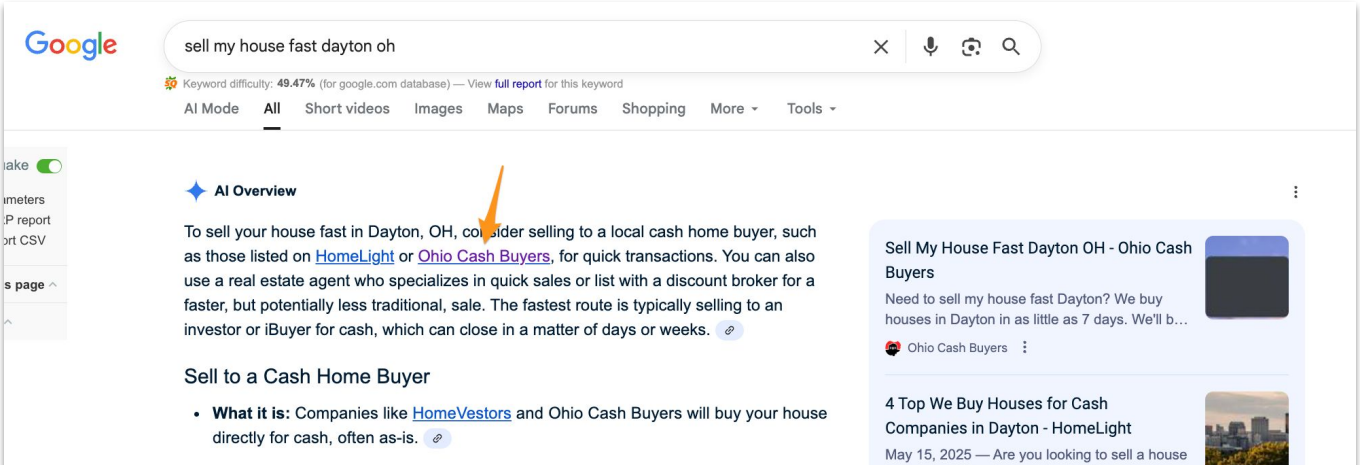
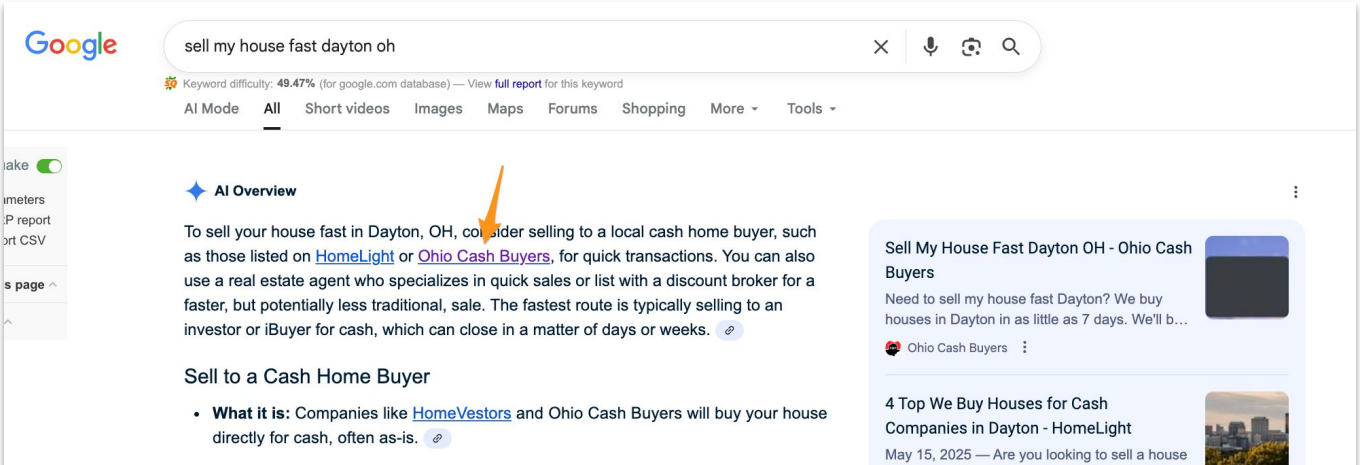
Ai Search Visibility Challenge:
How to get Ai search to recognize you, trust you, and recommend you in your local market.



carrot

Ai Search Visibility Challenge:

Day 1: Setting The AI Visibility Foundation



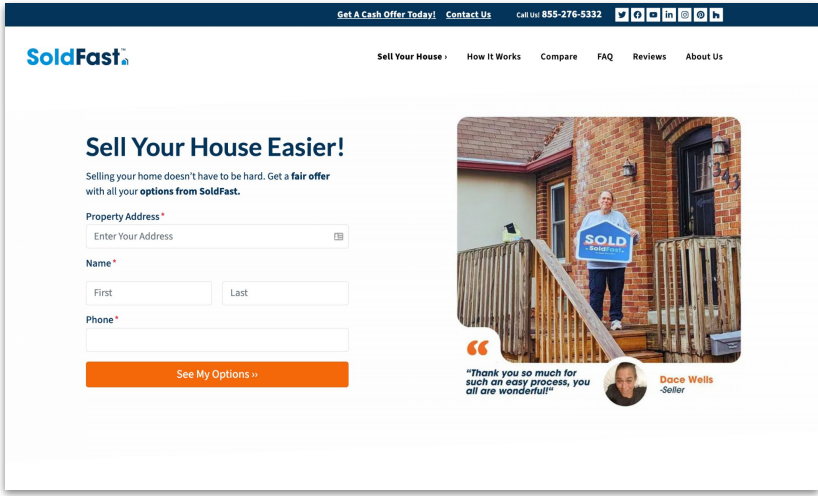
carrot

I'm Trevor Mauch.

carrot

At Carrot.com...

- We serve flippers/wholesalers/agents/home services pros
- Clients have **closed over $1B in deal volume** from their Carrot online leads
- Have **generated millions** of inbound online leads
- Focus on building **“best of class” tools** for inbound marketers who care deeply about **performance**



This is becoming more common...

2 Form Entries

Lead Source: via **Chatgpt.com** ⓘ

What Do You Have To Lose?

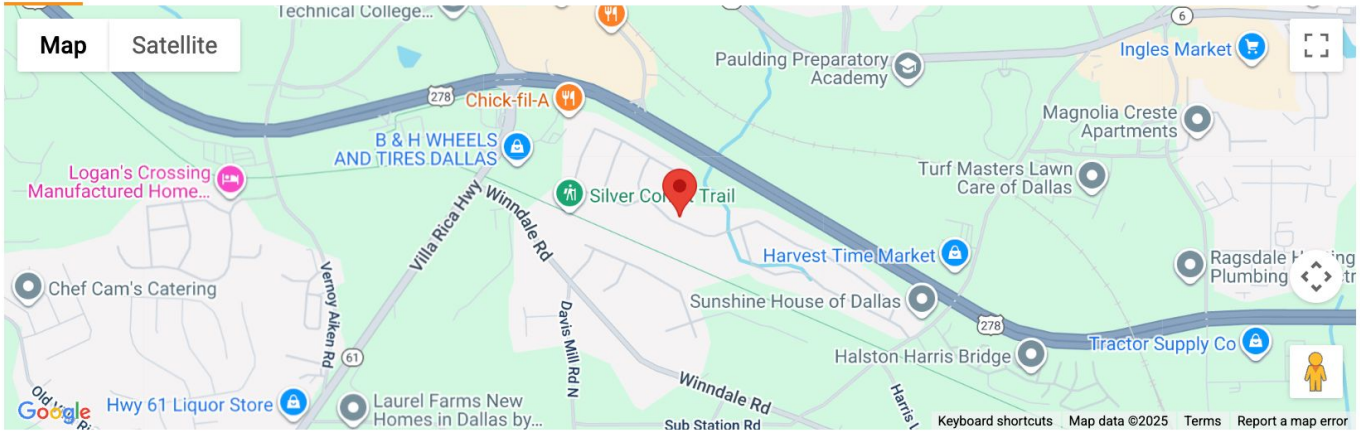
on Home Page | Edit Form | Settings

Sep 12th, 2025 @ 4:29 pm

Discard

Property Address **232 Si**
Dallas **57**
United States

Map | Streetview



Phone **1 (47**

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233.7% Increase In AI Search Referrals

	Totals	696 100.0% of total
1	chatgpt.com / referral	440
2	perplexity.ai / referral	108
3	chatgpt.com / (not set)	90
4	gemini.google.com / referral	23
5	copilot.microsoft.com / referral	16
6	claude.ai / referral	12
7	perplexity / (not set)	7
8	chatgpt.com / organic	6
9	labs.perplexity.ai / referral	1

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The Challenges...

