



Get Found on Google & AI Search

How UK small businesses get discovered in both Google (SEO) and the new AI answer engines (GEO).

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Get Found on Google & AI Search

For years “being found online” meant ranking on Google. That still matters enormously — but a growing share of people now ask ChatGPT, Perplexity or Google’s AI Overviews. The good news: the same habits that help you in Google also help you get cited by AI engines.

1. Get the basics right

Before any clever tactics, the foundations have to be in place. Claim and complete your Google Business Profile, and make sure your website loads fast and says clearly what you do, for whom, and where.

2. Win traditional search (SEO)

SEO isn’t mysterious — it’s mostly matching what you publish to what real customers type. Answer their actual questions in plain content, get the local and citation basics right, and be patient: it compounds.

3. Get cited by AI engines (GEO)

There’s no button to press — AI engines build answers from sources they find clear and trustworthy. Publish plain, factual content that states exactly what you do, add FAQ content and structured data, keep an llms.txt, and earn a reputation worth quoting.

4. Measure & keep improving

Track what actually brings enquiries, then do more of it. The businesses that win are the ones that keep showing up and keep tightening.

The 8-point visibility check

Foundations **Google Business Profile complete · site fast & clear**

Search **content answering real questions · local basics**

AI / GEO **factual content · FAQ & structured data · llms.txt**

Trust **Google reviews · you can see what brings each enquiry**

This guide is general information from CM Beyer Limited, a UK marketing and business-management consultancy — not advice tailored to your specific situation; figures are illustrative starting points. Read it online, with the interactive tools, at cmbeyer.co.uk/resources/.