AI Search Visibility

How to Show Up in ChatGPT and the Future of Google

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Lucas Renfroe

- Co-Founder - Roots Southern Salon (2014)
- Co-Founder - Salon.Marketing (2017)
- 30 Years Digital Marketing Experience
- Google Partner
- 2024 Netty Award Winner (Digital Marketing Award)
- Premiere Veteran (2010)

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Raise Your Hand

Who has asked ChatGPT a question in the last 30 days?

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SEARCH HAS Changed.

People don't just Google anymore. They ask AI.

THEN: KEYWORD SEARCH

best hair salon Orlando

- 10 blue links
- Ads everywhere
- You decide what to click

VS.

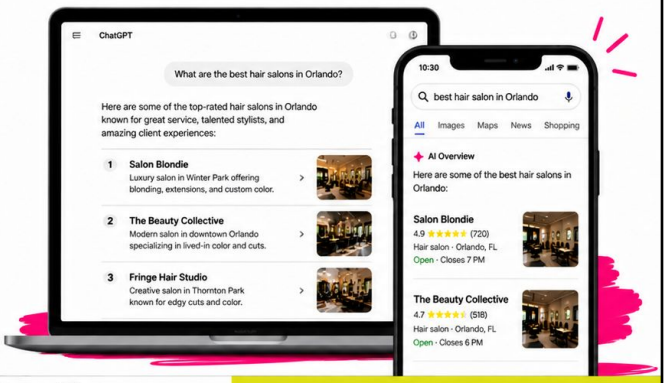
NOW: AI ANSWER

Here are the best hair salons in Orlando, based on reviews, location, and services...

- AI summarizes choices
- Recommends businesses
- You take action

Today's search happens everywhere.

ChatGPT | Gemini | Copilot | Perplexity | Google | YouTube



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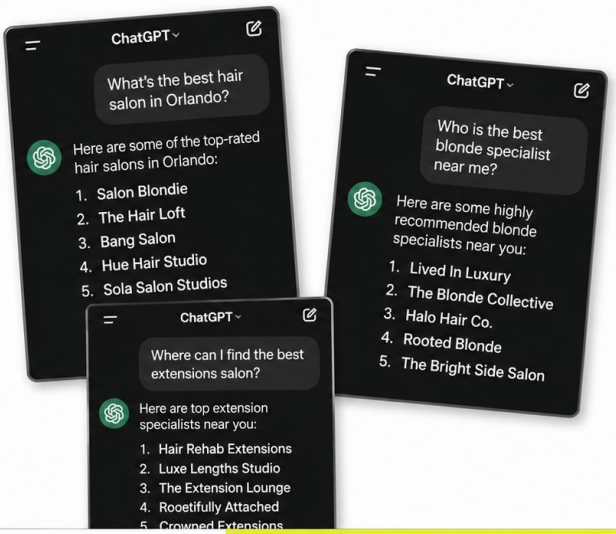
The New *Front Door*

People are asking:

- → "Best blonde specialist near me"
- → "Best hair salon in Orlando"
- → "Best extensions salon"



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HERE'S THE *Problem...*

Most salons are invisible to AI because they were built for Google, not AI.

OUTDATED WEBSITES
Thin content, few details, and no real answers.

FEW OR NO REVIEWS
AI trusts reviews. No reviews = no visibility.

INCOMPLETE PROFILES
Missing info on Google Business Profile and beyond.

NO CLEAR AUTHORITY
You blend in instead of being known for something.

NOT BUILT FOR AI
AI can't recommend what it can't understand.

If AI can't find, read, or trust your business...

it can't recommend you.

Visibility isn't just about ranking anymore.
It's about being recommended.

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ChatGPT = *Opportunity*

Be the Answer
If your salon isn't being recommended, you're missing out.

More Visibility = More Clients
AI recommendations drive real bookings and revenue.

The Salons That Adapt Win
This is the new way clients discover and choose salons.

This isn't just a trend.
It's the future.
Let's make sure your salon is part of it.

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HOW TO IMPROVE *Your AI Presence*

Simple steps to help AI see, trust, and recommend your business.

