

# How to Optimize Your Website for AI-Powered Search

(And How to Get Started Today)

Presented by Rich Toupin

July 29, 2025

**analogix**

# What We'll Cover Today

## **Business Reality Check**

We'll dive into the current local business challenges and opportunities that are reshaping today's market landscape.

## **Essential Actions Now**

Discover game-changing steps you can take now to stay competitive and position yourself for growth.

## **Immediate Quick Wins**

We share practical, easy-to-implement solutions for instant results and business improvement.

## **Next Steps and Q&A**

Wrap up with recommended next steps and an open Q&A session to address your questions.




Google is already rolling out AI Overviews that summarize answers from websites it trusts. If you're not in that summary, you may not even be seen.



best leadership training for managers

AI Overview

The best leadership training for managers depends on their experience level and the specific skills they need to develop. Popular options include programs focused on communication, conflict resolution, and team management, as well as those that address strategic thinking and change management. Consider both formal training programs and opportunities for coaching, mentoring, and peer learning.



This video provides insights into effective management training, including key leadership strategies:

Show more

The 20 Best Leadership Development Programs in 2024 - Kahilla  
Mar 20, 2024 — 16. Dale Carnegie's Leadership Training for Managers. Dale Carnegie's...

10 executive leadership programs that should be on every business ...  
Harvard Business School. Harvard Business School offers a multi-week training that seeks t...

# Let's See What's Actually Happening

## Searching for "best plumber near me for emergency repair"

best plumber near me for emergency repair

AI Mode All Forums Short videos Maps Shopping Images Other Tools

Prices Open now Free estimates Top rated Online estimates

Results for Jacksonville, FL 32223 Use precise location

**Sponsored**

Fenwick Home Services  
https://www.fenwickhomeservices.com/plumbing

**24/7 Same-Day Plumbing Repairs - 24 Hour Emergency Service**  
Same-Day Emergency Plumbing Service + \$50 Off Repairs. Schedule Today! Fenwick Offers Professional Drain Clearing, Water Heater Repair, Installation And More. No-Surprise Pricing.

- 24/7 Emergency Service  
24/7 Emergency Services At No Additional Cost. We're Always Open.
- 24/7 Emergency Plumbing
- Call Or Book Services Online
- Promotions & Coupons

**Sponsored**

duckduckrooter.com  
https://www.duckduckrooter.com

**Duck Duck Plumbing - 24 Hr Emergency Plumber**  
24-Hour Plumber Services In Jacksonville, St. Johns County, St. Augustine, And...  
24 Hour Service · 24 Hour Plumber · Contact Us · Service Areas · Testimonials

**Sponsored**

Totally Hooked Plumbing  
https://www.totallyhookedplumbing.com

**24-Hour Plumbing Services | Same-Day Plumbing Services**  
Fast, Reliable Emergency Plumbing In Jacksonville—Burst Pipes, Leaks & More...  
\$100 Off Emergency Plumbing · Emergency Plumbing Repair · Jacksonville Top Plumber

### AI Overview

For 24/7 emergency plumbing repair in Jacksonville, FL, [David Gray Electrical Plumbing Heating & Air](#) is a reliable option, offering 24/7 emergency services to address urgent plumbing issues. [Roto-Rooter Plumbing & Water Cleanup](#) also provides 24/7 emergency plumbing services in the area. Additionally, [Eagerton Plumbing](#) is another 24/7 emergency plumbing service in Jacksonville.

Here's a more detailed look at why these are good choices:

#### David Gray Electrical Plumbing Heating & Air:

They understand that plumbing emergencies can happen at any time and offer 24/7 services to quickly resolve issues and prevent further damage. They address burst pipes, clogged drains, overflowing toilets, sewer line backups, and water heater failures.

#### Roto-Rooter Plumbing & Water Cleanup:

They are available 24/7 and provide same-day service for plumbing and water-related emergencies.

#### Eagerton Plumbing:

They offer 24/7 emergency plumbing services in the Jacksonville area, promising to handle problems quickly, regardless of the time of day.

When choosing a plumber for an emergency, it's crucial to consider their response time, availability, and experience in handling various plumbing emergencies.

