The two-scoreboard check: Google Maps and AI answers

10 minutes. Run the searches, tick what is true, fix the gaps in order.

SEOs Hut

Your trade: _____ Your town or city: _____ Date: _____

1. Run these searches the way a customer would

Google Maps: [trade] [city]	Are you in the top 3? ____
Q1. Who is the best [trade] in [city]? Give me 3 options.	ChatGPT names you? ____
Q2. I need a [trade] in [city] I can trust. Who has the best reviews?	Named? ____
Q3. Which [trade] in [city] do locals recommend, and why?	Named? ____

Write down every page the AI answers cite. The lists you are missing from are your to-do list.

Cited page 1: _____ Cited page 2: _____ Cited page 3: _____

2. Tick what is true

Google Maps scoreboard

- [ ] You show in the Google Maps top 3 when you search from your own area
- [ ] Your primary Google category names your main service
- [ ] You have 20 or more Google reviews
- [ ] Every profile field is filled in: hours, services, photos, booking or website link
- [ ] You have claimed Apple Business and Bing Places

Google Maps score: ___ / 5

AI answer scoreboard

- [ ] ChatGPT names you for question 1 below
- [ ] You are on at least one best-of list the AI answer cited
- [ ] Each main service has its own page on your website
- [ ] Your name, phone and hours match on Google, Yelp and your trade directories
- [ ] Your website lets OpenAI's search crawler (OAI-SearchBot) in

AI answers score: ___ / 5

3. Your next three fixes (start with the lower score)

1. _____
2. _____
3. _____

Re-run the searches every month. AI answers change between runs.