Be clear. Be consistent. Be everywhere that matters.

KEY TAKEAWAY:
Small improvements today = *big visibility tomorrow.*

1. **CLAIM & COMPLETE YOUR PROFILES**
   Keep your Google Business Profile and other directories complete and up to date.
2. **EARN & SHOW REVIEWS**
   Ask happy clients for reviews and make it easy for them to leave one.
3. **CREATE HELPFUL CONTENT**
   Answer common questions and share what makes your salon unique.
4. **KEEP INFO CONSISTENT**
   Use the same name, address, phone, and services everywhere.
5. **BUILD AUTHORITY & TRUST**
   Get mentioned by local partners, featured in articles, and build a strong online presence.
6. **MONITOR & IMPROVE**
   Track your visibility, reviews, and content. Keep improving over time.

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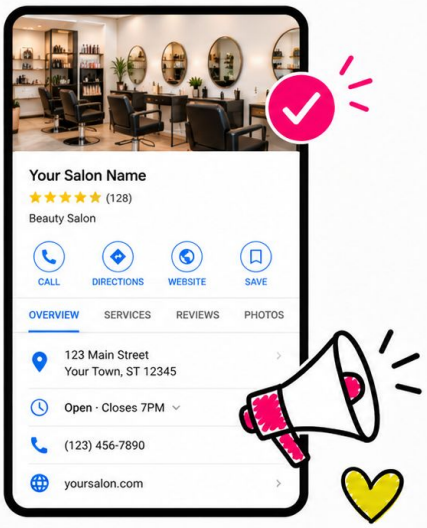
TIP 1 OF 6

CLAIM & COMPLETE *Your Profiles*

Make it easy for AI (and your clients) to find and trust your business.

- ✓ Claim your Google Business Profile and other key directories.
- ✓ Fill out every section completely.
- ✓ Keep your information accurate and up to date.



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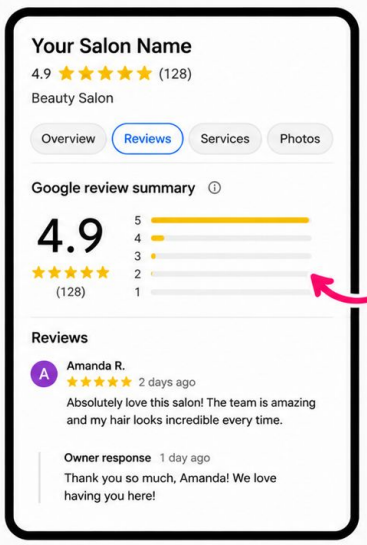
TIP 2 OF 6

EARN & SHOW *Reviews*

Reviews build trust with AI and future clients.

- ✓ Ask happy clients to leave a review.
- ✓ Make it easy with a direct link or QR code.
- ✓ Respond to every review—thank them and stay engaged.



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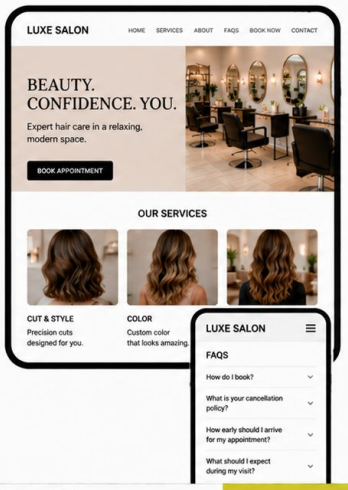
TIP 3 OF 6

CREATE *Helpful Content*

Helpful, well-written content helps AI understand your business and recommend you to the right people.

- ✓ Answer common questions.
- ✓ Explain your services and process.
- ✓ Share what makes your salon unique.
- ✓ Help clients feel informed and confident.

EXAMPLES OF CONTENT THAT HELPS



WEBSITE CONTENT
Tell your story, share your mission, and highlight what makes you different.

FAQS
Answer common questions clients (and AI) are asking.

SERVICE DESCRIPTIONS
Explain each service, the benefits, and who it's for.

APPOINTMENT EXPECTATIONS
Set clear expectations to create a better client experience.

