PAPER CRANE STUDIO

FREE GUIDE · GROWTH · AI SEARCH

Get your business recommended by ChatGPT and Google

A 5-step checklist so AI assistants and Google can find you, trust you and name you when someone asks for a business like yours. No coding, about 2 hours in total.

Google profile · Matching details · Website words · Reviews · AI check

Inside: 5 steps · 5 copy-paste prompts · an audit sheet · a 7-day plan

Works for shops, clinics, restaurants, studios and service businesses anywhere in India.

BEFORE YOU START

AI answers come from the web. *Make the web agree about you.*

When someone asks ChatGPT, Gemini or Google's AI “best sweet shop near Jayanagar?”, the answer comes from what the web says about you: your Google profile, your website, reviews and directory listings. If those are thin or don't agree with each other, you're left out. On 10 Nov 2026 OpenAI also started letting businesses claim their listing inside ChatGPT (Business Hub, in beta). The 5 steps below get you ready for all of it. Do one step a day.

What you need

- Your phone and a Google account.
- Access to your website (or whoever manages it).
- Logins for Instagram, Facebook, WhatsApp Business and any directory you're listed on (Justdial, IndiaMART, Swiggy/Zomato...).
- An AI assistant: ChatGPT, Gemini or Claude. A free plan is enough.

Three ground rules

- **One true version.** Decide your exact name, address, phone and hours once, then copy-paste them everywhere.
- **Plain words win.** “Sweet shop and bakery in Jayanagar, Bengaluru” beats “A celebration of taste”.
- **Never fake it.** No paid or fake reviews, no keyword-stuffed business names. Both can get your profile suspended.

GOOGLE

01 Claim and complete your Google Business Profile



Time ~30 min | Tools: Google Business Profile + any AI assistant | Use: once, then monthly

It's the single most-read source about a local business, by people and by AI. A complete profile with photos, hours and a clear description is the base for everything else.

1. Search your business name on Google Maps. If it shows “Own this business?”, tap it and verify (phone, email or video, whatever Google offers you). If there's no listing, add it at business.google.com.
2. Pick the most specific primary category (“Sweet shop”, not “Shop”) and add 2–3 secondary ones.
3. Fill every field: hours (including holidays), phone, website, service areas, products or services with prices.
4. Add at least 10 real photos: outside (so people recognise it), inside, products, team.
5. Write the description with the prompt below, then edit it so it sounds like you.

COPY-PASTE PROMPT

```
Write a Google Business Profile description (max 700 characters) for [BUSINESS NAME].
What we sell: [PRODUCTS / SERVICES]
Where: [AREA, CITY]
Who comes to us: [TYPICAL CUSTOMERS]
What makes us different: [2-3 REAL FACTS, e.g. since 1998, eggless options, same-day delivery]
Rules: plain, friendly English. Mention the area and city once, naturally. No hype words (best,
No.1, world-class), no prices, no phone numbers or links.
```

LEVEL UP

Post a Google update every week (a new product, an offer, a festival menu). Active profiles show more often.

WATCH OUT

Don't add keywords or the city to your business name on Google (“Sharma Sweets Best Sweets Bangalore”). It breaks Google's rules and can get the profile suspended.

CONSISTENCY

02 Make your details match everywhere



Time ~45 min **Tools: The audit sheet below**

Use: once, then whenever something changes

AI tools compare sources. If your website says one phone number, Google another and Justdial a third, they can't be sure which business is real, so they skip you.

1. Download the audit sheet and fill the MASTER row: your exact name, full address with PIN, phone, website, hours and a one-line “what we sell, where”.
2. Go through every row: Google, website, Instagram bio, Facebook, WhatsApp Business, Justdial, Bing Places, Apple Maps, marketplaces. Copy what each one says.
3. Mark every mismatch and fix it at the source. Copy-paste from the MASTER row; don't retype.
4. Claim the free ones you're missing: Bing Places (it can import your Google profile) and Apple Business Connect.

TEMPLATE

Download the audit sheet (opens in Google Sheets or Excel): pcs-dm-bot.sandy-wowista.workers.dev/files/guide-02-details-audit.csv

COPY-PASTE PROMPT

```
Here are my business details from different websites. Compare each one with the MASTER version and list every difference (name spelling, address, PIN, phone, website, hours, category). Then give me the exact text to paste on each site.
MASTER:
[PASTE MASTER ROW]
Other listings:
[PASTE WHAT EACH SITE SHOWS]
```

LEVEL UP

Ask your web person to add LocalBusiness schema (structured data) with the same details to your homepage. It's a small code block that tells search engines and AI exactly who you are.

WATCH OUT

Old numbers live in odd places: your Instagram highlights, old Facebook posts, delivery-app listings. Search your old number on Google to find them.

WEBSITE

03 Say what you sell and where, in plain words



Time ~30 min | Tools: Any AI assistant + your website | Use: once

AI reads your website like a new customer would. If the homepage says “Crafted with love” and nothing else, it can't tell anyone what you do.