Dive deeper in AI Mode

AI responses may include mistakes. [Learn more](#)



**24-Hour Emergency Plumber In Jacksonville**  
"One of the best home service crews at David Gray!" T. Prousis. "I unequivocally recommend..."  
David Gray Plumbing

**Northeast, FL Plumber | Local Drain & Plumbing Service**  
Emergency Plumbing Services in Jacksonville At David Gray, we understand that plumbing...  
David Gray Electrical Plumbing Heating & Air

**Plumber Jacksonville, FL | Plumbing Services - Roto-Rooter**  
24/7 Emergency Plumbing Service in Jacksonville. You can't afford to wait when you...  
Roto-Rooter

Show all

# Let's See What's Actually Happening

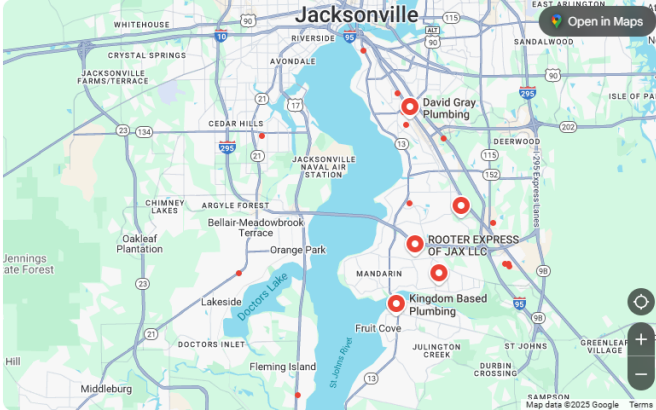
## Searching for "best plumber near me for emergency repair"

**Businesses**

**ROOTER EXPRESS OF ...**  
5.0 ★★★★★ (89) · Plumber  
Jacksonville, FL  
Open 24 hours · (904) 909-17...  
Julian responded quickly to i

**Local Plumb...**  
5.0 ★★★★★ (1)  
Jacksonville, FL  
Open 24 hours · ...  
Ryan was so pi

**Kingdom Ba...**  
5.0 ★★★★★ (8)  
5+ years in busi...  
Open 24 hours · ...  
We had a clog



**Yelp**  
<https://www.yelp.com> · Home Services

**TOP 10 BEST Emergency Plumber in Jacksonville, FL**  
Top 10 Best Emergency Plumber Near Jacksonville, Florida · David Gray Electrical Plumbing Heating & Air · Duck Duck Rooter Plumbing, Septic & Air Conditioning.

**People also ask**

What is considered an emergency plumbing issue?

How much is an emergency plumbing visit?

What do most plumbers charge for a service call?

How much does an emergency roto rooter cost?

[Feedback](#)

**David Gray Electrical Plumbing Heating & Air**  
<https://www.davidgrayonline.com> · plumbing · 24-hour...

**24-Hour Emergency Plumber In Jacksonville**  
Schedule an emergency plumbing repair in Jacksonville, FL, or the surrounding First Coast areas by calling (904) 605-8190 or contacting us online. Common ...

**Presto Plumbing**  
<https://prestoplumbingjax.com>

**Presto Plumbing: #1 Plumbers Jacksonville FL**  
Whether you need us because you have an emergency and need same day and emergency plumbing repairs or you need anything else in regards to your plumbing systems ...

[Get A Quote](#) [Slab Leak Repair and repiping](#) [Plumbing Inspections](#) [Service Area](#)

**Roto-Rooter Plumbing & Water Cleanup**  
<https://www.rotorooter.com> · jacksonville

**Plumber Jacksonville, FL | Plumbing Services**  
Roto-Rooter is a 24/7 emergency plumber in Jacksonville, FL. Call today to schedule professional drain and plumbing services.  
4.8 ★★★★★ (2,838)

**Reddit - r/jacksonville**  
10+ comments · 2 years ago

**Anyone have a good plumber? : r/jacksonville**  
Snyder plumbing is the best! Call Snyderman! Upvoted  
12 answers · Top answer: Kingdom Based Plumbing in Fruit Cove is amazing. Check their Google reviews

**Aldridge & Sons Plumbing**  
<https://aldridgesonsplumbing.com> · 24-7-emergency-plu...

**24/7 Emergency Service**  
Aldridge & Sons Plumbing Contractors, Inc is available 24 hours a day, 7 days a week to help solve your plumbing problems.