BLOGS & GUIDES
Share tips, trends, and how-to content your clients love.

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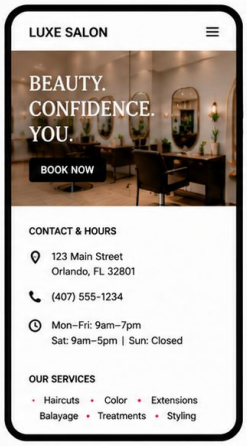
TIP 4 OF 6

KEEP INFO *Consistent*

Consistent information across every platform helps AI trust your business and confidently recommend you.

- ✓ Use the same business name, address, and phone number (NAP).
- ✓ Keep your hours, services, and info up to date.
- ✓ Ensure photos, bios, and branding look the same everywhere.
- ✓ Fix inconsistencies that can confuse AI and clients.

WHERE CONSISTENCY MATTERS



Google Business Profile
123 Main Street
Orlando, FL 32801
(407) 555-1234
Mon–Fri: 9am–7pm
Sat: 9am–5pm | Sun: Closed

Facebook Page
123 Main Street
Orlando, FL 32801
(407) 555-1234
Mon–Fri: 9am–7pm
Sat: 9am–5pm | Sun: Closed

Instagram Profile
123 Main Street
Orlando, FL 32801
(407) 555-1234
Mon–Fri: 9am–7pm
Sat: 9am–5pm | Sun: Closed

Yelp
123 Main Street
Orlando, FL 32801
(407) 555-1234
Mon–Fri: 9am–7pm
Sat: 9am–5pm | Sun: Closed

Apple Maps
123 Main Street
Orlando, FL 32801
(407) 555-1234
Mon–Fri: 9am–7pm
Sat: 9am–5pm | Sun: Closed

Your Website
123 Main Street
Orlando, FL 32801
(407) 555-1234
Mon–Fri: 9am–7pm
Sat: 9am–5pm | Sun: Closed

Same info. Same everywhere. Stronger trust. Better recommendations.

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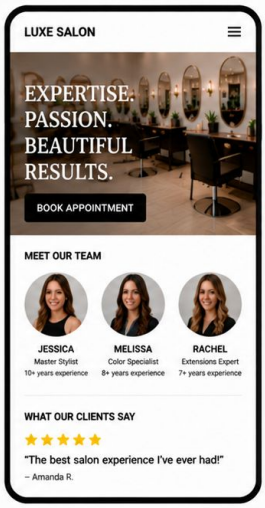
TIP 5 OF 6

BUILD AUTHORITY & Trust

AI (and clients) trust businesses that show expertise, experience, and real results.

- ✓ Showcase your expertise and training.
- ✓ Collect and display real client reviews.
- ✓ Share before & after photos (with consent).
- ✓ Feature press, awards, or certifications.
- ✓ Use clear bios to highlight experience and specialties.



WAYS TO BUILD TRUST

SHOW YOUR CREDENTIALS
List certifications, advanced training, and professional memberships.

SHARE REAL RESULTS
Before & after photos and client reviews build confidence.

GET FEATURED
Press mentions, local features, and awards boost credibility.

BE PERSONABLE & TRANSPARENT
Share your story, your values, and what makes your salon different.

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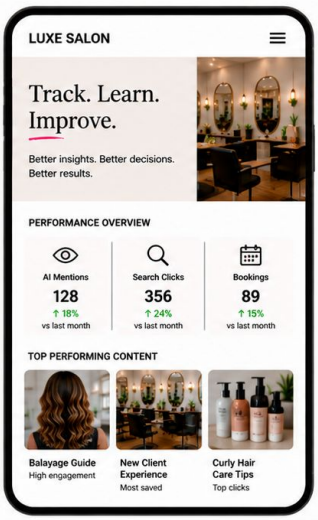
TIP 6 OF 6

MONITOR & Improve

AI and search are always changing. Track your performance, learn what works, and keep getting better.

- ✓ Review your AI and search visibility regularly.
- ✓ Track what content brings the most engagement and bookings.
- ✓ Update information, photos, and content often.
- ✓ Listen to clients and adjust based on feedback.
- ✓ Keep testing, learning, and improving.



