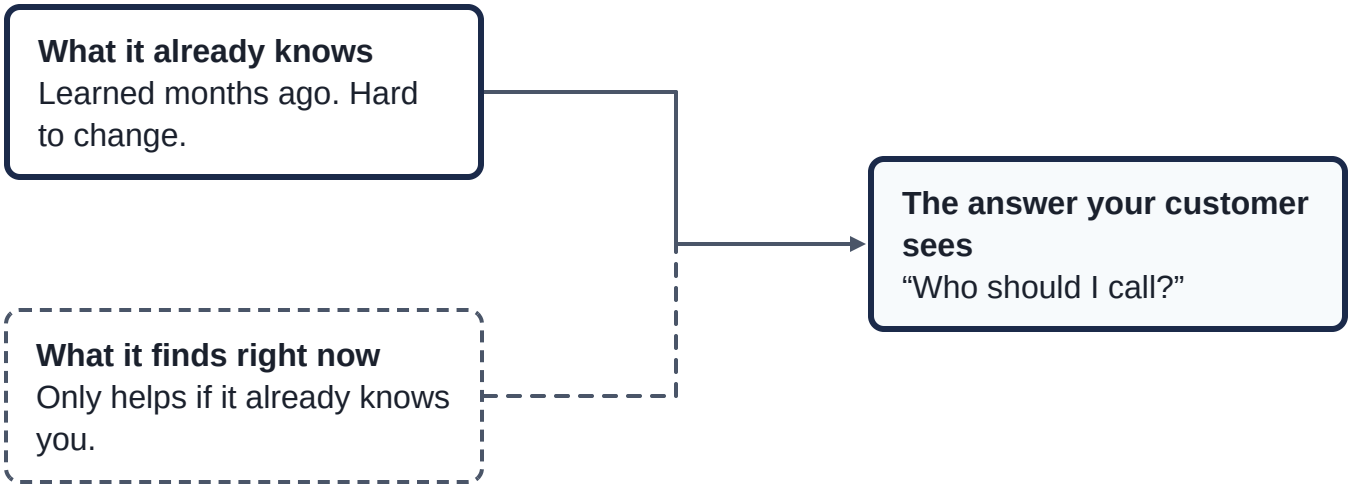
SMALL BUSINESSES AND SEO

WR001 · TODAY'S HEADLINE

AI already has an opinion about your business before it ever runs a search

You ask ChatGPT who to call for a plumber in your town. You are not in the answer. Your website is fine. Your Google profile is fine. Three other companies get named anyway. Here is why.



Two doors into one answer. The thick one carries the weight.

11 of 100

A company ChatGPT did not already know got named 11 times out of 100, even when it was sitting right there on the pages ChatGPT read. [1] **Being on the page is not enough. It has to already know you.**

What this means for you

I am being real with you. This is one study, and the people who ran it sell this kind of help. [1] It does not prove anything. What it does is put a number on something I have watched for a while: the AI does not meet you fresh each time. It walks in with what it already learned about you.

So the question is not “how do I trick it.” The question is “does every place that describes my business say the same true thing?” That is the long-term relationship. There is no quick buck in it.

Three things that matter

1. **Say the same true thing everywhere.** Your name, what you do, where you do it, your phone. Google, Bing, Apple, Facebook, the directories. Word for word.
2. **Let the AI read your website.** Some sites and firewalls block it without anyone knowing. If it cannot read you, it cannot learn you. [1]
3. **Give it months, not days.** The AI learns in batches, two to five months behind. [1] Anyone promising you a fast fix here is not being straight with you.

TRY IT THIS WEEK

Open ChatGPT, turn search off, and ask “who does [your trade] in [your town]?” ten times. Count how often your business comes up. That number is where you stand today. Text it to me. Or call one of my clients and ask them what their number did. Challenge me on it.

Sources

[1] Druck, Smith, Benson. “Parametric Knowledge Optimization.” Graphite, Oct 16, 2026. graphite.io/five-percent/research/parametric-knowledge-optimization

[2] Southern, M. “ChatGPT Rarely Named Some Brands Even When Sources Mentioned Them.” Search Engine Journal, Oct 26, 2026. searchenginejournal.com/chatgpt-brand-mentions-cited-pages-graphite/594379



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No client is named here, ever.
My read of the evidence, not a promise of any result.