**Snyder Air Conditioning, Plumbing & Electric**  
<https://snyderac.com> · plumber-repair

**Plumber Repair Cost Near Jacksonville, FL**  
Ready for exceptional plumbing service? Call Snyder now at (904) 747-3053 to schedule your appointment and experience unparalleled care and quality.

**Reddit - r/jacksonville**  
10+ comments · 8 months ago

**Plumber recommendations ? : r/jacksonville**  
Flow Solutions is the best plumber around, Zef is the owner and he takes great care of his clients. I can't recommend them enough. Upvoted 1  
12 answers · Top answer: If it's not something you can fix yourself, I usually go to. Rolland Reash, they a...

# Let's See What's Actually Happening

Searching for "where should I go on my next backpacking trip on the east coast during the summer"

The screenshot shows a Google search page with the query "where should I go on my next backpacking trip on the east coast during the summer". The results include an AI Overview section with detailed recommendations for various national parks and mountain ranges, such as the Adirondack Mountains, Acadia National Park, Shenandoah National Park, and the Catskill Mountains. A sidebar on the right lists related search results from Reddit, including "East Coast Backpacking Recommendations", "East Coast Backpack Trip", and "10 Great East Coast Hiking Destinations For Families". At the bottom, there is a button to "Dive deeper in AI Mode" and a note that "AI responses may include mistakes. Learn more".

The screenshot shows a Reddit search page for the same query. The top result is from the subreddit r/WildernessBackpacking, titled "East Coast Backpacking Recommendations". The post text mentions Shenandoah and Cranberry Wilderness as good options. Below the post, there are several discussions and forums, including "Where should I backpack on the east coast of the US?", "Where should I go for a 3 week hike?", and "Thread: Places to hike/camp on the east coast". A "People also ask" section is visible at the bottom, with questions like "Where to backpack on the east coast?" and "What are the big 3 backpacking trails?".

# Let's See What's Actually Happening

Searching for "where should I go on my next backpacking trip on the east coast during the summer"



The Big Outside  
<https://thebigoutside.com/my-top-10-favorite-backpac...>

## America's Top 10 Best Backpacking Trips

Jan 6, 2025 — Outdoors blogger and former Backpacker magazine Northwest Editor Michael Lanza picks the 10 best backpacking trips in America.



Wildland Trekking  
<https://wildlandtrekking.com/Blog>

## 5 Best Backpacking Trips on the East Coast

Jan 27, 2022 — From Tennessee, North Carolina, and Virginia, these five best backpacking trips on the East Coast have outstanding views and swimming holes.



Trails That Rock  
<https://trailsthatrock.com/Travel Guides>

## 10 Great East Coast Hiking Destinations For Families

Jun 1, 2025 — Some of our favorites include Grandfather Mountain in North Carolina and the Finger Lakes in New York. The guide below shares the best places to hike with kids ...



Outside Magazine  
<https://www.outsideonline.com/Travel>

## Backpacking trips on the east coast

May 5, 2004 — If Maine is too far away, but you still want the feel of a rugged, high-peaks wilderness, the Adirondacks in upstate New York are a great bet.



She Dreams Of Alpine  
<https://www.shedreamsofalpine.com/blog/best-east-co...>

## The Ultimate Guide to the Best East Coast Hikes

Feb 14, 2025 — From the seaside cliffs of Acadia National Park to the stunning peaks of the White Mountains to the towering rock cliffs of the Shawangunks ...



Facebook · The Wind River Mountains  
10+ comments · 3 months ago

## East coast backpacking trip resources

Hi, a group of us who live on the east coast are looking to plan a backpacking trip for early July this year - does anyone have any good ...

16 answers · Top answer: SNOTEL is one good source. <https://wcc.sc.egov.usda.gov/reports/UpdateRe...>



The Big Outside  
<https://thebigoutside.com/how-to-decide-where-to-go...>

## How to Decide Where to Go Backpacking

Feb 10, 2025 — Plan your next great backpacking trip using my expert e-books. ... The Northeast ranges seem to be my best bet for spur of the moment trips.

