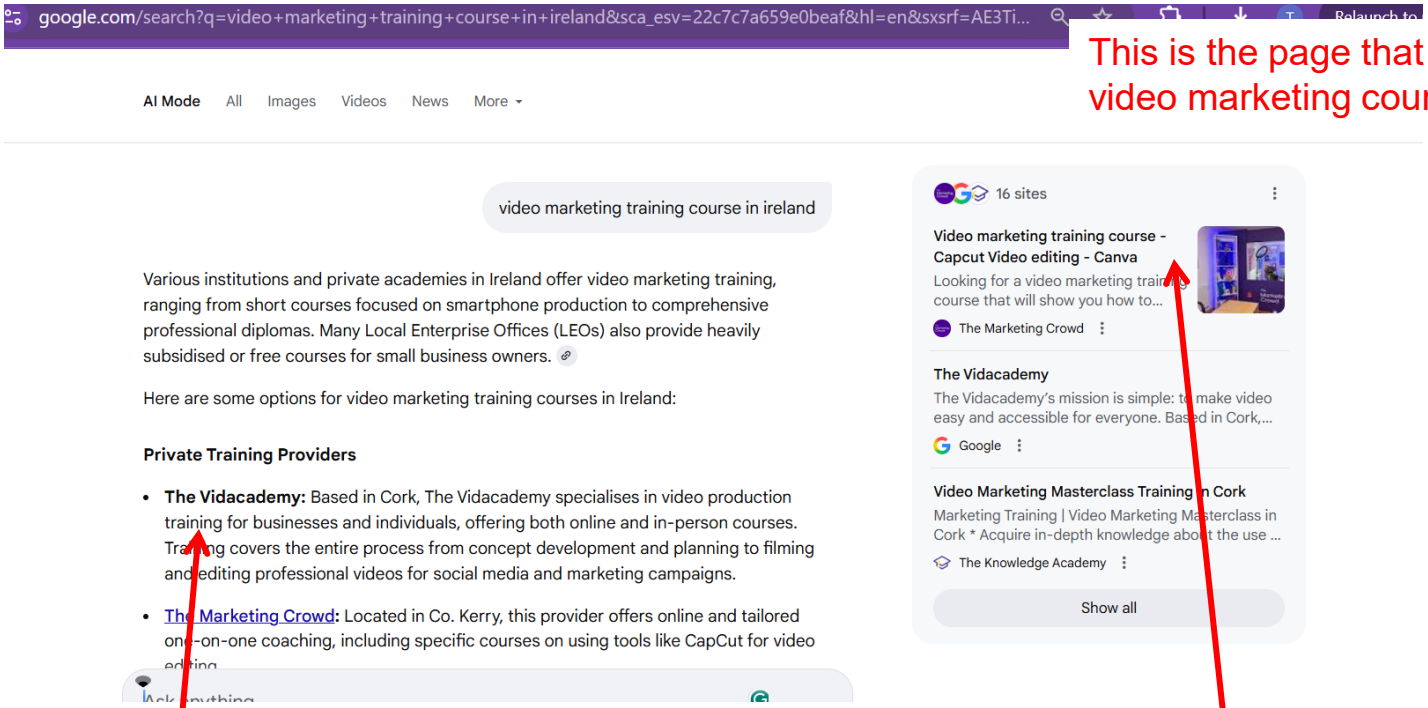
1. Product / Service Pages



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

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



This is the page that explains our video marketing course

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



These pages help in getting your business recommended by AI

(Plus AI could also reference your page)

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”

