

GETTING YOUR BUSINESS IN GOOGLE AI OVERVIEWS

PRACTICAL STEPS FOR SMALL BUSINESS OWNERS

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WHAT ARE GOOGLE AI OVERVIEWS?

Traditional SEO helps your website show up in search results. Google AI looks for websites that clearly explain things and answer questions well. AI needs to understand your content to include in their responses.



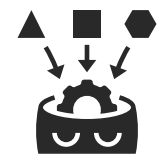
AI Summaries Lead Search Results

AI generated summaries appear at the very top, before traditional listings. They appear when Google thinks generative AI will help users understand a topic quickly.



Pulls Key Info from Multiple Sites

AI summarizes information from multiple sources and provides links to those sources so users can dig deeper. Results combine facts and insights from various trusted sources.



Quick Answers with Source Links

AI generated summaries give users fast, clear responses and links for deeper reading. Your website content should answer localized questions your customers actually ask.



Powered by Gemini 2.0 AI

Handles complex and multimodal (text + image) queries. You need to prove to Gemini that you are a local expert to be cited as a trusted source.



WHY AI OVERVIEWS MATTER LOCALLY

Top Placement in Search Results

AI Overviews appear above standard listings, boosting visibility. They don't replace traditional search results, but they do decide which websites get linked inside the AI summary. This is now the most valuable real estate on Google.

Stand Out Against Big Brands

Your local business can be featured over national competitors.

Build Local Authority

Showcase expertise. Become a trusted source in your area.

CRAFTING CONTENT AI LOVES

Google's AI looks for direct answers to specific user queries. When writing content, remember that people talk to AI differently than how they type into a search bar. They use full sentences and questions.



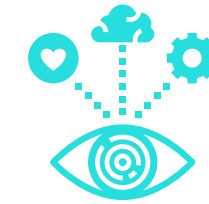
Direct Answers Win

Add clear, concise response to common questions. AI prioritizes content that provides clear, authoritative answers to conversational questions.



Structure for Scannability

Google's AI looks for clean, scannable content it can summarize. Use short paragraphs, bullet points, and clear headings.



Lead With the Key Info

Place the main answer at the top, then add supporting details. AI Overviews scrape the text directly beneath a clear heading to create their summaries.

AI favors natural, conversational language that matches how users interact with Gemini and other AI tools.

BOOSTING LOCAL RELEVANCE

AI Overviews cite sources that demonstrate regional expertise. Since AI loves specificity of location, update your website with content that is focused on location and your regional expertise..



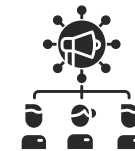
Highlight Local Cities & Landmarks

Mention places like Petoskey, Harbor Springs, and Northern Michigan in your text.



Include Local Pricing & Rules

Share typical costs and any regional regulations relevant to your business and industry.



Demonstrate Regional Expertise

Showcase your knowledge of local trends, seasons, and customer needs.

When you mention locations, it sends a signal to Google: “This business is a trusted local authority.”

LEVERAGING FAQs AND SCHEMA

Google AI Overviews often answer multi-part questions so add Q&A sections to every service page. They also rely heavily on structured data to understand context so use Schema Markup everywhere you can.



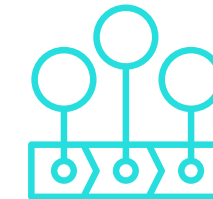
Q&A Sections and FAQs With Real User Questions

Add Q&A sections and a great FAQ page. Place the question in a header tag and answer in two or three sentences



Add FAQPage Schema Markup to Your Page

Use structured FAQPage schema markup. This helps Google understand your FAQs.



Leverage LocalBusiness and Related Schema

Add LocalBusiness, Product, and HowTo schema for context. Use only where appropriate and relevant

Schema markup doesn't guarantee inclusion, but it helps Google trust and interpret your content.



CONTENT THAT SHOWS YOUR EXPERIENCE

Google's E-E-A-T Matters More Than Ever!

From Google's Search Quality Guidelines, Experience, Expertise, Authoritativeness, and Trustworthiness is used to evaluate content quality.

- Add Experience - "Serving Harbor Springs for 25 years"
- Photos of real work
- Step by step explanations
- Local case studies
- Testimonials with client names and location



CREATE PAGES THAT TARGET QUERIES

Build FAQ Pages or Q&A sections

AI Overviews often appear for searches that combine:

- What + where
- Compare + local options
- Best + near me

Examples of Q&A content for your website:

- “Best coffee shops for remote work in Petoskey?”
- “Is there a fishing charter in northern Michigan?”
- “Where can I buy the best local maple syrup near me?”

KEEPING CONTENT FRESH

Google is always looking for fresh website content. Freshness signals reliability. Google AI is looking for easy to understand content that is written for real humans.



Update Key Business Information

Refresh prices, hours, and service details regularly.



Showcase Seasonal Changes

Add new photos and highlight seasonal offerings.



Share Community News & Local Events

Publish blog posts tied to community happenings.

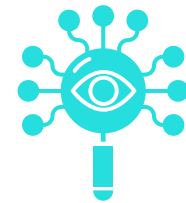
Pro-Tip for Your Business: Make sure your Google Business Profile is 100% complete and matches the info on your website. AI Overviews for local searches rely heavily on the data found in your map listing!

KEY TAKEAWAYS FOR YOUR BUSINESS



Craft Clear, Local Answers

Directly address real questions with concise, region-specific info.



Leverage Local Business Schema & FAQs

Use structured data and FAQ sections to help Google interpret your expertise.



Showcase Real Experience

Highlight authentic stories, photos, and testimonials to build trust.



Keep Website & Profile Content Fresh

Regularly update prices, hours, and seasonal offerings to stay relevant.

Pro Tip for Your Business: Optimize for Natural Language!

People talk to AI differently when searching. They use full sentences and ask questions. Google's AI favors natural, conversational language because it matches the way users interact with Gemini and other AI tools.



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