1. Pick The Right Time Of...

2. Pick A Trip That's Right...

I've Helped Many Readers...



Quora  
4 answers

## Where are the best places to go backpacking in the U.S.?

I would recommend the Pacific Crest Trail. We packed in the high Sierra's exclusively, central California regions.

## People also search for



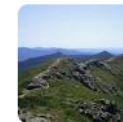
Pemi Trail



Pemigewasset River



Long Trail



Franconia Range



Mount Major



Mount Monadnock

# What AI Really Looks For - EEAT

E

## Experience

Does your content show that you have first-hand experience with the topic discussed?



**Experience:** Show you've actually done this work before *"12 years serving Northeast Florida" not just "experienced plumber"*

E

## Expertise

How much industry knowledge and experience do you and other authors have on the topic?



**Expertise:** Prove you know what you're doing  
*License numbers, certifications, specialized training*

A

## Authoritativeness

Do industry experts, influencers, and other leading brands see your website as a go-to source for reliable information or link to your content as proof?



**Authority:** Demonstrate industry recognition  
*Professional associations, awards, media mentions*

T

## Trustworthiness

How transparent and accurate is the information you give, and how well do you protect user data?



**Trustworthiness:** Build confidence in your business  
*Customer reviews, guarantees, transparent pricing, insurance*

[FOUNDATION]

# The "Keyword Stuffing" Era

## The Old Way

Back then, getting found online was like a word-counting game. If someone searched "Jacksonville plumber," Google's basic algorithms would find websites that said "Jacksonville plumber" the most times, it was purely a numbers game.

### Here's what businesses used to do:

- Repeat the same phrase over and over on their website (sometimes 20+ times per page)
- Write content that sounded robotic and unnatural
- Focus on tricking Google instead of helping customers
- Create thin, unhelpful pages just to show up in search results

### Example of Old-Style Writing

- ✓ *"Jacksonville Plumber - Best Jacksonville Plumber Services. Our Jacksonville plumber company provides Jacksonville plumber services. As the top Jacksonville plumber, our Jacksonville plumber team offers emergency Jacksonville plumber repairs."*

# The Smart AI Era

## The New Way

### Google Became Really Smart

Now Google is like having a conversation with an expert who understands what you really mean. When someone types "my toilet is overflowing what do I do," Google knows they need:

- Emergency plumbing help
- Someone who can come quickly
- A trustworthy local business
- Clear pricing and availability
- Proof that the plumber knows what they're doing
- Real-time solutions and step-by-step guidance

### Example of Modern, Helpful Writing

Instead of repeating "Jacksonville plumber" everywhere, today's smart approach looks like this:

*"When your pipe bursts at 2 AM, you need help fast. We've been helping Jacksonville families handle plumbing emergencies for 12 years. Here's what we do when you call:*

*First, we walk you through shutting off your water to prevent more damage. Then our truck arrives within 45 minutes with all the parts we typically need for repairs in Jacksonville's older neighborhoods.*

*We know these homes, we've fixed burst pipes in Riverside's 1920s houses and dealt with root problems from those beautiful old oak trees in Avondale. Our truck stays stocked with the right materials because we understand what breaks and why in our area."*

# The PAT Method

## P - Prove Your Expertise

✗ "We're plumbers"

✓ **Instead Say:**

"We've fixed 500+ Jacksonville homes' burst pipes in summer heat"

### Include:

- Years serving your specific area
- Local certifications and licenses
- Number of jobs you've completed
- Community involvement
- Area-specific knowledge

## A - Answer Complete Questions

✗ **Don't Just List:** "Drain Cleaning - \$150"

✓ **Create Complete Guides:**

"Emergency Drain Cleaning in Jacksonville: What to Expect, Costs, and Why It Can't Wait"

### Cover the 5 W's + H:

- WHO should call you and when
- WHAT exactly you do step-by-step
- WHEN to call (emergency vs. scheduled)
- WHERE you serve with specific areas
- WHY your approach works best
- HOW the process works from start to finish

## T - Write Like People Talk

✗ **Keyword Stuffing:** "toilet repair" repeated 15 times

✓ **Natural:** "my toilet won't stop running" or "toilet is overflowing what do I do"

### Think About Real Conversations:

- How customers describe problems to you
- Questions they ask when they call
- Concerns they voice during estimates
- Follow-up questions after you explain things
- Seasonal issues they face in your area

Remember: **P.A.T.** = Your path to AI search success!

