

Companion Worksheet

You have learned the system. Now inspect your own business.

Use this workbook for one service, one genuine location or customer-origin area, one customer need, and one next action. Write facts you can verify. Use **unknown** for facts awaiting evidence.

Keep one target in view

- **Priority service:** _____
- **Location or customer-origin area:** _____
- **Customer need:** _____
- **Customer action:** _____
- **Date started:** _____

1. Business snapshot

Write the public facts a stranger should be able to understand.

- Public business name: _____
- Plain-English category: _____
- One-sentence description of what you do, for whom, and where:

- Priority service: _____
- Real operating model (customer-facing location, mobile, or hybrid):
- Service area or customer-origin area: _____
- Contact, booking, or estimate action: _____
- Person who can verify these facts: _____

2. Identity, service, and location clarity

Check each statement you can verify.

- ☐ The business category is explicit.
- ☐ The priority service is a real service the business is prepared to deliver.
- ☐ The location or service area matches the way the business operates.
- ☐ The provider, expertise, or qualification claim has a factual source.
- ☐ The contact path tells a suitable customer what to do next.
- ☐ The same material facts appear accurately across the main public properties.

One unclear or conflicting fact:

Verified source or owner who can resolve it:

3. Website and search accessibility

- Priority URL: _____
- Date checked: _____
- ☐ The exact page loads.
- ☐ The visible page identifies the business and service.
- ☐ The visible page states the relevant location or service area.
- ☐ The customer action works or its failure is recorded.
- ☐ A normal site link reaches the page.
- ☐ The page's title, main heading, and structured information match visible facts.

Record the state you actually know:

- Google index status (verified / unknown / untested): _____
- OpenAI search-crawler policy (verified / unknown / untested): _____
- Canonical, sitemap, and robots checks (verified / unknown / untested): __
- Technical owner and next check date: _____

4. Service-page quality

Use the target service as the organizing subject rather than a generic keyword.

- Customer question this page should answer:

- Plain definition of the service: _____

- Who it fits and what falls outside its scope: _____

- What happens after contact: _____

- Safe expectations to state: _____

- Verified differentiator, if any: _____

- What affects price, estimate, or booking: _____

- Three real customer questions:

- Next action and immediate next step: _____

- Existing page that should lead to this page: _____

- Decision: ☐ build ☐ materially improve ☐ consolidate ☐ no build

[illegible]

5. Local and AI visibility

Record questions customers could actually ask and preserve every result exactly as observed.

- Exact prompt 1: _____
Result (mention / fit recognized / no recommendation / wrong or incomplete / untested):

- Exact prompt 2: _____
Result: _____

- Exact prompt 3: _____
Result: _____

- Exact prompt 4: _____
Result: _____

- Exact prompt 5: _____
Result: _____

For each observed answer, record the date, full answer, stated context, businesses and order, displayed sources, and one accuracy check.

Pattern worth investigating:

6. Evidence and trust signals

Choose five material claims. Match each claim to the source that can actually support it.

Claim 1

• Claim: _____

• Source and who supplied it: _____

• What it supports: _____

• Gap, conflict, or next action: _____

Claim 2

• Claim: _____

• Source and who supplied it: _____

• What it supports: _____

• Gap, conflict, or next action: _____

Claim 3

• Claim: _____

• Source and who supplied it: _____

• What it supports: _____

• Gap, conflict, or next action: _____

Claim 4

• Claim: _____

• Source and who supplied it: _____

• What it supports: _____

• Gap, conflict, or next action: _____

Claim 5

• Claim: _____

• Source and who supplied it: _____

• What it supports: _____

• Gap, conflict, or next action: _____

7. Information consistency

Check the public places customers rely on.

- ☐ Homepage
- ☐ About page
- ☐ Priority service page
- ☐ Contact, booking, or estimate path
- ☐ Primary business profile
- ☐ One important listing or directory

One material mismatch or unknown:

Correction, owner, and proof of completion:

8. Conversion, call, booking, or estimate path

- What should a suitable customer do next? _____

- What information must the customer provide? _____

- What happens immediately after the call, booking, or request?

- Does the path set truthful expectations about fit, timing, price, or approval?

- ☐ I tested the path from the public page.
- ☐ I recorded the exact failure or successful destination.
- ☐ I assigned an owner for changes controlled by someone else.

9. Top-priority fixes

Choose up to one critical correction and one growth build.

Critical correction (or “none identified”):

Growth build (or “none justified”):

Why this comes first:

Owner: _____ **Evidence needed:** _____

Next observation date: _____

10. Thirty-day action plan

Week 1 — Foundation

Fact check, baseline, access, owners, and any verified correction:

Week 2 — Intent

Build or materially improve the one priority service destination:

Week 3 — Evidence

Put the useful answer and verified support where the customer needs them:

Week 4 — Test and decide

Repeat the saved questions, inspect what changed, and choose revise or hold:

Day-30 finish line:

11. Testing log

Use one record per observation. Keep the full answer.

• Date and exact prompt: _____

• Fresh conversation and visible model/mode: _____

• Location and other known context: _____

• Exact answer:

• Businesses named and order: _____

• Stated fit, errors, or omissions: _____

• Displayed sources and claim checked: _____

• Public changes since the prior observation: _____

• Outcome label: _____

• Decision, owner, and next test date: _____

Final priority sentence

The first thing I will fix or verify is _____ because