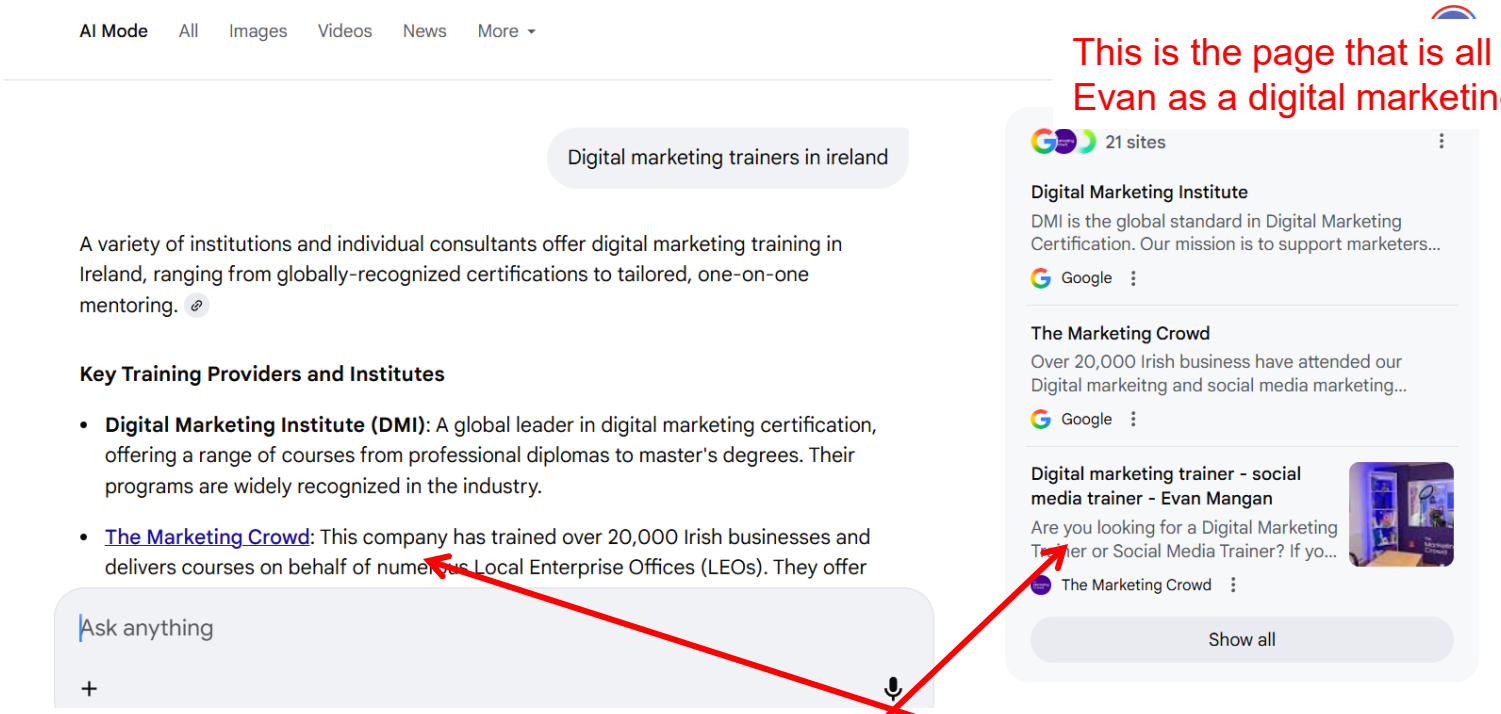
AI wants to see **proof**, not just claims.
Use these pages to establish:

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

They strengthen *all your other pages*.

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

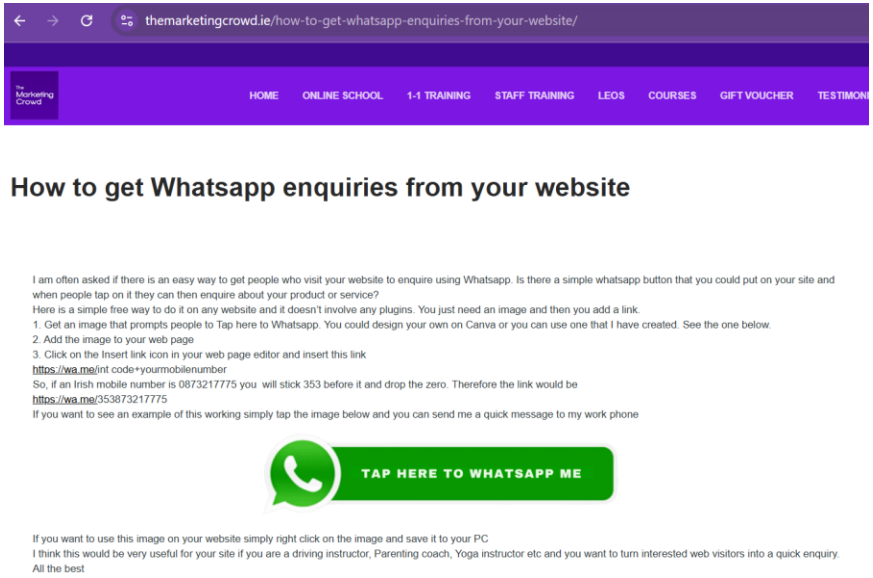
2. About Us / About me pages



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



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.