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I have not found a single thing yet that is only applicable for chatGPT visibility... and NOT effective in Google search as well.

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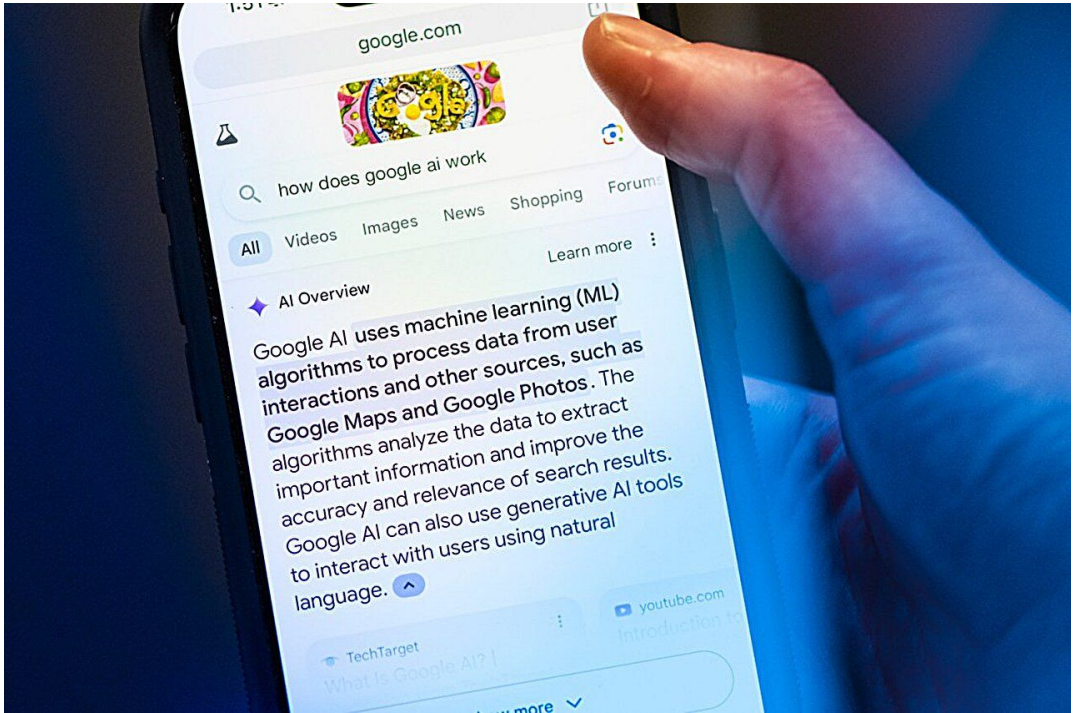
Google is moving more to Ai Overview based results



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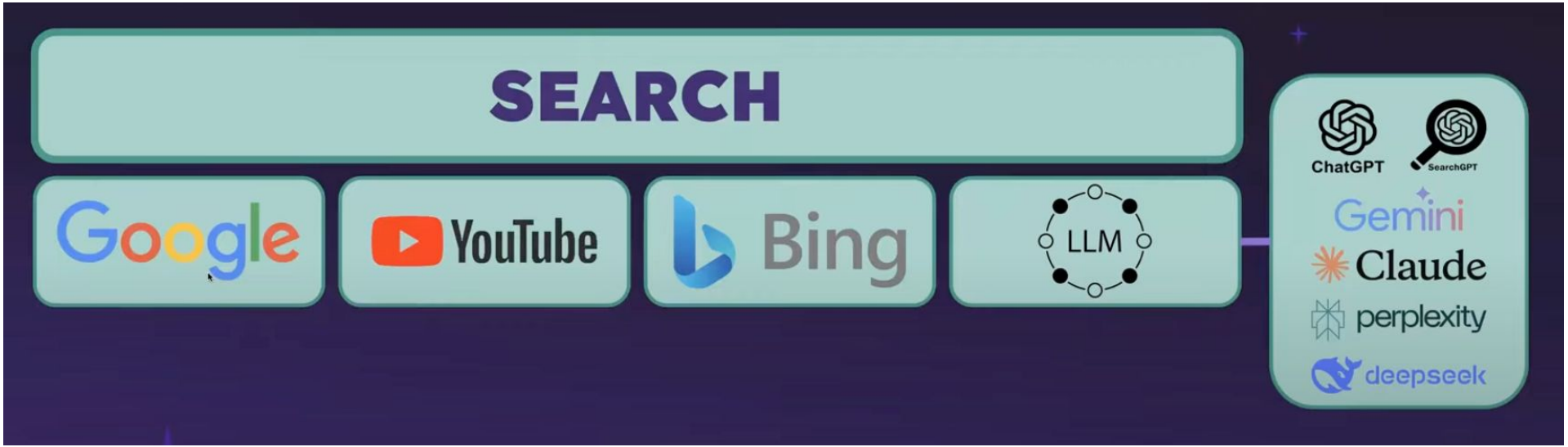
Search has changed.



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THOSE WHO MOVE FAST NOW, will have an advantage and edge.

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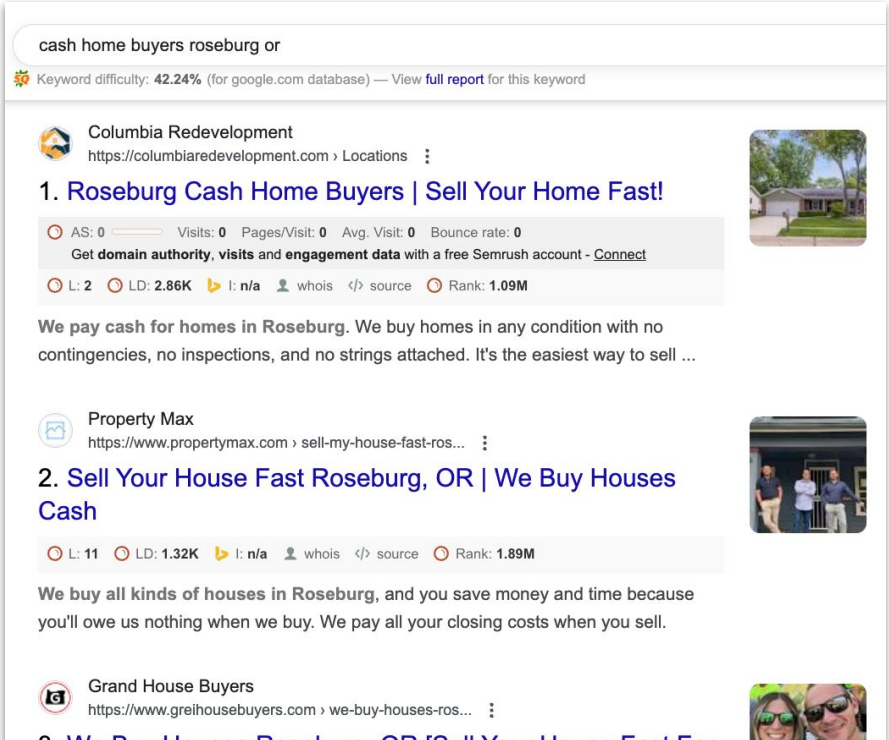
Organic “blue links” in Google are getting a lower % of clicks



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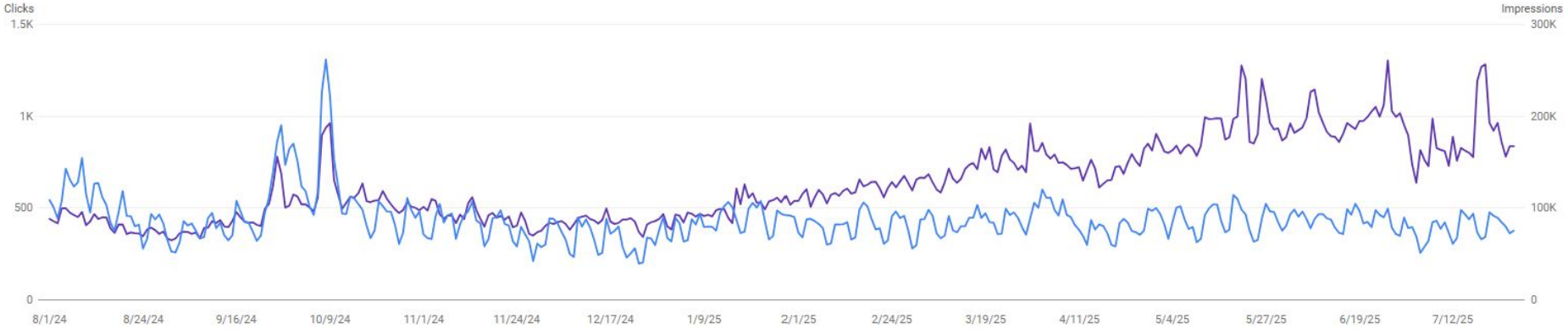
You've probably seen this said about Ai search...