# AI Works for More Than Just Services

Every business can benefit from content optimized for AI search

## Example 1: Executive Coaching

### Search:

*“Best leadership training for new managers”*

What AI looks for:

- ✓ Specific outcomes like *“build team confidence”* or *“reduce new manager turnover”*
- ✓ Clear structure: what the program offers, who it’s for, how it works
- ✓ Real-world trust: client testimonials, media mentions, years of experience

## Example 2: Niche Publishing / Book Club

### Search:

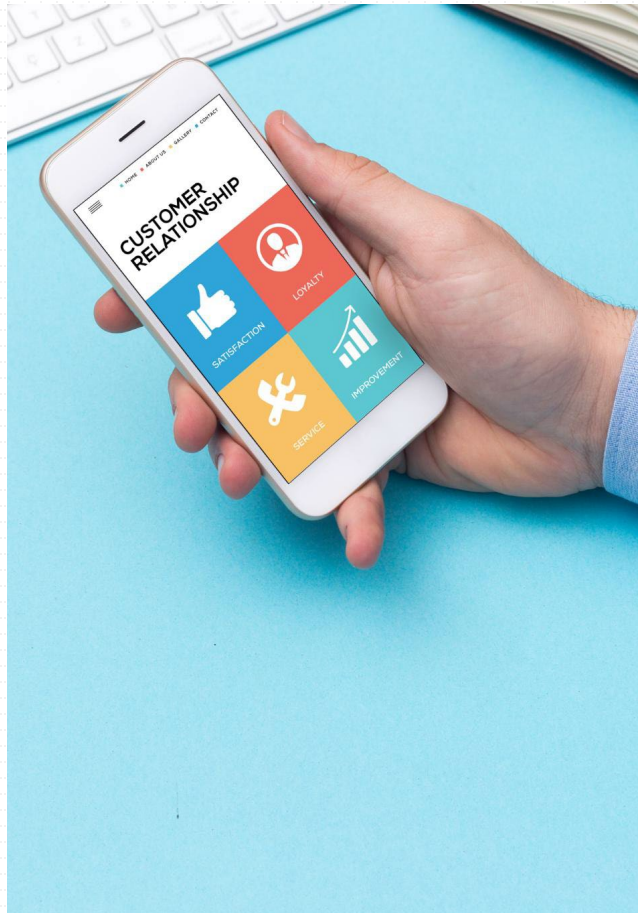
*“Mystery books with strong female leads for book clubs”*

What AI looks for:

- ✓ Organized lists based on theme or genre
- ✓ Context: *“for fans of Agatha Christie”*, *“perfect for discussion groups”*
- ✓ Book schema: titles, author bios, reader reviews
- ✓ Structured layout: FAQs, top picks, related recommendations

If your content is helpful, well-organized, and shows real expertise, AI can recommend you.

# The Simple 4-Step Process



## **Step 1: Check Google Search Console**

Begin by analyzing Google Search Console for technical issues and to review performance data for your website.

## **Step 2: Audit and Improve Content**

Audit content using the PAT method - does it Prove expertise, Answer complete questions, and sound like people Talk?

## **Step 3: Enhance Service Pages**

Enhance service pages with local examples, customer stories, and step-by-step processes