HOW TO MONITOR & IMPROVE

TRACK KEY METRICS
Monitor AI mentions, website traffic, search rankings, reviews, and bookings.

REVIEW & ANALYZE
Look at what's working (and what's not). Find patterns in your best performing content and services.

UPDATE & OPTIMIZE
Refresh your content, photos, services, and info to keep everything current and accurate.

LISTEN & ADAPT
Pay attention to client feedback and adjust to meet their needs and preferences.

TEST & IMPROVE CONTINUOUSLY
Try new content, offers, and strategies. Small improvements lead to big results over time.

Consistent improvement today = stronger visibility, more trust, and more bookings tomorrow.

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Key *Takeaways*

Search is evolving.
People use AI for recommendations now.

AI favors the most relevant and trusted businesses.
Be the answer it chooses.

Visibility leads to trust.
Trust leads to bookings.

Optimize today.
Be the salon AI recommends tomorrow.

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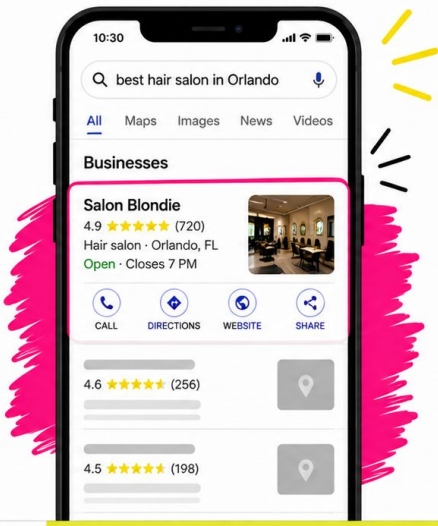
Action *Steps*

Turn insights into action.

1. **Claim & Optimize Your Presence**
   Update your Google Business Profile. Add photos, services, and reviews.
2. **Collect More 5-Star Reviews**
   Make it easy for happy clients to leave feedback.
3. **Create Helpful, Optimized Content**
   Blog posts, FAQs, and service pages that answer common questions.
4. **Track, Learn & Improve**
   Monitor what's working and keep refining your strategy.



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WHO WE ARE

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SALON.MARKETING

We help salons get found on Google and turn website visitors into booked clients. Plain and simple.

OUR SERVICES

WEBSITE DESIGN

Beautiful, well-designed, and optimized to convert!

OUR SERVICES SEO and AIO

Helping your ideal client find you in local search results.

OUR SERVICES GOOGLE ADS

We help you win on Google with profitable paid ads.

FREE

DIGITAL MARKETING GUIDE

scan now!

How to show up and get booked online.

FREE

WEBSITE AUDIT

Do you even rank?

Find out if you're showing up in search.

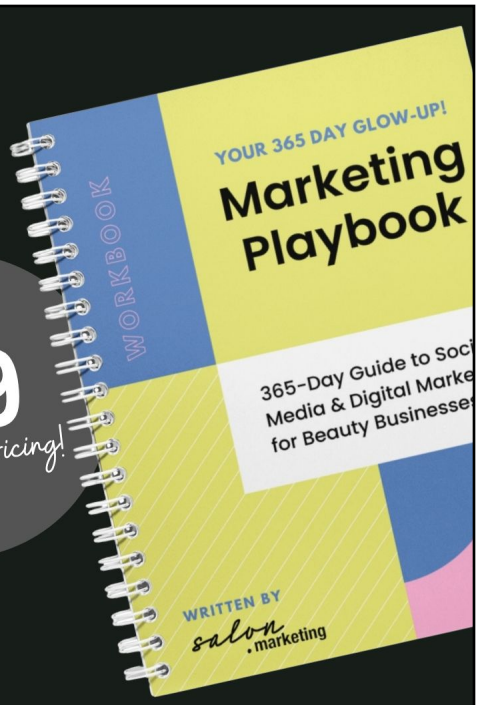
MARKETING PLAYBOOK

Scan to purchase now

~~$99~~

$49

*Premiere pricing!



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- Free 15-30 Minute Marketing Review
- Opportunity to dominate your market

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