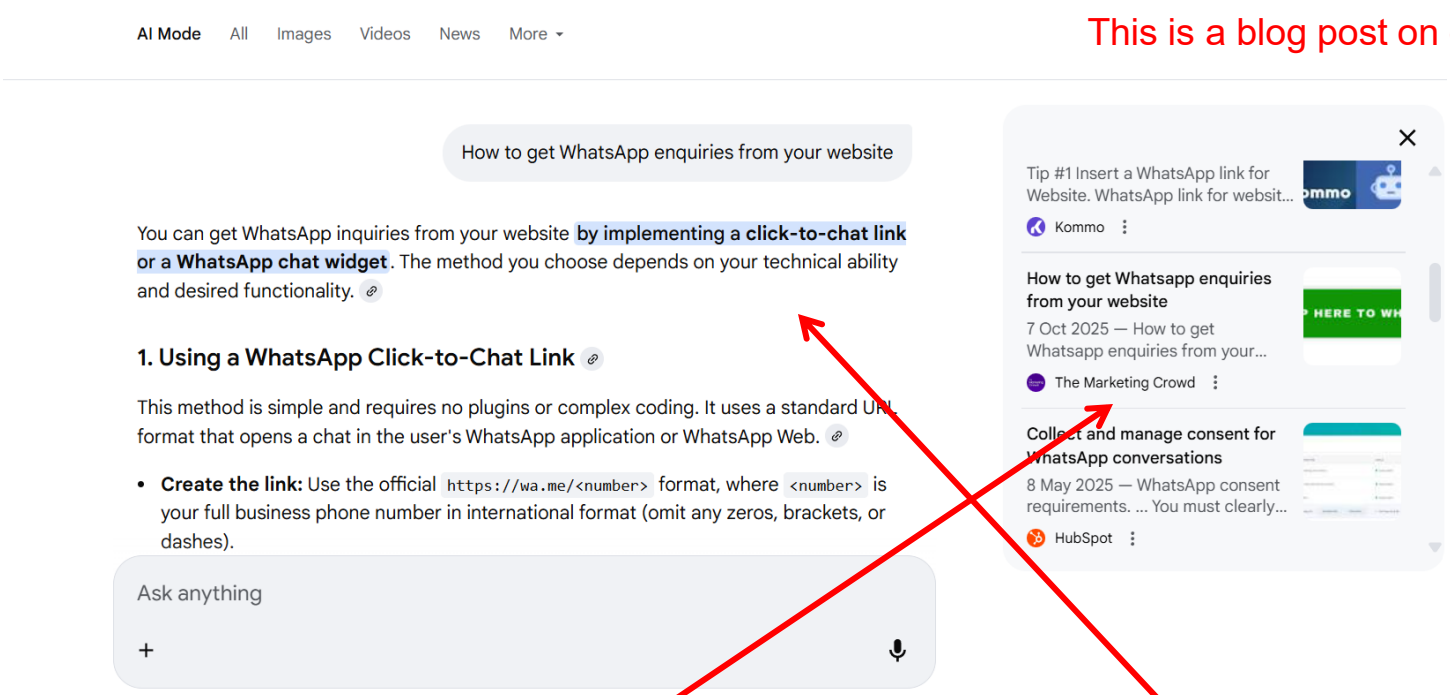
AI Mode Behaviour
When someone asks an informational question such as:

“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.