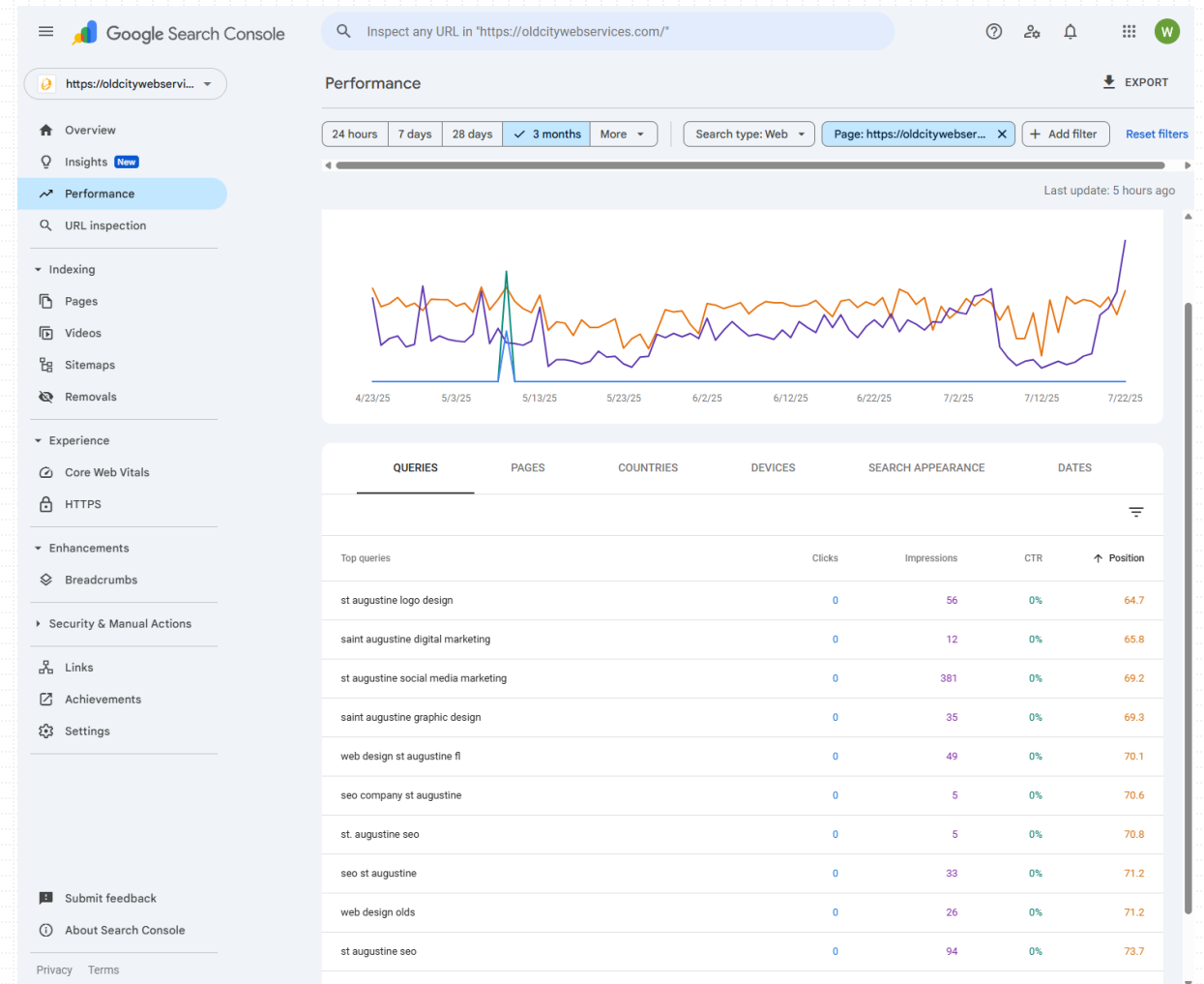
## **Step 4: Build Local Authority**

Build local authority by optimizing your Google Business Profile, getting customer reviews, and showing community involvement on your website.

# Google Search Console Check

Check "Performance" → "Queries" for keywords ranking 20-70

Look for service-related searches you're almost ranking for



# Complete Website Audit

## **Service Pages Check:**

- Are they longer than 3 paragraphs?
- Do they answer common customer questions?
- Do they include specific local examples?

## **Homepage Check:**

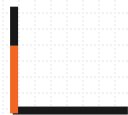
- Is your service area clearly stated?
- Can visitors immediately understand what you do?
- Do you have a clear call to action?

## **About Page Check:**

- Do you show years in business, credentials, and local expertise?
- Is there local connection/community involvement?

## **Overall Check:**

- When did you last update any content?
- Do you have customer testimonials visible?
- Do you show your business name, address and phone number on every page.
- Is your website mobile-friendly and fast loading?