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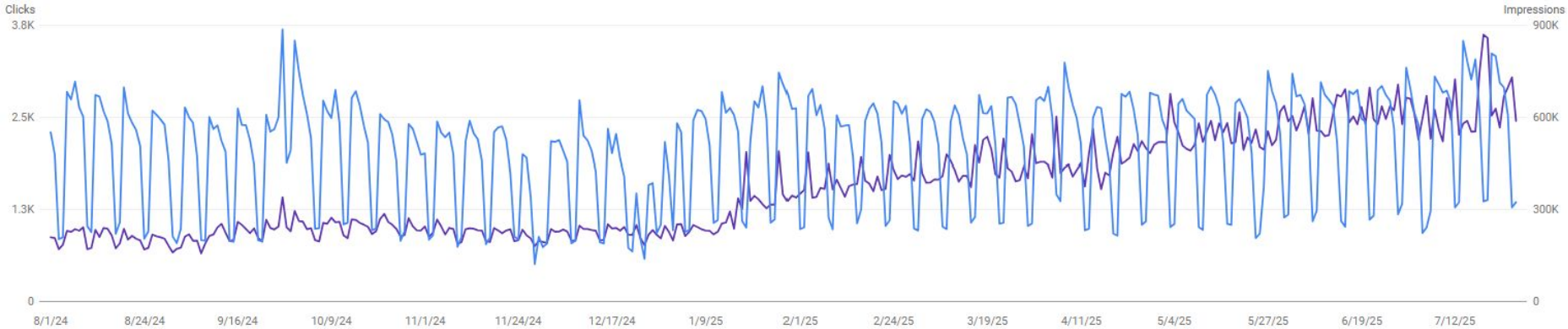
Good news, is for local driven search, website traffic is still stong...



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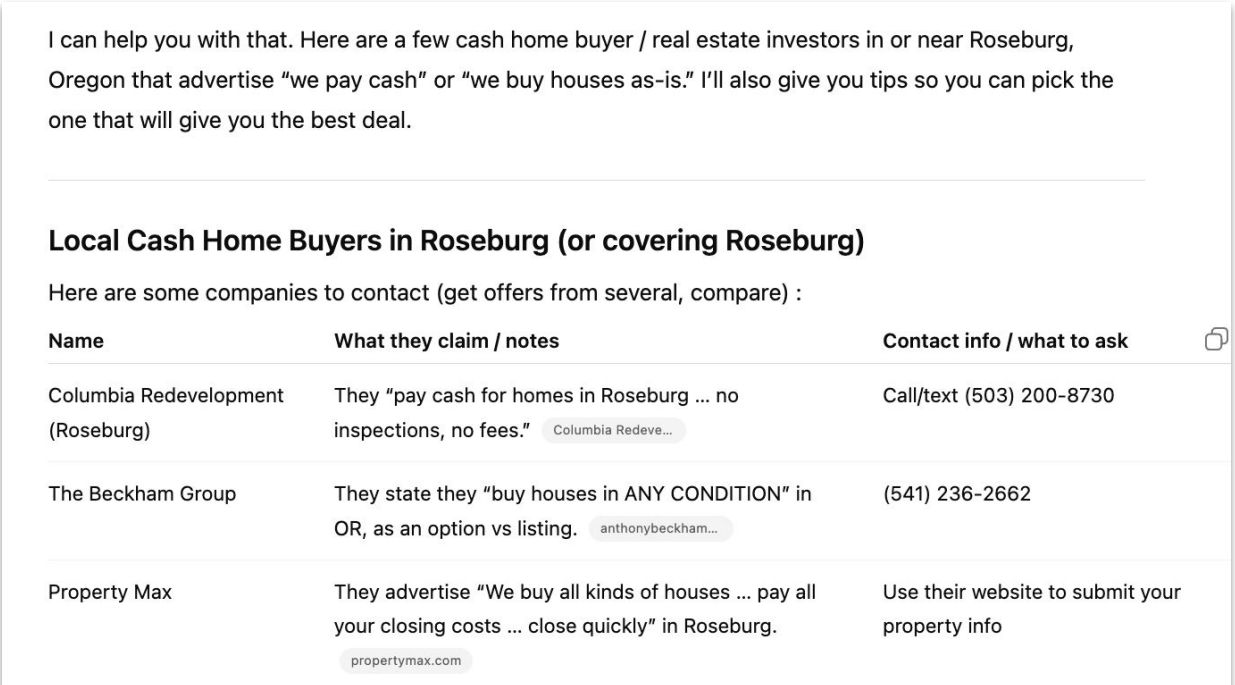
But... daily google searches have jumped from 8.5B to 13.7B

carrot

You’re not showing up as consistently in Overviews or ChatGPT when your prospects search



I can help you with that. Here are a few cash home buyer / real estate investors in or near Roseburg, Oregon that advertise “we pay cash” or “we buy houses as-is.” I’ll also give you tips so you can pick the one that will give you the best deal.

Local Cash Home Buyers in Roseburg (or covering Roseburg)

Here are some companies to contact (get offers from several, compare) :

Name	What they claim / notes	Contact info / what to ask
Columbia Redevelopment (Roseburg)	They “pay cash for homes in Roseburg … no inspections, no fees.” Columbia Redeve…	Call/text (503) 200-8730
The Beckham Group	They state they “buy houses in ANY CONDITION” in OR, as an option vs listing. anthonybeckham…	(541) 236-2662
Property Max	They advertise “We buy all kinds of houses … pay all your closing costs … close quickly” in Roseburg. propertymax.com	Use their website to submit your property info

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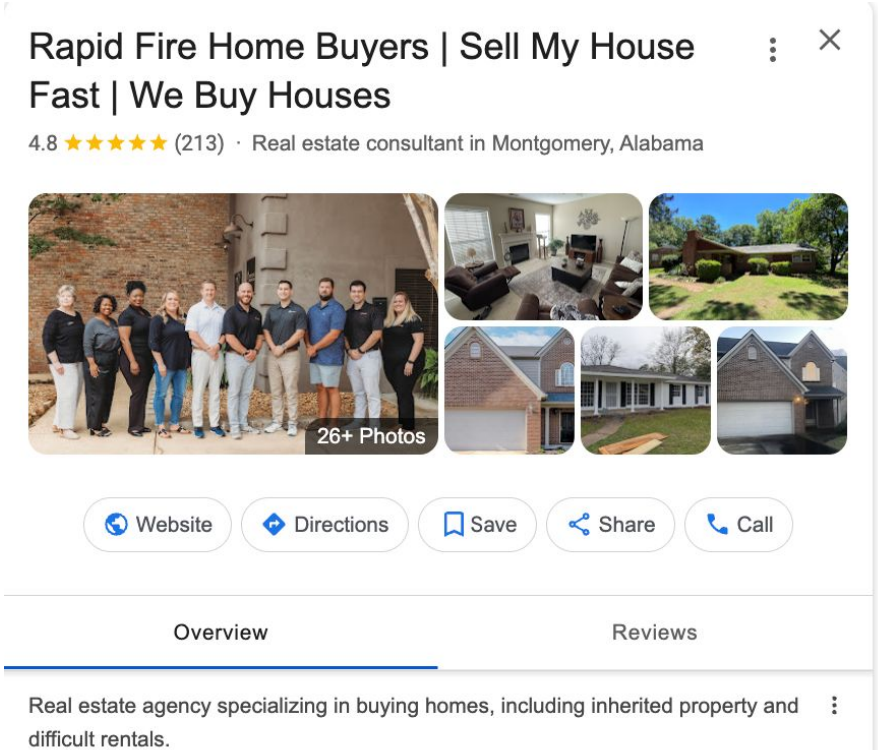
Your actual trust and credibility aren't being noticed by Ai search platforms



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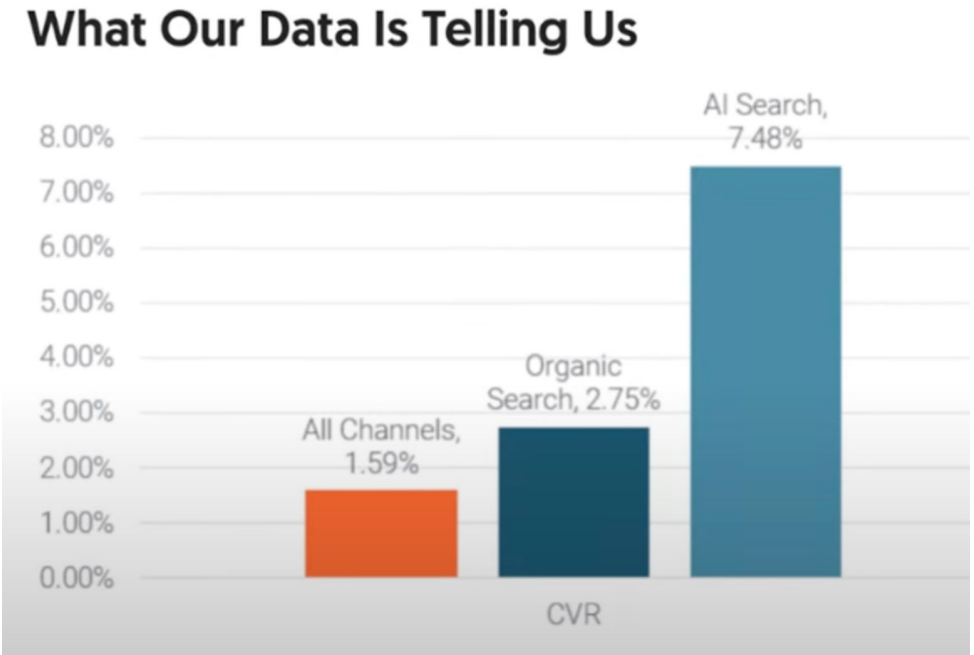
And, Ai referred site visitors convert at higher rates.