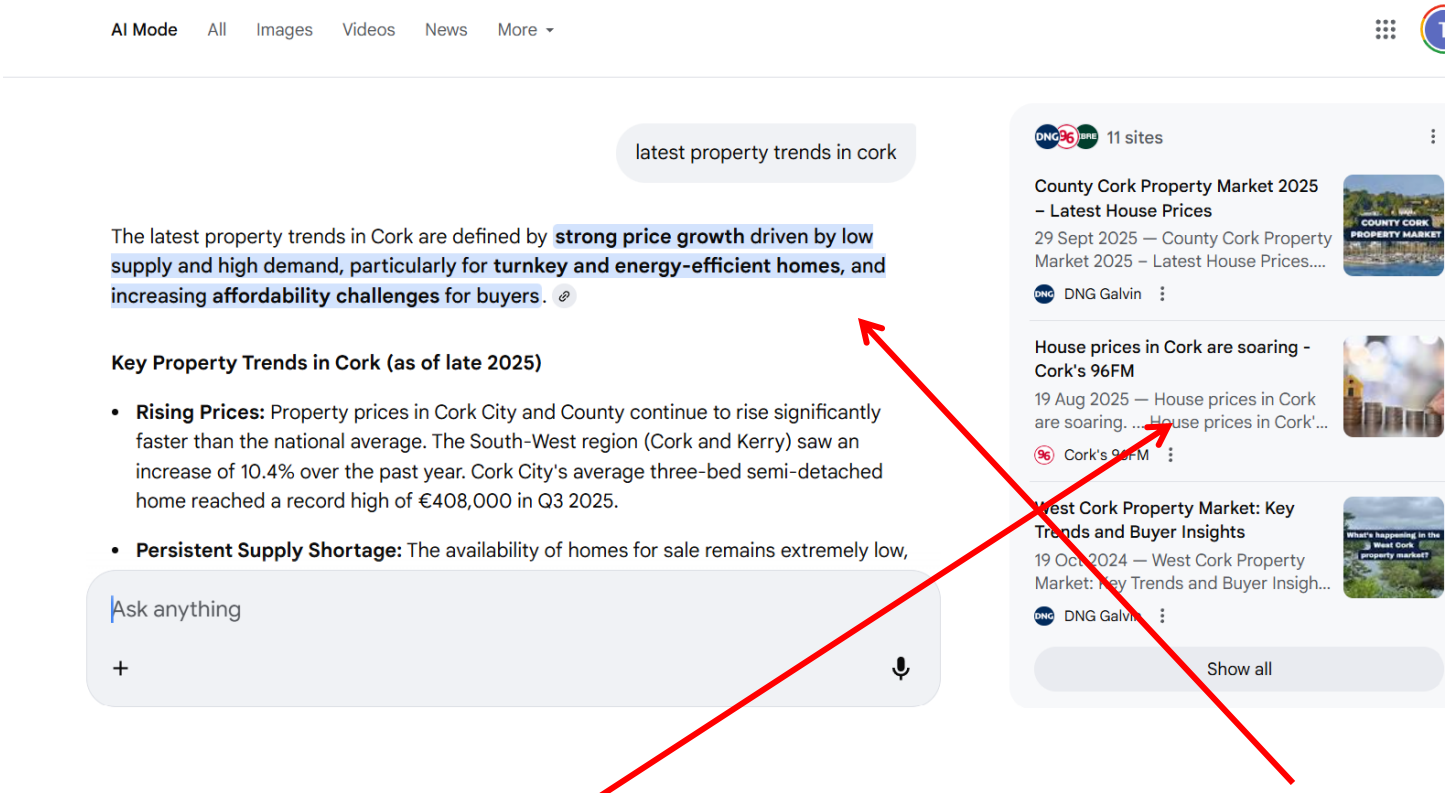
3. Blog posts / education articles

This is a blog post on our website



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



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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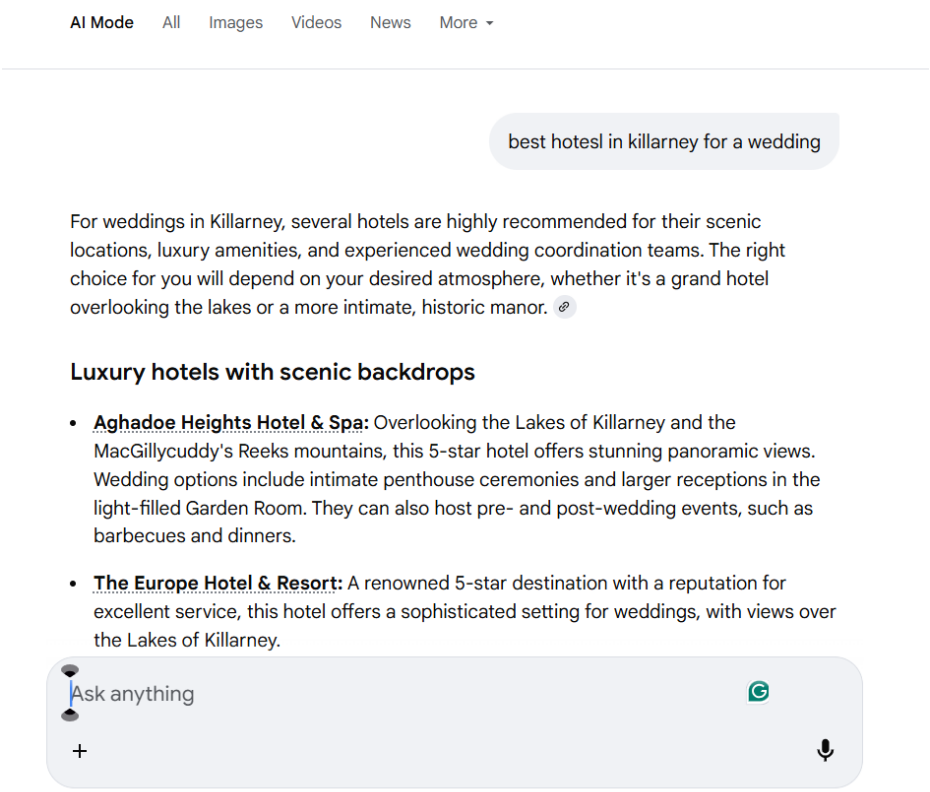
AI mode – How to get included in the answer



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."