# Create Better Service Pages with AI

Write a professional service page for [YOUR SERVICE] in [YOUR CITY]. Include:

- What [your service] involves and why it's needed
- Common problems [your city] residents face with [your service]
- What customers can expect during [your service]
- Why choosing a local [your business type] matters
- Expert FAQ section with detailed answers showing deep local knowledge
- Use H1, H2, H3 headings and write for [your target customer] who [their main problem]
- **CRITICAL:** Demonstrate Experience, Expertise, Authority, and Trustworthiness throughout

## Enter your specifics

- **Your experience** - specific years in business, number of projects completed
- **Your service areas** - neighborhoods with local knowledge examples
- **Your pricing** - based on market experience, transparent costs, guarantees
- **Your credentials** - license numbers, certifications with issuing bodies
- **Your expertise** - specialized training, continuing education, technical skills
- **Your authority** - industry memberships, awards, community recognition
- **Your availability** - hours, response times, reliability record
- **Customer proof** - specific testimonials with full names, verified reviews, before/after photos

# Example AI Prompt

Write a professional service page for Emergency Plumbing Repair in Jacksonville.

Include:

- What emergency plumbing repair involves and why it's needed
- Common problems Jacksonville residents face with emergency plumbing
- What customers can expect during emergency plumbing service
- Why choosing a local plumber matters
- Expert FAQ section demonstrating deep knowledge
- Use H1, H2, H3 headings and write for homeowners who have burst pipes or major leaks
- CRITICAL: Demonstrate Experience, Expertise, Authority, and Trustworthiness throughout

**Then Add Your Specifics:**

- **Your experience** - "12 years serving Northeast Florida, 2,000+ emergency calls completed"
- **Your service areas** - "Jacksonville, Neptune Beach, Atlantic Beach, Ponte Vedra, Orange Park"
- **Your pricing** - "\$89 emergency calls, parts extra, no weekend surcharges, financing available"
- **Your credentials** - "Licensed Florida contractor #CFC789012, fully insured and bonded"
- **Your expertise** - "EPA certified, NFPA trained, 40 hours annual continuing education"
- **Your authority** - "North Florida Plumbers Association member, A+ BBB rating"
- **Your availability** - "24/7 emergency service, 45-minute response time in city limits"
- **Customer proof** - "750+ 5-star Google reviews, Hurricane Irma disaster response volunteer"

# Build Local Authority

AI doesn't just look at your content, it evaluates whether real people trust you. These signals prove you're established, reliable, and connected to your community.

## ★ Recent Customer Reviews

Google reviews from the last 6 months mentioning specific projects and outcomes

## 📷 Local Project Photos

Before/after images with neighborhood context: "Riverside kitchen remodel" or "Mandarin AC installation"

## 🤝 Community Connections

Chamber of Commerce, local business partnerships, charity work, neighborhood associations

## 🏆 Recognition & Credentials

Better Business Bureau ratings, industry certifications, local media mentions, awards, and professional association memberships





# Your Simple Next Steps


## **This Week:**

- ✓ Review your current service pages using our audit checklist
- ✓ Pick ONE service page to upgrade (from your content opportunities)
- ✓ Use our AI prompt template to create your first draft
- ✓ Add your specific business details to make it yours

## **This Month:**

- ✓ Complete the 4-step process: Opportunities → Audit → Enhanced Pages → Authority Building
- ✓ Apply the PAT Method: Show local expertise, answer complete questions, use natural language
- ✓ Check Google Search Console for keywords ranking 20-70 (if you have access)

## **Ongoing:**

- ✓ Add fresh content quarterly (new case studies, seasonal tips, FAQ updates)
  - ✓ Repeat the AI content creation process for additional service pages
  - ✓ Build local authority with reviews and testimonials
  - ✓ Monitor your Google Business Profile and respond to reviews
- 

# Thank You

**Contact:** Rich@AnoLogix.com

**Website:** <https://anologix.com>

**You'll Receive Today:**

- Recording link
- Complete AI prompts for service pages
- AI-Ready Website Audit Checklist
- Google Search Console Opportunity Finder