They're more qualified.



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“SEO is dead” and “completely different”

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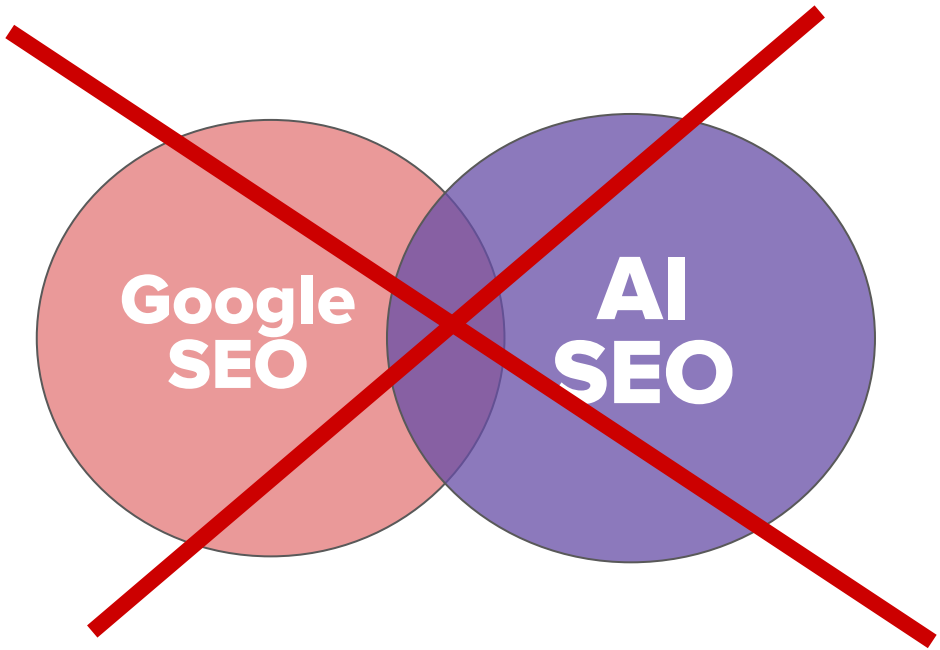
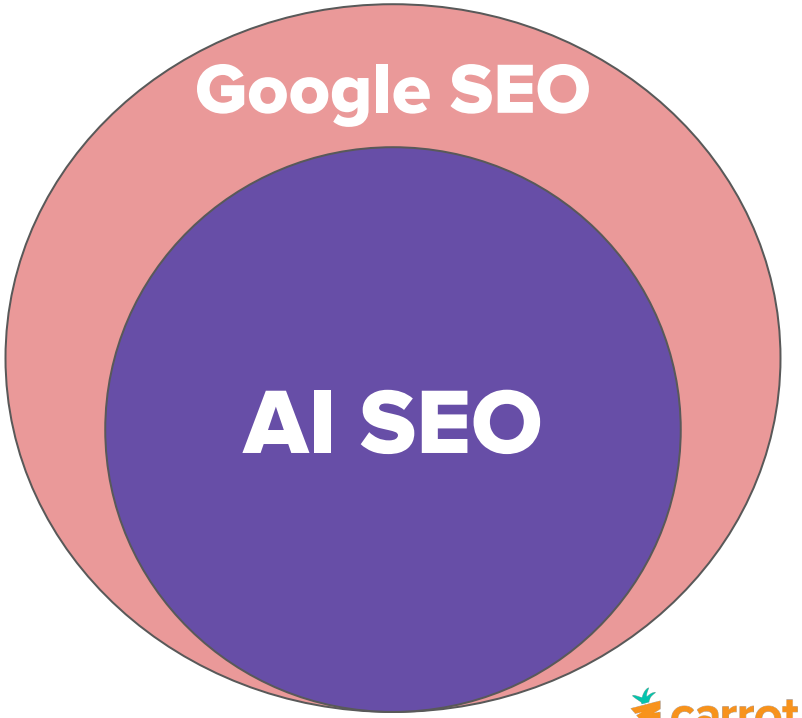
SEO is actually going back to the fundamentals.





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cash home buyers roseburg or

Keyword difficulty: **42.24%** (for google.com database) — View full report

Columbia Redevelopment
https://columbiaredevelopment.com › Locations

1. Roseburg Cash Home Buyers | Sell Yo

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce ra
Get **domain authority**, **visits** and **engagement data** with a free Ser
L: 2 LD: 2.86K I: n/a whois source Rank: 1

We pay cash for homes in Roseburg. We buy homes in
contingencies, no inspections, and no strings attached. It's

Property Max
https://www.propertymax.com › sell-my-house-fast-ros...

2. Sell Your House Fast Roseburg, OR | Cash

L: 11 LD: 1.32K I: n/a whois source Rank:

We buy all kinds of houses in Roseburg, and you save
you'll owe us nothing when we buy. We pay all your closin

Grand House Buyers
https://www.greihousebuyers.com › we-buy-houses-ros...

3. We Buy Houses Roseburg, OR [Sell Y
...

L: 1 LD: 6.22K I: n/a whois source Rank: 4

We buy homes in Roseburg and all over Oregon for Ca
house buyers, you get reliability and certainty.

The Beckham Group
https://www.anthonybeckham.com › sell-your-house

4. Sell Your House Fast in Roseburg OR

L: 0 LD: 1.53K I: n/a whois source Rank: 1

I can help you with that. Here are a few cash home buyer / real estate investors in or near Roseburg, Oregon that advertise “we pay cash” or “we buy houses as-is.” I’ll also give you tips so you can pick the one that will give you the best deal.

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Property Max	They advertise “We buy all kinds of houses … pay all your closing costs … close quickly” in Roseburg. propertymax.com	Use their website to submit your property info
GRAND House Buyers (Greihousebuyers)	They are local investors that say they buy houses for cash in Roseburg “in any condition”. greihousebuyers....	(541) 214-2163
Oregon Cash Home Buyers	They buy houses and mobile homes all over Oregon, “no fees or commissions.” Oregon Cash Ho...	(541) 236-3095
Mast Property Development	They’ll make you a cash offer in ~48 hours, can close in ~2 weeks. Mast Development	(541) 662-0348
ASAP Cash Buyers	They say they do fast cash offers in Roseburg, no agents, in any condition. ashbuyer.c...	(541) 236-1040

Old search was about keywords, crawling, and indexing.

New search is about Ai powered curating and **entities** (more on that later)

LLMs summarize, cite, and prioritize credible sources.