1. Make the first line on your homepage say what you sell and where: “Fresh sweets and cakes in Jayanagar, Bengaluru”.
2. Put your name, full address, phone and hours in the footer of every page, exactly as in your MASTER row.
3. Add an FAQ section with the 6–8 questions customers really ask (delivery area, timings, eggless, bulk orders, prices).
4. Make sure the site opens fast on a phone. Test it at pagespeed.web.dev and fix the big red items first.

COPY-PASTE PROMPT

```
Act as a local SEO copywriter. Rewrite my homepage's top section and write an FAQ.
Business: [NAME], [WHAT WE SELL], in [AREA, CITY].
Customers usually ask: [LIST REAL QUESTIONS]
Give me: 1) a headline under 10 words that says what we sell and where, 2) a 2-sentence intro, 3) 8 FAQs with short, factual answers.
Use only the facts I gave. If something is missing, write [ASK OWNER] instead of guessing.
```

LEVEL UP

Add one page per main product or service (“Custom birthday cakes in Bengaluru”). Specific pages get quoted by AI answers far more than a single general page.

WATCH OUT

Don't paste AI text without checking it. One wrong price or timing on your site will be repeated by AI tools to customers.

REVIEWS

04 Get reviews and answer every one



Time ~15 min | Tools: WhatsApp Business + Google Business Profile | Use: weekly

Reviews are where AI learns what you're good at, in your customers' own words. A steady flow of recent reviews, each with a reply, is a strong trust signal.

1. Copy your review link: Google Business Profile → “Ask for reviews”.
2. Send it to happy customers within a day of their purchase, with the message below. Ask everyone, not only the ones you expect 5 stars from.
3. Reply to every review within 2 days, good or bad. Mention the product they bought in the reply.
4. Once a month, read your reviews and note what people praise. Use those words on your website and posts.

COPY-PASTE PROMPT

```
Write 3 short WhatsApp messages (under 40 words each) asking a customer to leave a Google review
for [BUSINESS NAME] after they bought [PRODUCT]. Warm, not pushy, in [ENGLISH / HINDI / KANNADA…].
End with this link: [REVIEW LINK].
Then write reply templates for: a 5-star review, a 3-star review with a complaint about [ISSUE],
and a 1-star review. Keep each reply under 50 words, thank them by name, and never argue.
```

LEVEL UP

Print the review link as a QR code at your counter or on your packaging with one line: “Liked it? Tell others.”

WATCH OUT

Never offer discounts or gifts in exchange for reviews, and never buy reviews. Google removes them and can restrict your profile.

AI CHECK

05 Test what ChatGPT says about you



Time ~15 min | Tools: ChatGPT, Gemini, Perplexity | Use: monthly

Ask the AI tools what your customers would ask. You'll see whether you show up, what they get wrong, and which sources they trust.

1. Open ChatGPT, Gemini and Perplexity in a private/incognito window and ask the test prompts below.
2. Note in the audit sheet: did you appear? Which details were wrong? Which websites did the answers cite?
3. Fix the wrong details at the source they cited (usually Google, your website or a directory). AI answers update as those sources change.
4. ChatGPT Business Hub (beta since 10 Nov 2026): look for it in ChatGPT's sidebar while signed in. If it's available where you are, search your business, claim the listing and verify it. If it isn't open in your country yet, the steps above are what it will read when it is.

COPY-PASTE PROMPT

```
Test prompts (ask each in a new chat):
1) What are the best [YOUR CATEGORY] in [AREA, CITY]?
2) I need [SPECIFIC PRODUCT / SERVICE] near [AREA]. Who should I go to?
3) What do you know about [BUSINESS NAME] in [CITY]? Where did you find this?
4) Compare [BUSINESS NAME] with [COMPETITOR] for [NEED].
```

LEVEL UP

Get mentioned on sites AI already trusts: local news, food or city blogs, “best of” lists, your industry association. One real mention can matter more than ten posts.

WATCH OUT

Results change from day to day and person to person. Look for patterns over a month, not one answer.

MAKE IT STICK

Your 7-day plan

DAY 1
Google Business Profile: claim, verify, fill every field.

DAY 2
Add 10 photos and write the description with the prompt.

DAY 3
Fill the MASTER row and audit every listing.

DAY 4
Fix mismatches; claim Bing Places and Apple Business Connect.

DAY 5
Homepage headline, footer details and FAQ.

DAY 6
Send review requests; reply to every old review.

DAY 7
Run the AI test prompts and note what to fix next month.

5 mistakes to avoid

- Three different phone numbers across Google, website and Instagram.
- A homepage that never says what you sell or which city you're in.
- Keyword-stuffed business names or fake reviews (both get profiles suspended).
- Ignoring reviews, especially the bad ones.
- Pasting AI-written text with wrong prices or timings.

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DONE-FOR-YOU

Want us to do this for you?

Paper Crane Studio sets up Google profiles, fixes listings, rewrites websites for search and AI answers (GEO), and builds review systems for businesses across India. Tell us about yours.

Fold a brief →

BRIEF
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