

Visibility Is All About the F.A.C.T.S.

A Local Marketing Checklist

The factors determining whether your brand is likely to surface in local recommendations on AI platforms, traditional search, and hybrid interfaces like AI Overviews can be summarized with a handy acronym: **F.A.C.T.S.** Here's a checklist to help ensure you're on track.

F = Freshness

Freshness is a measure of the recency of the content you publish on your website and in online platforms like Google Business Profile as well as social media. Just as people want the latest news, AI platforms and search engines have been shown to strongly prefer recently published content. So make sure you do the following :

Local Listings

- ☐ Post deals and offers regularly to signal active presence
- ☐ Respond to every review within 48 hours
- ☐ Update your business description seasonally
- ☐ Upload new photos consistently (aim for at least monthly)
- ☐ Reflect real-world changes (hours, services, staff) promptly
- ☐ Add Google Posts tied to current events or promotions

Local Landing Pages

- ☐ Publish regular updates like events, deals, and blog posts
- ☐ Add a "Last updated" date to key pages so crawlers and users see recency
- ☐ Rotate seasonal banners or featured content on location pages
- ☐ Archive outdated content or redirect it to updated versions

Social Profiles

- ☐ Post to social profiles at least weekly
- ☐ Respond quickly to comments and mentions
- ☐ Share time-sensitive content like limited offers or upcoming events
- ☐ Update bio/about sections to reflect current focus areas



Freshness

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A = Authority

Authority includes all of the signals that show your business is recognized as a leading provider of the offerings you specialize in. Authority includes things like how long you've been in business, whether you're officially certified, and whether you're recommended in trusted online sources. Steps to build authority include :

Local Listings

- ☐ Post photos of products, menu items, completed projects, or key services
- ☐ Include the year your business was founded
- ☐ Use merchant descriptions and attributes to highlight qualifications
- ☐ List any professional licenses or certifications in your profile descriptions or photos
- ☐ Highlight brand partnerships, suppliers, or notable clients in profile descriptions or photos

Local Landing Pages

- ☐ Ensure every location has a landing page linked to your corporate domain
- ☐ Make certifications, awards, and third-party recognition easy to find
- ☐ Feature press mentions, media coverage, or industry features
- ☐ Include bios of key staff with credentials and experience
- ☐ Publish original research, guides, or thought leadership content

Social Profiles

- ☐ Share photo and video evidence of your products, services, and expertise
- ☐ Reinforce authority signals (awards, certifications) across your profiles
- ☐ Engage with relevant conversations that align with your business objectives
- ☐ Showcase before/after results or case study highlights



Authority

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C = Consistency

All platforms rely on corroboration to ensure they are providing accurate information to users. This is why consistency is crucial on the sources most often cited in local recommendations. So too, users visiting those source sites need to encounter the same curated brand messaging they'd find on your website. So you must :

Local Listings

- ☐ Ensure business name is identical across all structured data sources
- ☐ Use a single primary phone number across all listings
- ☐ Verify NAP (Name, Address, Phone) consistency monthly
- ☐ Ensure categories and attributes match across all platforms
- ☐ Sync holiday hours across Google, Yelp, Apple Maps, and your website

Local Landing Pages

- ☐ Position your website and landing pages as the source of truth, matching all online profiles exactly
- ☐ Ensure schema markup matches the visible on-page content
- ☐ Keep service descriptions consistent with what appears in listings
- ☐ Use canonical tags to avoid duplicate content across location pages

3rd Party & Aggregators

- ☐ Claim and correct profiles on all major directories
- ☐ Monitor and resolve data conflicts flagged by listing management tools
- ☐ Ensure social profile location info matches your listings exactly



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T = Trust

Trust is a fundamental factor in consumer decisions, and reviews, as the best source of peer feedback in local, are the primary means through which trust is conveyed. Trust is also communicated via publications and platforms consumers turn to for advice and recommendations. AI tools make heavy use of reviews when recommending local businesses. Here are tactics for building trust with consumers and AI :

Reviews

- ☐ Develop a strategy for cultivating a steady, ongoing stream of new reviews
- ☐ Respond to all reviews, both positive and negative, to show engagement
- ☐ Incorporate review request prompts into post-purchase or post-visit workflows
- ☐ Monitor for fake or spam reviews and flag them promptly
- ☐ Track review sentiment trends over time to surface recurring themes

Third-Party Sources

- ☐ Monitor Reddit for mentions of your brand and respond where appropriate
- ☐ Seek out or encourage coverage in third-party articles and industry publications
- ☐ Build relationships with bloggers or local media for earned mentions
- ☐ Aim to appear on curated "best of" or recommendation lists in your category

Social & On-Site Trust

- ☐ Include a feed of third-party reviews on your local landing pages
- ☐ Add testimonials from satisfied clients with names and context
- ☐ Be attentive to social media feedback; respond and reinforce good experiences
- ☐ Display trust badges, accreditation logos, and affiliations prominently
- ☐ Show real customer photos or UGC (user-generated content) on-site
- ☐ Create content that encourages social engagements to build trust signals



