DINSMORE GRAPHICS

Business check sheet

See what Google and ChatGPT tell a stranger about your business.

Business _____ City _____ Date _____

First: open a private window, stay signed out of Google and ChatGPT, and start a fresh chat for each question.

1. Google your name

Search your exact business name, then your name and city.

CHECK	RIGHT	WHAT YOU SAW
Name, category	☐ Yes ☐ No	
Hours, phone	☐ Yes ☐ No	
Website and booking links	☐ Yes ☐ No	
Rating, reviews, newest review	☐ Yes ☐ No	

2. Ask ChatGPT by name

`What do you know about [business name] in [city]?` Then open the sources it lists.

RIGHT	WRONG (AND WHICH SOURCE SAID IT)	MISSING

3. Ask like a customer

Ask each one in ChatGPT and on Google, in fresh chats. Answers change, so ask more than once.

QUESTION	NAMED?	WHO WAS NAMED INSTEAD
`Best [business type] in [area]?`	☐ Yes ☐ No	
`Who should I call for [service] in [area]?`	☐ Yes ☐ No	

4. Match your profiles

Open each profile directly. Mark what matches and circle what doesn't.

	WEBSITE	GOOGLE	YELP	FACEBOOK	INSTAGRAM	APPLE MAPS	BING
Name							
Phone							
Address or area							
Hours							
Website link							

Named wrong: fix the source it read, then your website.

Known, not named: compare reviews, service pages and mentions with who was.

Not known: finish your Google profile and say what you do in plain words on your site.

Named and right: keep details current and check again next month.

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