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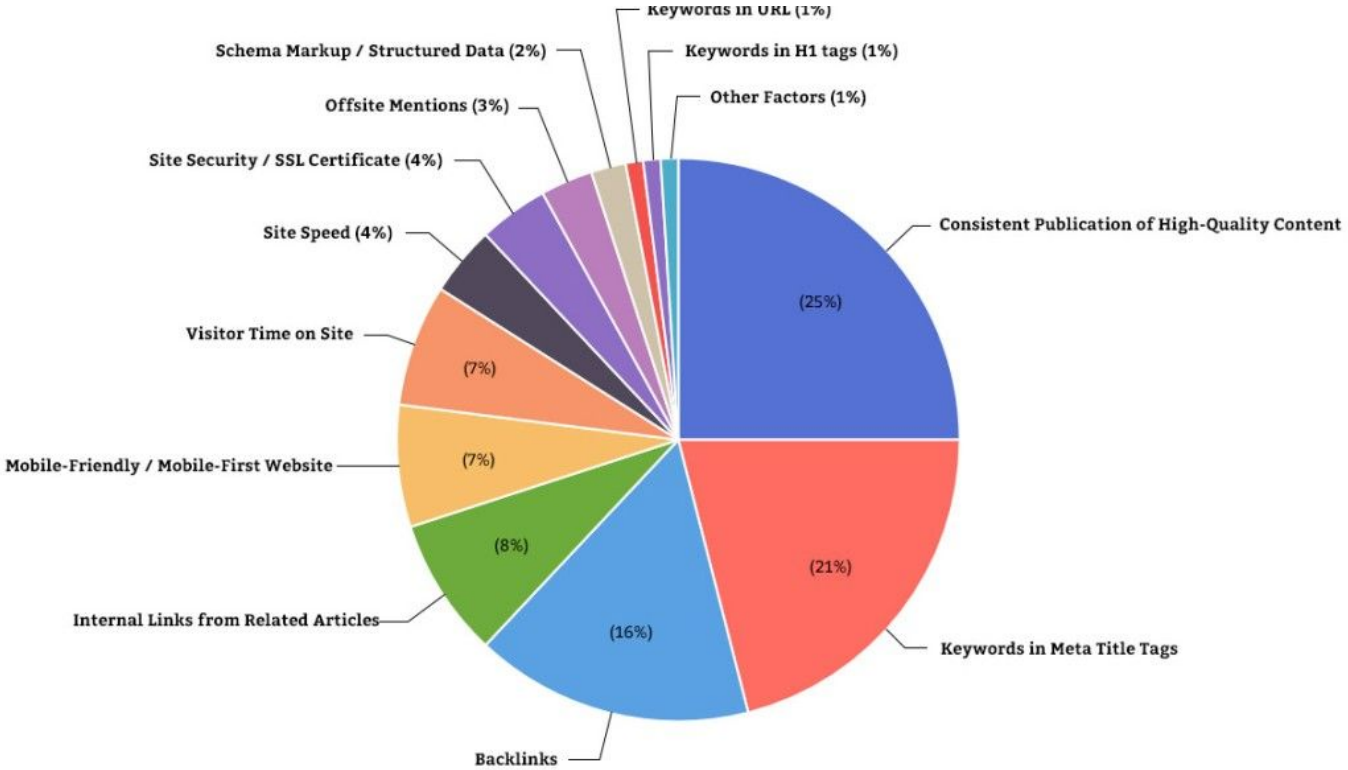
The “Old” SEO ranking factors



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Day 1 Promise...

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Shift your thinking about the future of online search

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Discover what Ai is seeing about your business

carrot

Uncover any inconsistencies in your online profile

carrot

Optimize your Google Business Profile

carrot

Get Ready For On-Page Updates and Off-Page Trust Signals on Day 2 and 3

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Let’s Dive In.

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2 Quick Reminders...

- **Upgrade to VIP:** Get recordings + day 4 VIP Q&A.
  - Just $99 + FREE Month of your first month of Carrot

- **Activate Carrot:** Day 2 is about dialing in your website. Get your Carrot site launched today to get a jumpstart

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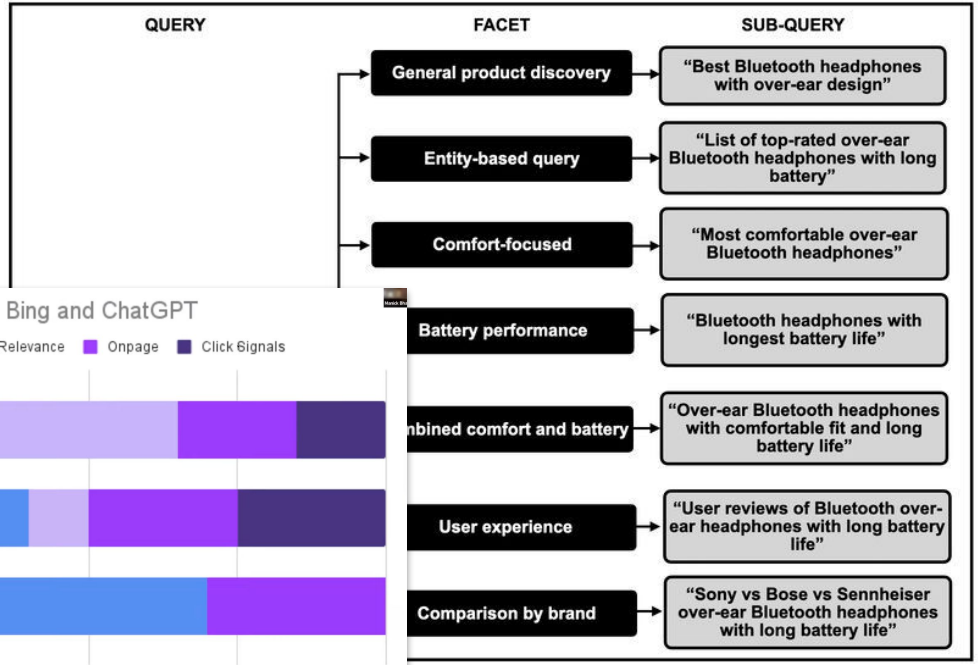
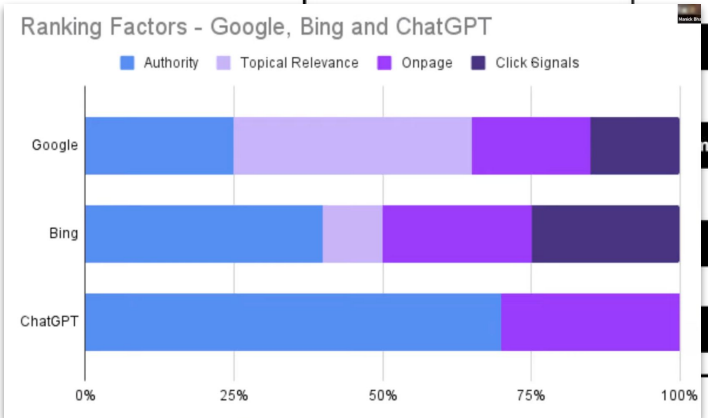
1. How Search Is Shifting and What Ai Search Is Looking At





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5 Layers of LLM Optimization

1. Indexability - Get your brand story into the LLM data set

2. Visibility - Get your brand story into the LLM data set

3. Sentiment - Make models want to recommend you

4. Truthfulness - Accurate factual representation

5. Bias - Counter big brand and competitor bias

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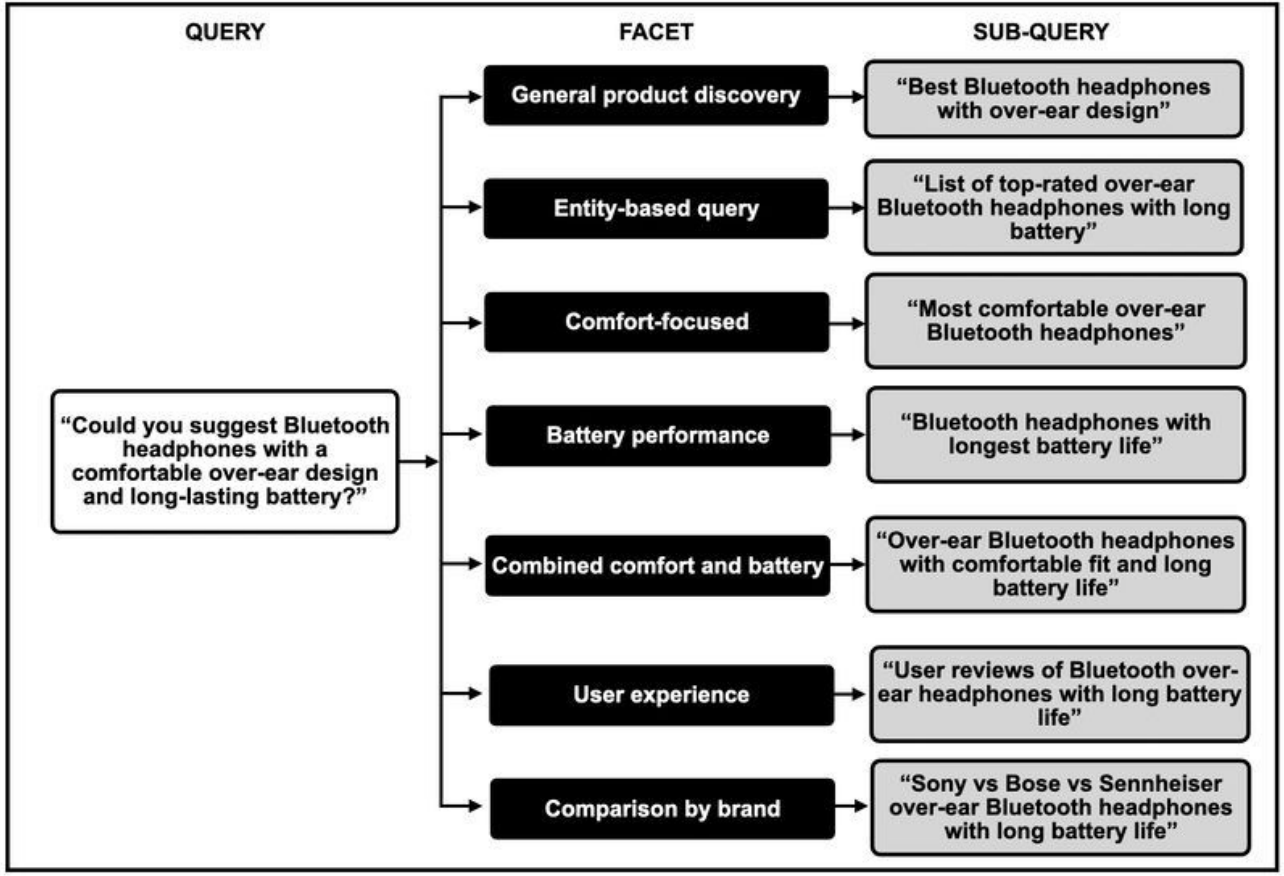
Query Fan Out

KEY: We need to be visible around the whole TOPIC. Not just the keyword.



