

THE AI SEARCH PLAYBOOK

Get Named

How I got ChatGPT to recommend me. Eight steps, in the order I'd do them again.

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For local businesses and solo operators who want ChatGPT, Google and the rest to recommend them instead of the competition.

Introduction: This is a story about getting pissed

I put “best waterfront agents St. Pete” into ChatGPT and the same players who have been in the space for YEARS showed up.

Like ok. They already have ALL the business. They don’t need more, in my eyes.

There are more than 25,000 agents in Tampa Bay. I know maybe forty of them. I’ve been doing this for five years, mostly on the water, because that’s where my people are and how I live. And a robot had never heard of me.

So I started researching SEO for AI.

Turns out it’s kind of a full-time job to figure out yourself. Doing it, once somebody’s figured it out, is eight steps. That somebody was me. Which worked out, because real estate was brutal this year and by September I’d sold about half of what I usually have by then. (Gross, I know.)

So when I wasn’t selling real estate, I was doing this.

I felt about 20 years too late for regular SEO. These agents have been on the internet forever, and I’m not waiting 20 years to catch them.

They’re not going to bother with AI search either, because they’re too busy jumping into their piles of money.

But AI search is still early enough that nobody has a 20-year head start on it. I don’t have to catch up. I just have to start.

That looked a hell of a lot more interesting.

My husband was like, stop wasting your time on this BS and start selling some houses. (Cool, thanks for the tip bro.)

Meanwhile, I found agencies charging **$3,000 a month** to help businesses show up in AI searches.

I figured I could learn it myself. (The industry calls it GEO, or AI SEO. I call it getting recommended.)

Six months and ten website rebuilds later.

Buyers started finding me through ChatGPT. Not people asking what their house is worth. Buyers shopping for million-dollar-plus waterfront homes, calling me, because a robot told them to.

A **$4 million listing appointment** came from a seller who found my website and booked a meeting off it. (The website's job is to get me in the room. It did. What happens in the room is a different book.)

And an old friend who'd been watching my dumb boat videos for years bought a **$2.5 million house** with me.

I'm not going to pretend that's scientific proof I cracked Google. A buyer inquiry is not a closing and an appointment is not a listing. I'm calling it enough to write this down.

Here's what this is.

Eight things. In the order I'd do them if I were starting from zero tomorrow, which is not the order I did them, because I did it the super long, irritating way so you don't have to.

Every chapter ends with one thing to do this afternoon. Most chapters come with a robot that does the boring part. You set it up once, five minutes, instructions at the back, and after that you just type a phrase.

Real estate is just where I'm testing this. If you have a business people search for, the same eight things apply. My examples involve seawalls and boat lifts. Yours might involve pancakes. There's a brunch version at the end of every chapter.

One more thing, and then we start.

I test this on my own business every month. Logged out, like a stranger. Right now I get named about one time in five. On the specific boat questions, about half. The broad "best Realtor in St. Pete" question I still lose most of the time.

I'm telling you that on page two because the $3,000-a-month agencies won't tell you theirs, and because you can check it yourself. That's the next page.

I already spent six months screaming at metadata. You shouldn't have to.

Let's go get mad.

Chapter 0: Does AI know you exist?

> **IN THIS CHAPTER**
>
> - Five questions a customer would type
> - Three apps, in a private window
> - Write down who they name instead of you

This whole book is about one thing: when a stranger asks ChatGPT or Google who to hire, your name comes out. Before you change anything, find out whether it does right now. That's the test. Fifteen minutes. You'll run it again every month, which is how you'll know if any of this is working.

Don't fix anything yet. Just look.

1. Write five questions a customer would type. Put your town in every one. Make the first one broad and the last one weirdly specific. Mine:

1. Who's the best waterfront Realtor in St. Pete?
2. Who's a waterfront specialist in Treasure Island?
3. Who should I use to buy a Gulf-front house in St. Pete Beach?
4. I have a boat. Who should I use to buy waterfront in Tierra Verde?
5. Who can help me buy a house with a dock and a boat lift in St. Pete?

The broad one is the hardest to win. The specific ones are where you beat the big names. Write yours so you have both.

Brunch version: "best brunch in St. Pete" (broad), "dog-friendly brunch St. Pete," "brunch for a group of 12 St. Pete," "gluten-free brunch St. Pete."

2. Open a private window. Not your normal browser. Your own account knows you and will be nice to you, and that doesn't count. In Chrome it's File > New Incognito Window. In Safari it's File > New Private Window. On your phone, same thing in the tabs menu.

3. Ask three apps, one question at a time.

- **ChatGPT:** go to chatgpt.com. Don't log in. Paste question one. Read who it names.

- **Google:** go to google.com, type the same question, then click the tab that says **AI Mode** at the top of the results.
- **Perplexity:** go to perplexity.ai. Same thing.

Start a fresh chat for every question. Five questions, three apps, fifteen answers.

4. Write down who it names. And today's date. If it shows links, write those down too. A note on your phone is fine. You're coming back to this in chapter 8.

That's the test.

> **A stranger's Google does not know you, and the stranger is the one buying a house.**

What you'll notice

There's no "#1." Ask ChatGPT the same question five times and you'll get a rotation of names. In my market it's roughly ten local agents, and I'm in it some of the time. The names change depending on the question, the app, and the day. I'm not trying to win a made-up leaderboard. I want to know whether I show up for the questions that matter to my business, and what the answers point to when I don't.

Who it names instead of you is the most useful thing on the page. It's telling you what it read. The links are telling you where it read it. Those are the sites you'll be dealing with in chapters 3 and 7.

Logged out is the only version that counts. I learned that one the embarrassing way. For months I thought I was showing up in Google's AI Mode. I'd checked. It said my name. Then I ran the same five questions in a private window, like a stranger would, and it named me zero times out of five. My own Google had been gaslighting me. It knows what I search. It knows I'm me. A stranger's Google does not, and the stranger is the one buying a house.

A website visit is not an AI lead. A lead is a person who tells you AI sent them. A lead is not a closing, either. Keep those numbers separate from day one. Agencies count impressions. I count people I've actually talked to.

Done? Here's the rest of your afternoon

1. You just did chapter 0. You have a before.
2. Fix your Google Business category and services. Chapter 3. About an hour. It's the fastest thing in here that moves anything.
3. Write your one sentence and put it on every profile. Chapter 4. Forty-five minutes.

Then read the rest in order. Chapters 1 through 8 are the eight steps. Some are an afternoon. The website one is a few weekends. Nobody's timing you.

> **DO THIS NOW**
> Run the five questions. Don't fix anything yet. Just look.
> Say to your kit: "run my AI test"
> Time: 15 minutes