



● A ONE PAGE IDEA, ON SEVEN PAGES

The six things an AI assistant checks *before it names you.*

When someone asks ChatGPT, Gemini or Claude who to call, the answer is one name, sometimes two. There is no page two. We run those questions for real local businesses every week and read why a business is named or skipped. It comes down to six things, all of them on pages you control. Each one comes with what to check on your own site and what a strong answer looks like.

Being findable

01

HOURS

Hours on a page, as text

The first thing a buyer asks after "who" is "are they open". In our buyer runs an assistant drops a business the moment it cannot answer that. A photo of your hours, or hours that live only inside Google Maps, does not count for a model reading your site.

CHECK ON YOUR SITE

Open your contact page on a phone. Can you select the hours as text? Are they the same, to the minute, on your Google Business Profile? Is a holiday note anywhere?

A STRONG ANSWER

Hours in plain text on the contact page and in the footer, identical on Google, with "24/7" or "emergency" spelled out if that is true. The assistant can quote them back to the buyer.

02

PRICE

A price, or an honest range

The second question is "how much". An assistant that finds a number, even a "from" price, keeps the business in the answer. One with no number anywhere is easy to leave out, because the model cannot compare it to the shop that published one.

CHECK ON YOUR SITE

Search your own site for a dollar sign. If there is none, ask yourself what decides the price: the part, the hour, the size of the job. Is that written anywhere?

A STRONG ANSWER

A page that gives either a starting price, a range, or the three things that set the price. No "call for a quote" as the only answer. If a price changes, the page changes.

Being specific

03

THE JOB

A page for the exact job

The buyer does not ask for "a locksmith". They ask for a BMW key at 9pm, a sump pump that stopped, a facial for melasma. The assistant looks for the specific thing. A services list with ten words per item is a menu, not a page.

CHECK ON YOUR SITE

Take the three jobs you get called for most. Type each one into your own site search. Does a page come up that is about that job alone, in the words a customer would use?

A STRONG ANSWER

One page per real job: what it is, what it involves, how long it takes, what affects the price, and the area you cover. Written for a person, dated, and kept current.

04

REVIEWS

Reviews it can verify

Assistants cite what they can check: Google, Yelp, the trade directories. A five star block on your homepage is your word. A review on your Google profile, with a reply from you, is evidence, and the model treats it that way.

CHECK ON YOUR SITE

Count your Google reviews from the last ninety days. Count how many you answered. Compare that to the competitor the assistant named instead of you.

A STRONG ANSWER

A steady flow of real reviews on the profile, each one answered by name, and the site linking to the profile rather than copying it.

Being trusted

05

CONSISTENCY

One name, one number, everywhere

We watched an assistant drop a locksmith in a real buyer run because one page said 24/7, another page listed different hours, and an old directory carried a second phone number. Three sources, three stories. The model stopped trusting all of them.

CHECK ON YOUR SITE

Write your business name, address and phone exactly as they appear on your site. Now check Google, Yelp, Facebook and two directories. Any difference, even a suite number, is a difference.

A STRONG ANSWER

The same name, address, phone and hours, character for character, on the site, the Google profile and every directory that carries you. Old listings closed or corrected.

06

THE ANSWER

An answer to the question people actually ask

The businesses that get named have a page that answers the buyer's question in the first paragraph, with the place named, a date on it and a person behind it. That is what an assistant can quote, and quoting is how it names you.

CHECK ON YOUR SITE

Ask ChatGPT one question your customers ask, with your city in it. Read the answer. Then look for the page on your site that answers the same question. Is there one?

A STRONG ANSWER

For every question your customers ask, a page that answers it plainly, names the area, carries a date and an author, and links to the service page and the profile. New ones every week, because the questions change.

Your *checklist*

Go through the six with your own site open. Mark each one done, this week, or open.
Fix the open ones in order; the first three decide whether you are in the answer at all.

BUSINESS

CHECKED BY

DATE

	The check	DONE	THIS WEEK	OPEN
01	Hours on a page, as text	☐	☐	☐
02	A price, or an honest range	☐	☐	☐
03	A page for the exact job	☐	☐	☐
04	Reviews it can verify	☐	☐	☐
05	One name, one number, everywhere	☐	☐	☐
06	An answer to the question people actually ask	☐	☐	☐

A TWO WEEK PLAN THAT WORKS

Days 1 to 3

Hours as text, one name and number everywhere, old listings closed. No writing needed, only checking.

Days 4 to 7

A price or a range on the three jobs you get called for most, and one page for each of those jobs.

Days 8 to 14

Ask your last ten customers for a Google review and answer every one. Write the first page that answers a real question, with your city in it.

How *8ight* does these six

The same six, answered for what we run. Ask us to show any of them on your own business.

01 Hours and consistency

Every page we publish carries the business's name, area, hours and phone from one record, so the site never disagrees with itself or with the profile.

02 Prices

We only ever print the prices you give us. A page with a number you did not approve does not go out; it is held and you are asked.

03 The exact job

Three researched pages a week on the SEO plan, one a day on Growth, each one about a specific job in the words customers use, published to your own site.

04 Reviews

We do not write reviews and we never will. We link every page to your profile and, on Growth, post to it, so the reviews you earn get read.

05 The question

We ask the assistants your customers' questions every month, record who they name, and turn every miss into the next page. An aesthetics clinic in Mississauga we write for is named by ChatGPT in 20 of the 25 times we ask one of its questions.

06 Read before it goes out

Every page is read back against your written rules before it publishes: no invented numbers, no claims you did not make. Something off, it waits for a person.

See where you stand, *in eighty seconds*.

We ask the assistants one of your customers' questions and show you who they name. Free, no login, no card. If you want the six done for you, reply to the person who sent this: the first month is free.

8ight.ai/check

Where this *comes from*

Nothing in this guide is a theory. It is what we see when we sit where the buyer sits.

8ight is a small company in Toronto. We publish researched pages on local businesses' own websites, and we track whether Google and the AI assistants name those businesses when a customer asks who to call.

To do that honestly we built a buyer simulator: it plays a real customer with a real problem, asks the assistant, adds a constraint ("open now?", "do they do BMW?", "how much?"), and reads why the assistant kept or dropped each business at each turn. The six checks in this guide are the reasons that came up, run after run.

The rules we hold ourselves to are the same ones we would want from anyone writing under our name: no invented numbers, no prices the owner did not give, no claims the site does not make, and every page read back before it goes out. If you want to see any of this on your own business, the check at 8ight.ai/check takes about eighty seconds and costs nothing.

WRITTEN BY THE TEAM AT 8IGHT.AI, TORONTO, SEPTEMBER 2026