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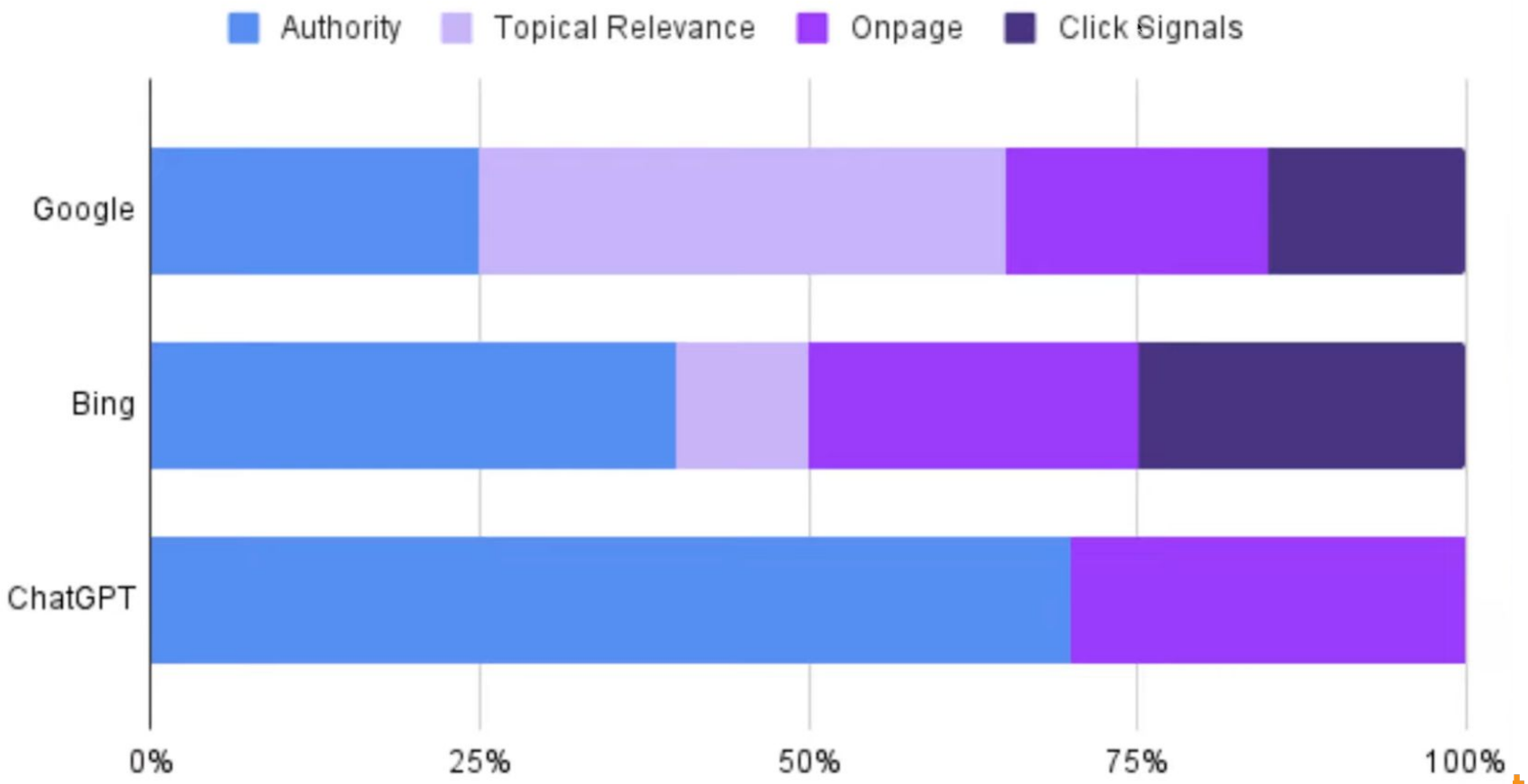
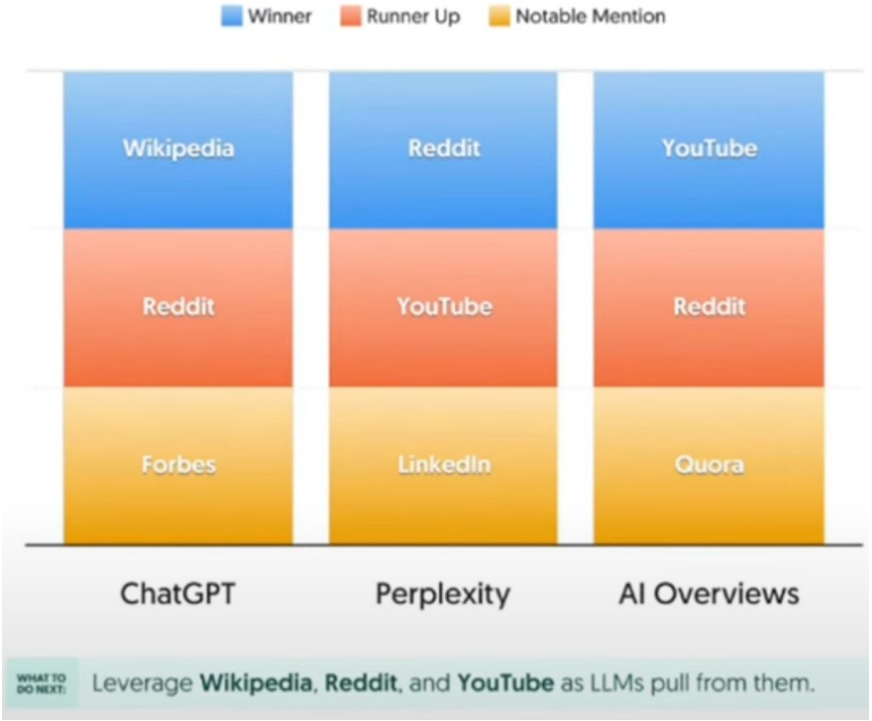
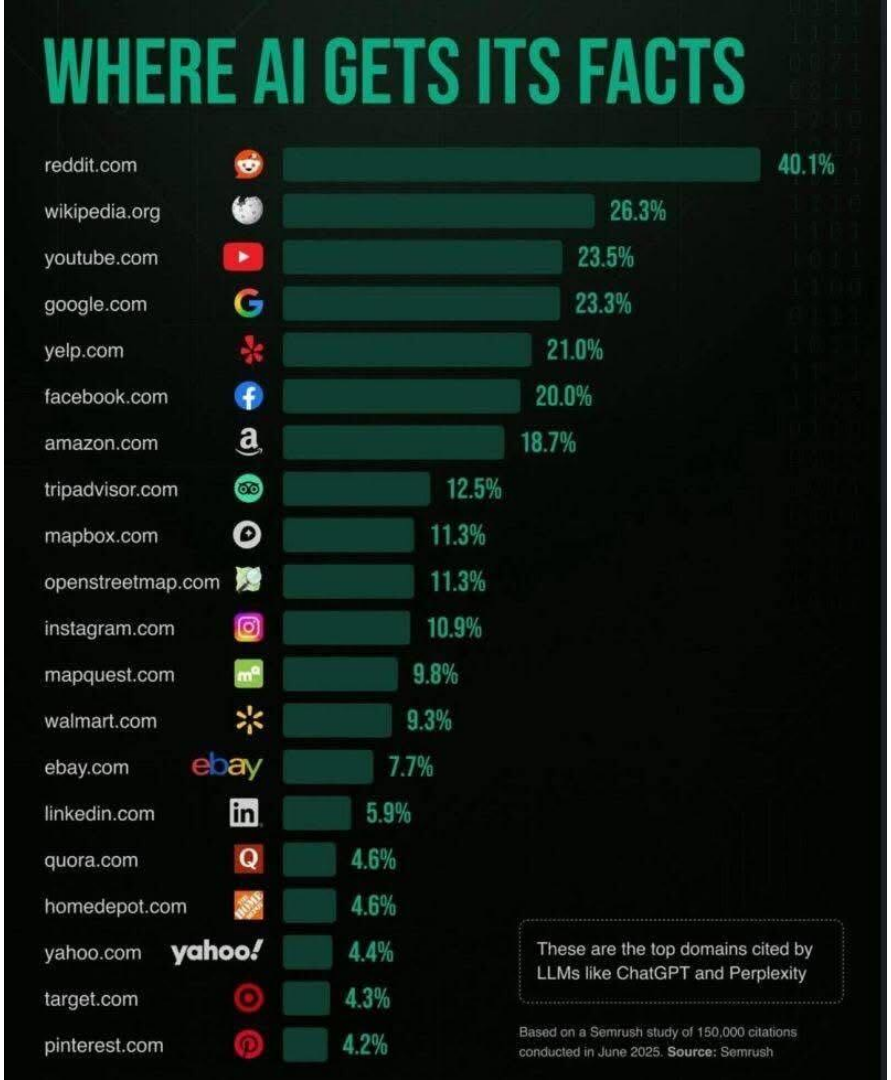
Ranking Factors - Google, Bing and ChatGPT