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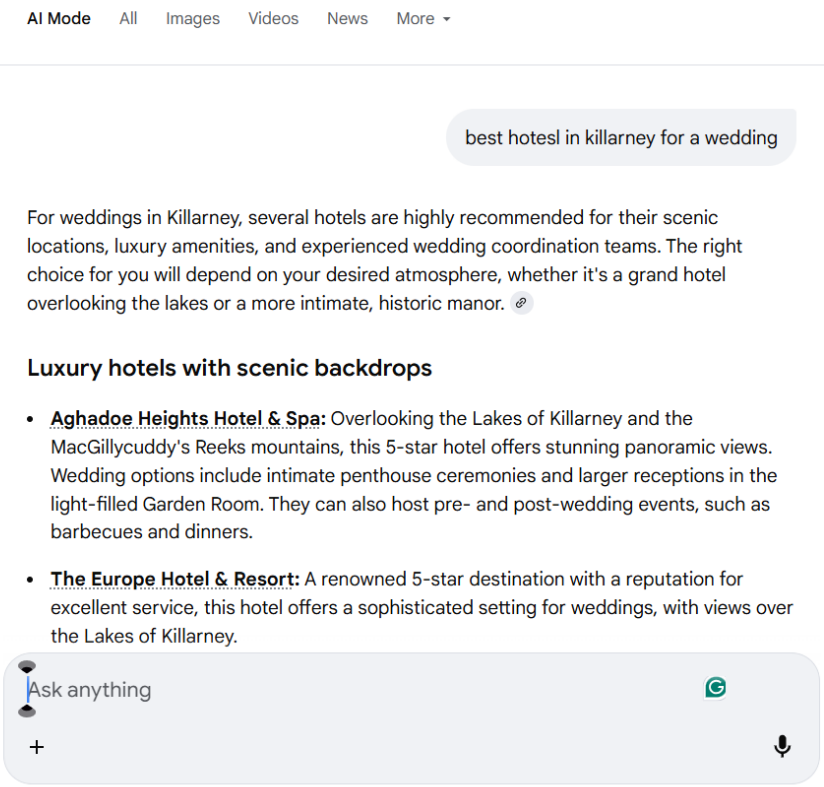
Why AI Recommends Certain Businesses



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

It looks for brands that are:

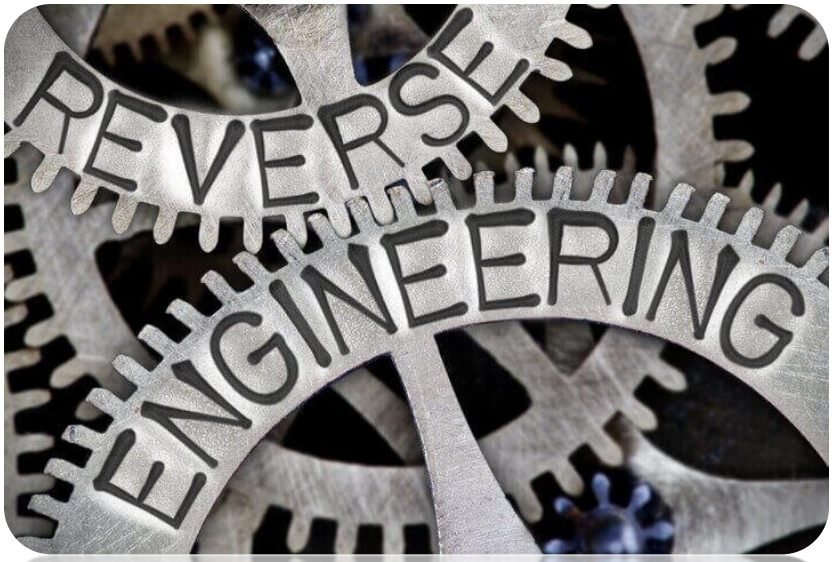
Well-known and well-reviewed across multiple platforms

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.

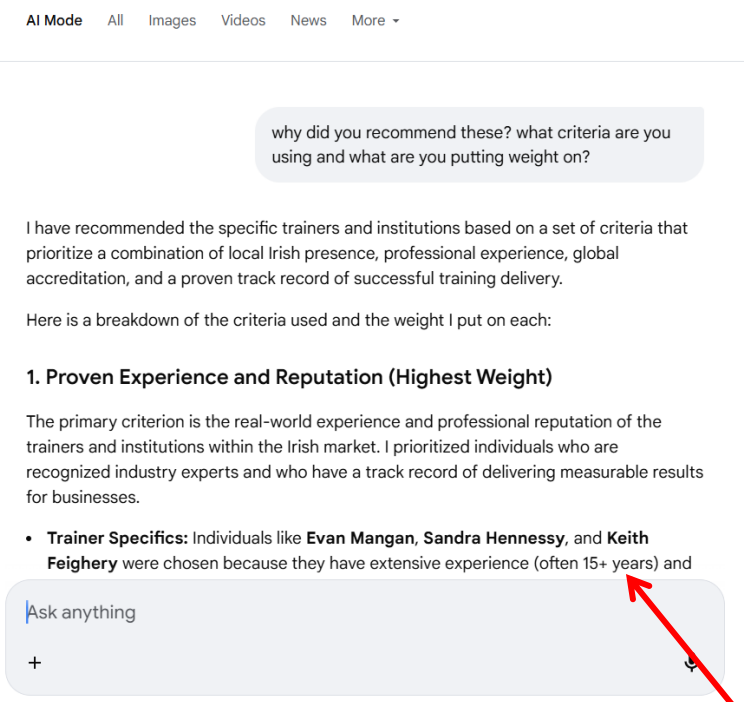
1. Ask Google’s AI Mode & ChatGPT & Perplexity “Who are the best [your profession] in [your area]?”