Trust

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S = Semantic Relevance

With users asking longer and more nuanced questions and AI tools attempting to provide customized, specific responses, semantic relevance is a crucial factor in AI visibility. It means providing easily referenced content that shows your business meets the detailed requirements of your ideal customer. You should :

Local Listings & Attributes

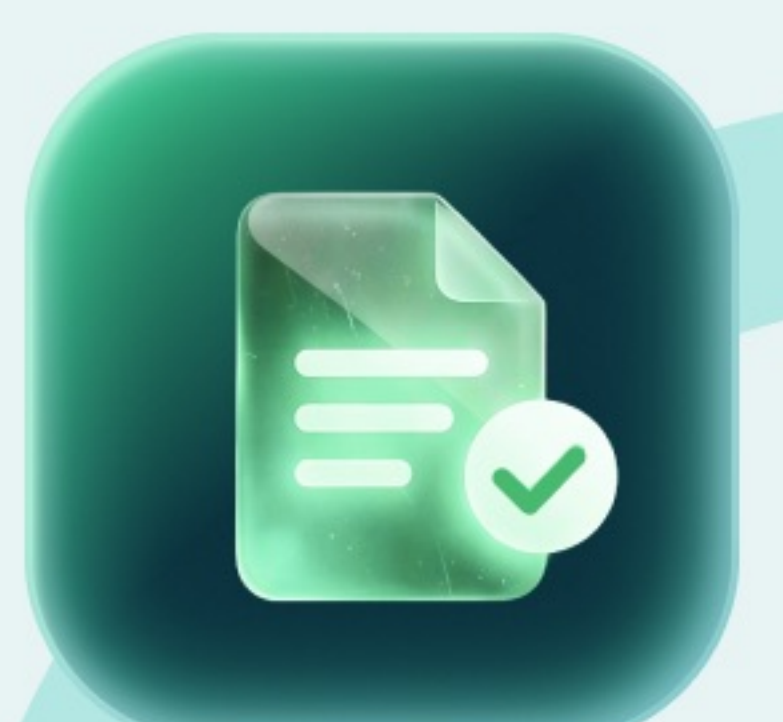
- ☐ Utilize every field and feature in your online profiles
- ☐ Select all applicable service attributes and amenities
- ☐ Add accessibility, payment, and amenity attributes where relevant
- ☐ Monitor review content: AI mines it for specific detail answers
- ☐ Categorize your business accurately across primary and secondary categories

Local Landing Pages

- ☐ Offer the most complete description of your offerings and amenities
- ☐ Use FAQ sections to provide pre-packaged answers for AI to cite
- ☐ Create dedicated pages for each key service or product category
- ☐ Write content targeting natural language and long-tail question phrasing
- ☐ Use structured data (schema) to mark up services, FAQs, hours, and reviews
- ☐ Include neighborhood, landmark, and hyperlocal context in copy

Content & Social

- ☐ Create content that showcases your key differentiating factors
- ☐ Be useful rather than promotional and answer real customer questions
- ☐ Target your ideal audience with content addressing a range of needs
- ☐ Post about your area of service to demonstrate depth of reach
- ☐ Produce topical content clusters, not one-off posts, around core service areas
- ☐ Include supporting details like pricing ranges, timelines, and process steps



**Semantic
Relevance**

Summary

The F.A.C.T.S. of Local Search and AI Visibility

Winning visibility in local search and AI recommendation engines requires a disciplined, ongoing approach across five key dimensions. Use this checklist regularly to audit your brand's presence and prioritize improvements. The brands that show up are those that earn it by being fresh, authoritative, consistent, trusted, and semantically rich.

F: Freshness

Recency signals matter. Keep your local listings active with regular posts, prompt review responses, and updated photos. Refresh landing page content seasonally and maintain an active social presence to show AI platforms your brand is alive and relevant.

A: Authority

Establish your brand as the recognized expert in your category. Showcase certifications, years in business, press coverage, and client partnerships. Publish original content and thought leadership so AI platforms see your brand as the credible, qualified choice.

C: Consistency

AI platforms cross-reference multiple sources before recommending a business. Ensure your name, address, phone number, and business details are identical everywhere across listings, landing pages, aggregators, and social profiles so your signals reinforce rather than contradict each other.

T: Trust

Reviews are the primary trust signal for both consumers and AI tools. Build a steady stream of new reviews, respond to all feedback, and extend your trust footprint through third-party coverage, community mentions, testimonials, and on-site social proof.

S: Semantic Relevance

AI answers increasingly specific questions. Make sure your content covers the full depth of your offerings: FAQ sections, service detail pages, hyperlocal context, and structured data markup. The more precisely your content matches customer intent, the more often AI will surface your brand.