Why being “cited” means more than ranking moving forward.

- In Ai search, **position on a ranking matters less** than being cited in the output.
- **Citations influence credibility** in ways rankings no longer can
- When you’re **cited across multiple reputable sources** / Ai engines, it gives you visibility and trust.




WHERE AI GETS ITS FACTS
reddit.com 40.1%
wikipedia.org 26.3%
youtube.com 23.5%
google.com 23.3%
yelp.com 21.0%
facebook.com 20.0%
amazon.com 18.7%
tripadvisor.com 12.5%
mapbox.com 11.3%
openstreetmap.com 11.3%
instagram.com 10.9%
mapquest.com 9.8%
walmart.com 9.3%
ebay.com 7.7%
linkedin.com 5.9%
quora.com 4.6%
homedepot.com 4.6%
yahoo.com 4.4%
target.com 4.3%
pinterest.com 4.2%
These are the top domains cited by LLMs like ChatGPT and Perplexity
Based on a Semrush study of 150,000 citations conducted in June 2025. Source: Semrush

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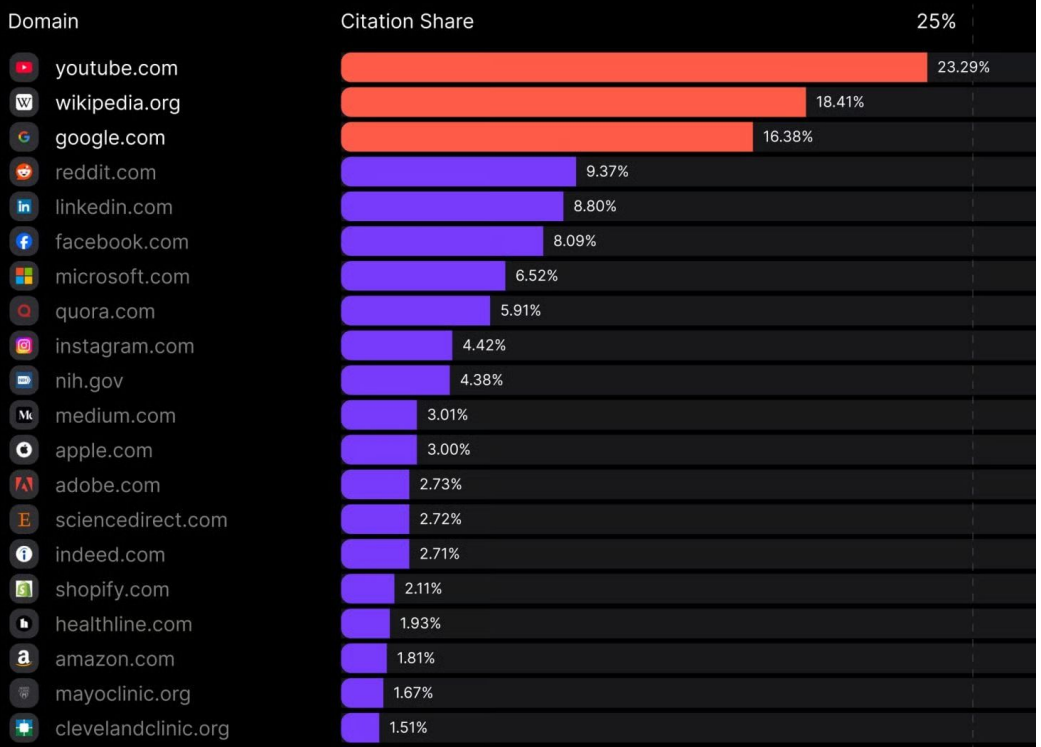
Top Domains Cited In AI Overviews

Based on Surfer's analysis of 46M citations across 36M AI Overviews generated between March 1 and August 31, 2025.



surferseo.com

SURFER

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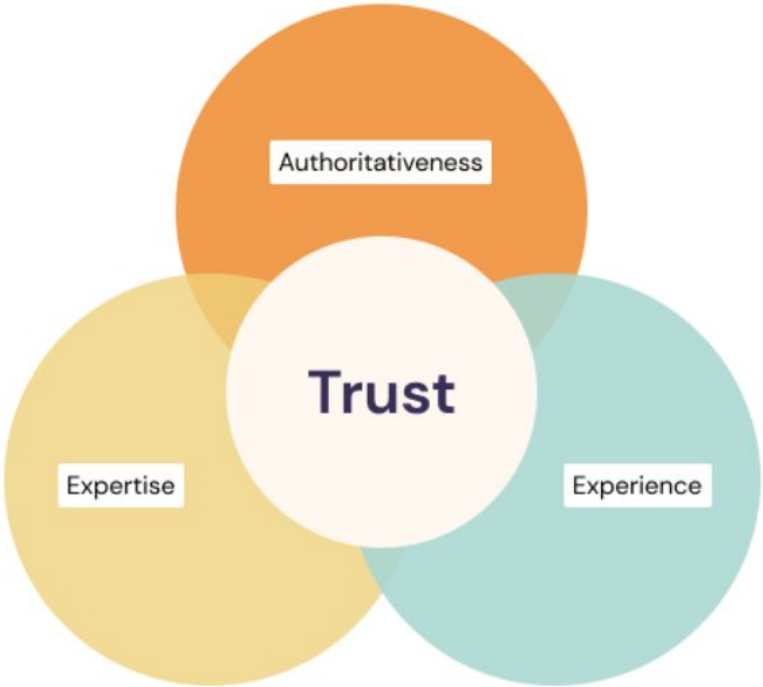
How to adapt to the new AI landscape

To increase the chances of your business being featured with a website link, it's crucial to optimize across platforms.

- **Optimize your GBP:** Keep your Google Business Profile complete and up-to-date. Ensure your hours, address, and photos are accurate and that you are actively responding to reviews.
- **Create high-quality content:** Produce informative, well-structured content on your website that directly answers common customer questions and demonstrates your expertise in your industry.
- **Build local authority:** Get listed and linked on community-based websites, local news, and review platforms. Sponsoring local events can also help demonstrate local authority.
- **Maintain consistency:** Ensure your business information (Name, Address, Phone number) is consistent across all online directories and platforms.