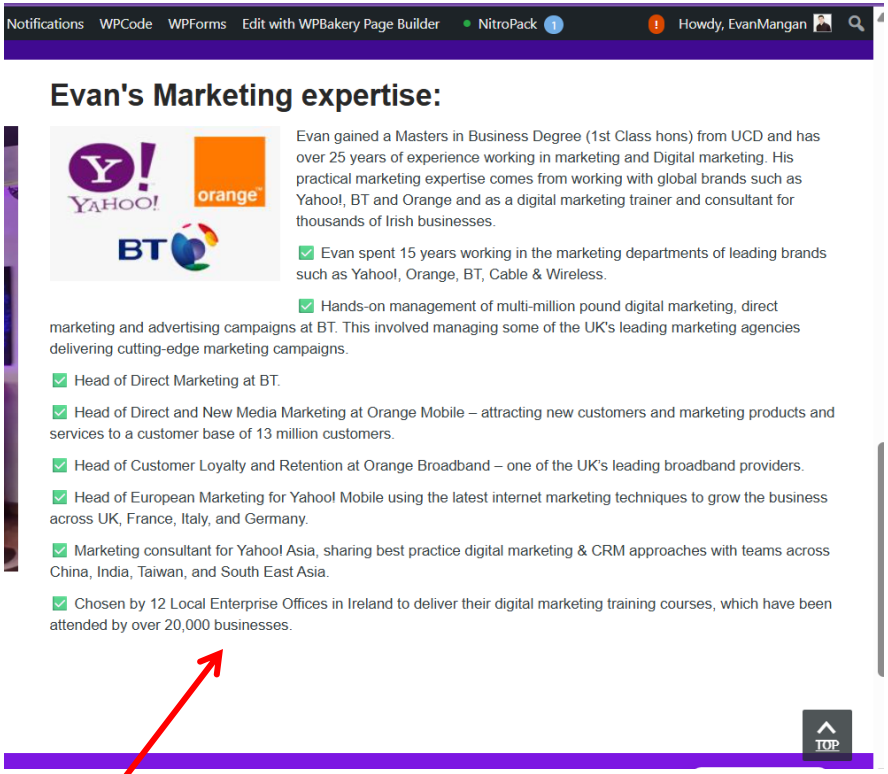
2. Ask: “Why did you recommend those? What criteria are you using and what are you placing weight on”

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





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 make is 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.

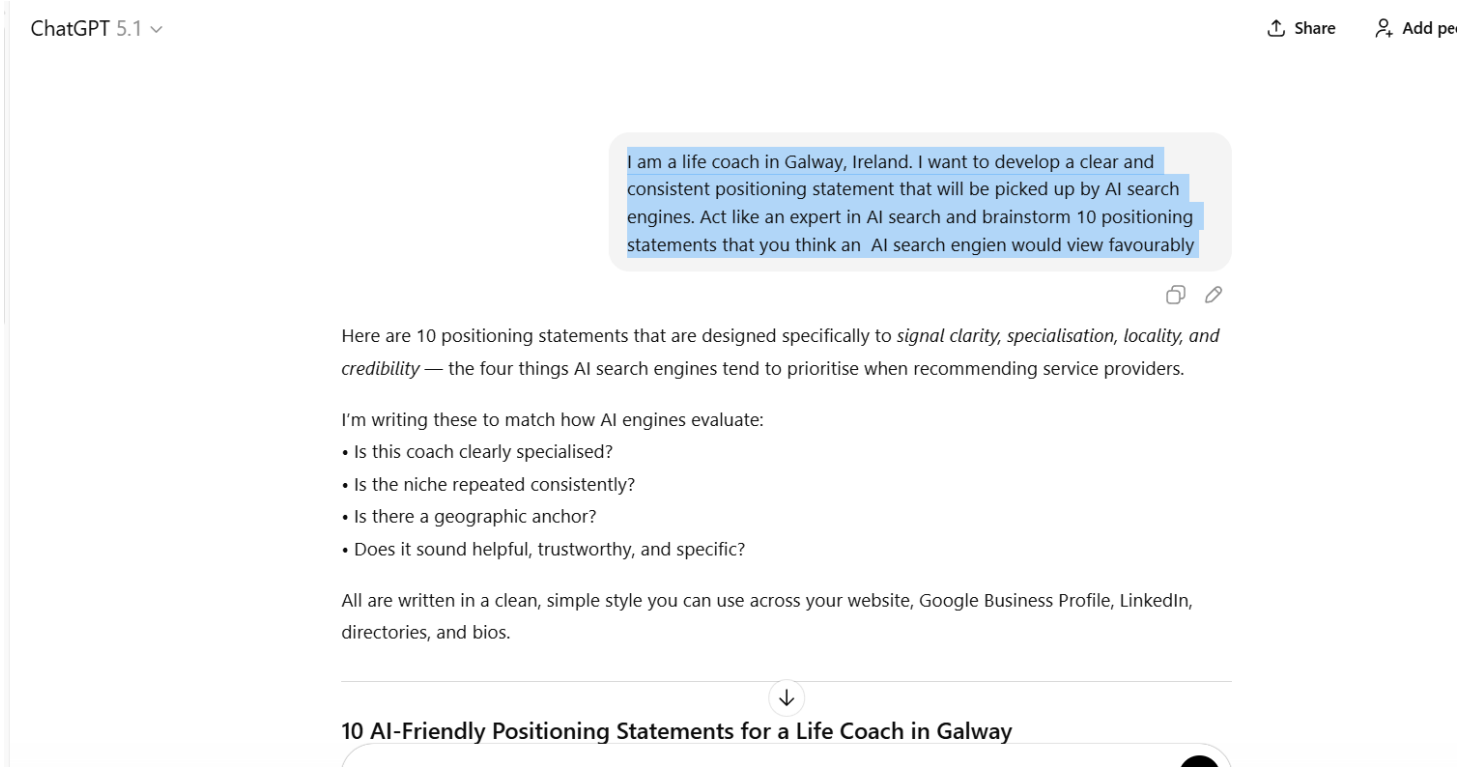
Be specific — not generic.

