

ChatGPT Discovery Prompts for Local Businesses

Here are 25 questions you can ask ChatGPT (or any AI assistant) to figure out whether your local business is being used in AI-generated search results—and *why or why not*.

Start by telling the chatbot what you are doing. For example: "I own a hair salon called Sally's Cuts in Jonesville, NC. I'd like to understand how my business information is being used in AI-generated search." Then start asking questions!

Discovery: "Do I show up at all?"

These help you understand basic visibility.

1. "If someone in *[my city]* searches for a *[service I provide]*, what businesses come up?"
2. "What kind of response would an AI give to: '*Where can I find [service] near me?*'—and would my business appear?"
3. "If a user describes their needs instead of typing a business name—does my business fit the results you would generate?"
4. "What categories or keywords do you associate with a business like mine in this area?"
5. "Based on publicly available data, what do you know about my business already?"
This checks if business info is structured and consistent enough to be used.

Accuracy: "Is the AI describing my business correctly?"

These prompt the AI to report back on what it "knows."

6. "Can you tell me what you think my business does, who it serves, and where it is located?"
7. "What hours, contact info, or services do you currently show for my business?"
8. "Can you list the online sources you are pulling my business information from?" This reveals whether listings are up-to-date (Google, Yelp, FB, etc.).
9. "If someone asks about the top-rated businesses in my category, would I be included—and why or why not?"

Optimization: "What do I need to fix to rank better in AI search?"

AI ranking is less about keywords and more about structured data + reputation.

10. "What information about my business appears to be missing from public sources?"

11. "What factors are preventing my business from ranking for common local intent queries?"
12. "Can you evaluate whether my business has enough structured data for AI to understand it?" (Examples: Schema markup, Google Business Profile completeness.)
13. "How well does my online presence match the typical entities you reference for this category?"

AI Behavior: "How do these models decide what to show?"

These questions will help you understand how AI is finding commercial information online.

14. "What signals does AI use to pick which local businesses to recommend?"
15. "Are you using real-time data from Google, Yelp, my website, or other sources to identify my business?"
16. "Can you explain whether your results are based on ranking, popularity, proximity, or authority?"

Competitive Benchmarking: "Why do they show up and I don't?"

These questions help you understand positioning.

17. "Which competing businesses appear in AI search for my category?"
18. "If you compare my business to top competitors, what gaps do you find?"

Practical Tests: "What happens if I simulate real user queries?"

Now test how AI will actually respond!

19. "If a user asks: 'What's the best place for [service] near [location]?'—how would you answer?"
20. "If someone asks for a business with my exact features or niche, do I appear?" (Example: "women's haircut in Jonesville, NC.")
21. "If someone describes a problem my business solves, would I be recommended?"

Content Planning: Create Content That Brings Customers In

Let ChatGPT help you focus on the local keywords, voice-search questions, and neighborhood topics that appear in AI-powered search results.

22. For **hyper-local keyword & search intent map**: "Here is my local business and the area I serve: [describe]. Create a list of keywords, long-tail phrases, and location-based terms my ideal customers are likely to use when searching for a

business like mine. Include 'near me' searches, city/neighborhood variations, service-based phrases, and seasonal search terms. Organize everything by intent (informational, commercial, transactional, and local)."

23. For **voice search and real customer questions**: "Pretend you're a customer in my town searching for my type of business. Generate the exact natural-language questions they might ask out loud to Siri, Google Assistant, or ChatGPT. Include common problems, comparison questions, 'what's the difference' questions, and local pain points. Focus especially on conversational questions that would show up in AI summaries or voice search." Hint: these make excellent FAQs to add to your website!
24. For **local AI-search visibility audit**: "Based on my business type and service area, what AI-generated search results (Google SGE, ChatGPT Answers, Perplexity) would local customers see today? Tell me what questions, topics, entities, and location signals I need to include in my website and content so I show up in AI-based 'near me' search answers. Then recommend specific pages, FAQs, and guides I should create."
25. For **local competitor gap analysis**: "Here are my top 3–5 local competitors: [list URLs or names]. Analyze the keywords, long-tail searches, and customer questions they appear to be targeting. Identify the gaps and opportunities where I can outrank them locally. Then recommend content topics, FAQ pages, and service pages I should create to win more local search traffic."

**Now that you know, want help improving your results?
Wheels Up can help!**

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