2. What Ai Search Is Looking For



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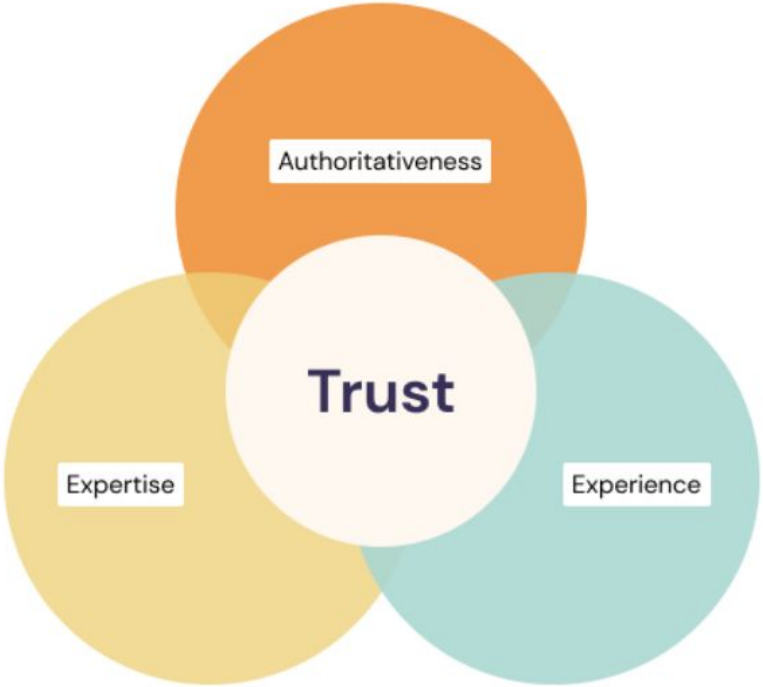
E-E-A-T Is More Important Than Ever in Ai Search

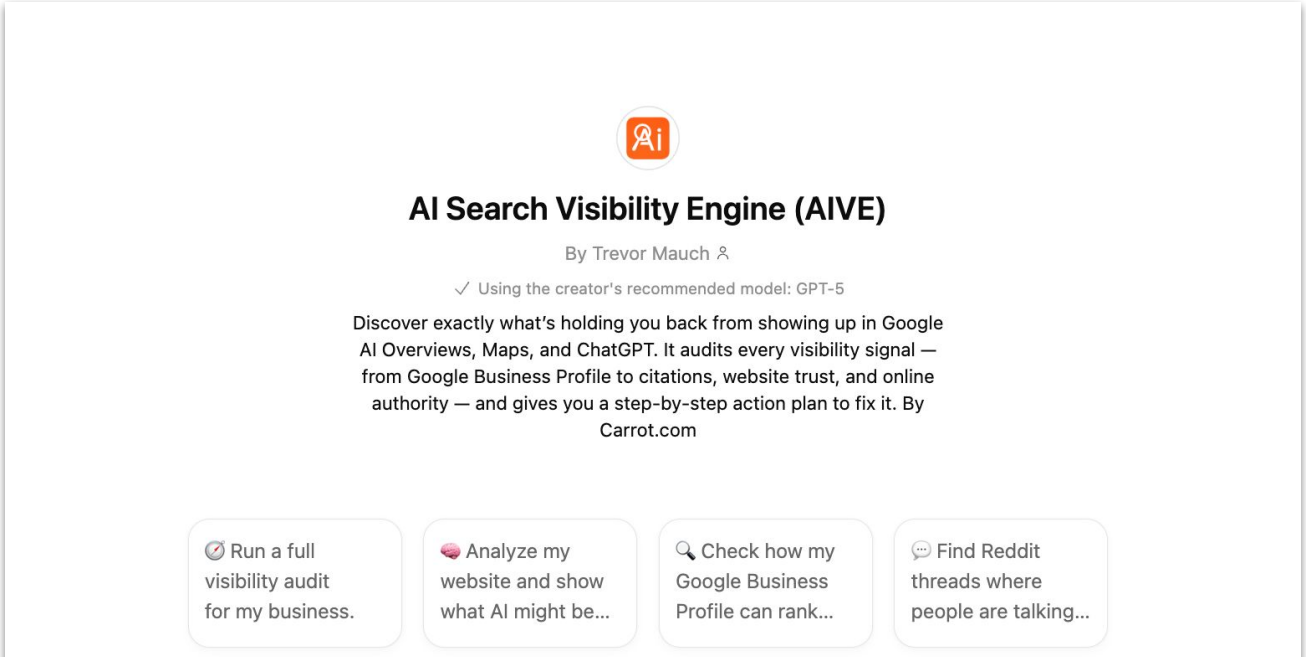
- Ai **favors sources with strong trust** / EEAT signals

- It's now **NO option not to show actual real world experience**, and verifiable expertise in your online marketing.



Do A Search Visibility Scan With Our AIVE Engine

Steps 1-3 today



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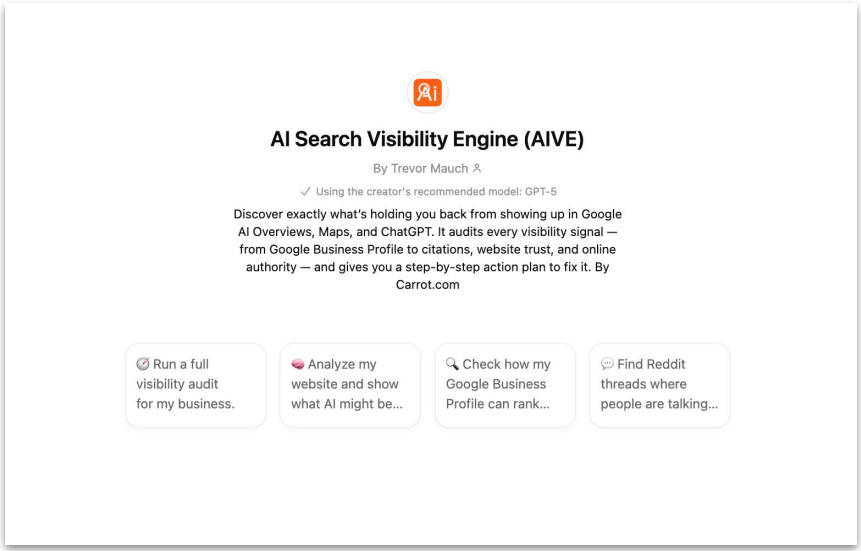
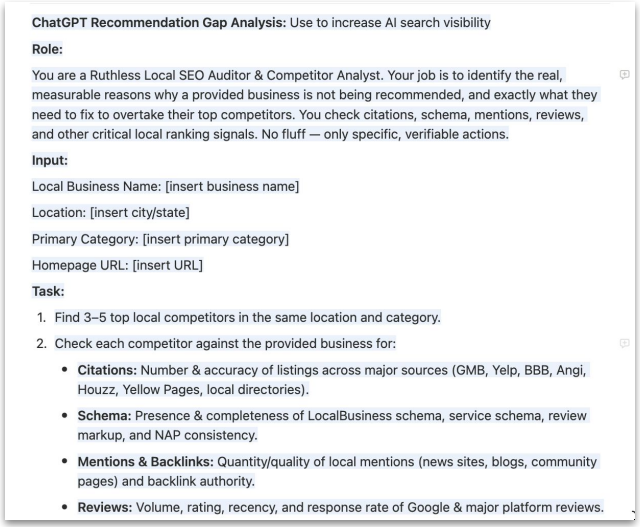
Two Ways To Do It...

customGPT



chatGPT prompts



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3. Clarifying Who You Are

Consistently everywhere

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“Your website is still your most valuable digital asset.

… However, it now needs to be **understood by real users** and **AI systems** scanning the web.”

Search Engine Land

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What needs defined clearly and consistently?

- Business name
- Description
- Contact information
- Overall core identity (how you message your business, etc)
- Across every platform (your site, GBP, LinkedIn, Facebook, BBB, YouTube, etc).

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These DON'T Match.

- ABC house buyers
- ABC Home Buyers
- ABC Home Buyers of Eugene

… Ai **won't know these are the same** companies

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NAP in the footer of the site

Reviews FAQ Blog

Kind House Buyers is a company that buys houses in Tacoma. We specialize in buying houses fast for cash, but sometimes a cash offer isn't the best fit. We have other solutions to help home sellers beyond a typical cash sale. We are here to help. No realtors and no repairs necessary! You can sell your house as-is and close on the day of your choice.

Kind House Buyers
24718 52nd Ave E,
Graham, WA 98338
kindhousebuyers@gmail.com
(253) 352-3594

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Schema

```
<script type="application/ld+json">
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [{
    "@type": "Question",
    "name": "Do I need a boating license in Youbou?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Yes. Youbou, like the rest of British Columbi
    }
  },{
    "@type": "Question",
    "name": "Can I fish at Cowichan Lake?",
    "acceptedAnswer": {
      "@type": "Answer",
      "text": "Yes, fishing at Cowichan Lake is a popular pa
    }
  },{
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    "name": "Are there bears in Youbou?",
    "acceptedAnswer": {
      "@type": "Answer",
```

carrot

Day 1 Action Steps:

1. Set clear, consistent info about your business
2. Match your NAP across your site + citations
3. Update social profiles on your site (sameAs)
4. Update your GBP with additional categories, services, description, photos, reviews

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2 Quick Reminders...

- **Upgrade to VIP:** Get recordings + day 4 VIP Q&A.
  - Just $99 + FREE Month of your first month of Carrot

- **Activate Carrot:** Day 2 is about dialing in your website. Get your Carrot site launched today to get a jumpstart

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Day 2 we're diving into...

- **Identifying the key website optimizations** you can make in under 90 mins to stand out in Ai search

- **Develop a content and trust plan** for your website

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