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



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



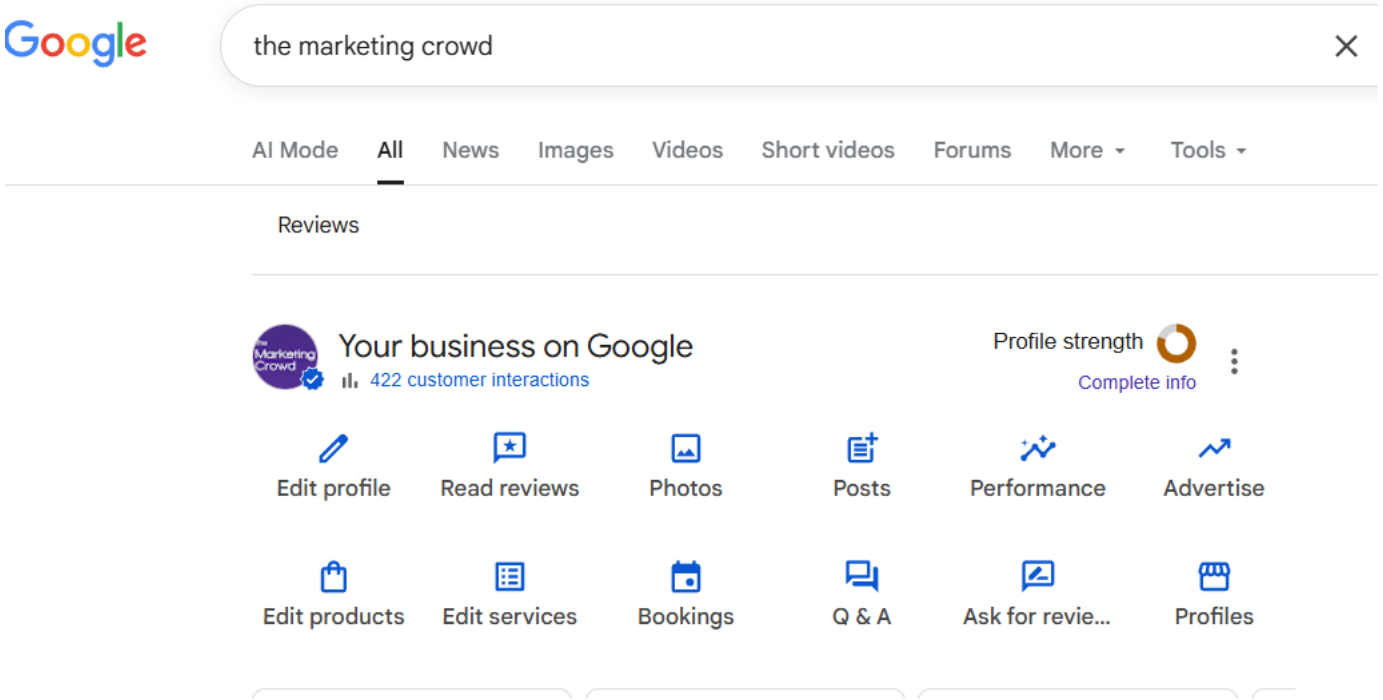
AI analyses review sentiment to decide who to recommend. The quantity of reviews and the words that are used in the reviews both matter.

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.

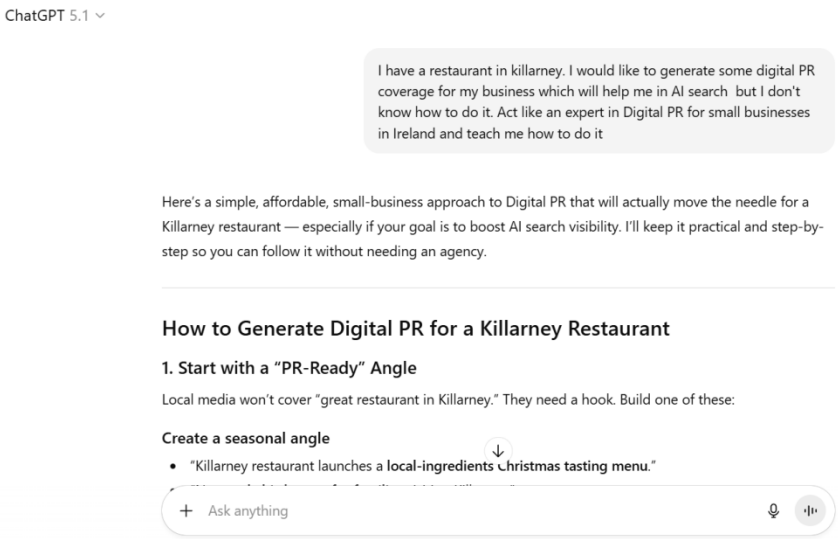
To encourage the AI to recognise you:

- 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 Hep You Get Mentions Online (Digital PR)



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

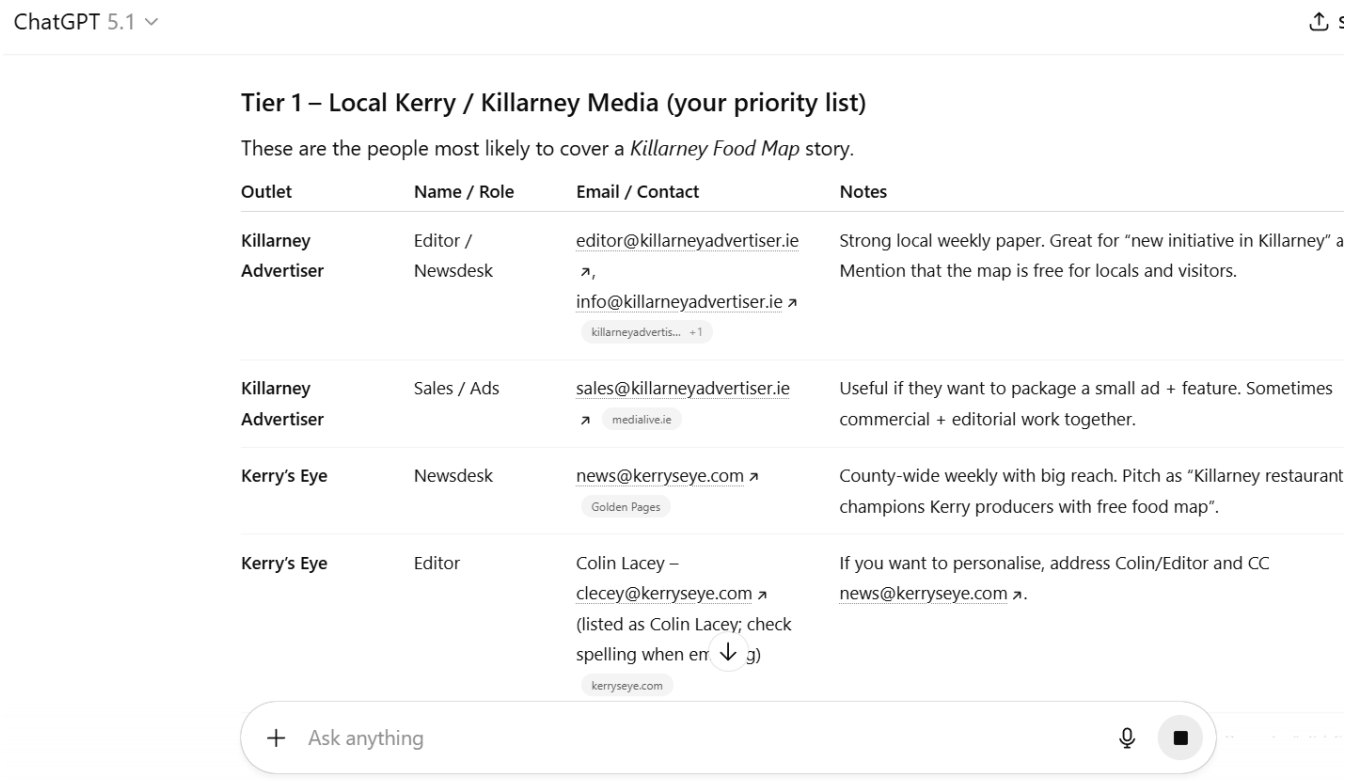
Follow up with

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)



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?