

The Gator Effect

A Google + AI Visibility Workshop for South Florida business owners

TEST IT · SCORE IT · FIX IT



The next three hours

I do it on a real business. Then you do it on yours.



? 11:30 Q&A · Bring your questions about your own business

This is the gator, in real Google data



May–Sep 2026. Purple: impressions. Blue: clicks. Separate scales; this does not prove an AI effect.

BEFORE WE START

Scan this now.

9 practical prompts, on your phone. Try selected ones with me today.

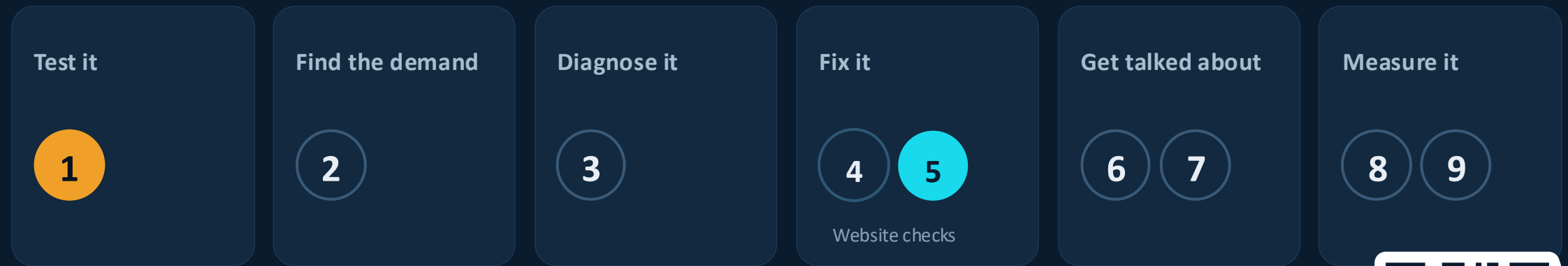
logiqfish.com/gator

All prompts are online. Save your exercise answers in Notes or a document.



YOUR TOOLKIT · [LOGIQFISH.COM/GATOR](https://logiqfish.com/gator)

Nine prompts. One playbook.



Right now: you run **1**. **After the break:** I run **5** live.

Later: the rest, at your own pace.



WARM-UP · 9:00

Test it

Does AI name you? Let's find out.



Test it



Find the demand



Diagnose it



Fix it



Get talked about



Measure it

OUR TEST SUBJECT THIS MORNING

Accountit CPA Weston, Florida

I run it first

Selected prompts, on a real business, live.

Then you try it

Same prompt, on your business.

Real data

What's working, and what we're still fixing.

Full disclosure: Accountit is a LogiqFish client. We do their SEO.

YOUR TURN: DOES AI NAME YOU?

“Who's the best [what you do] in [your city], Florida for [your kind of customer]? Name three and say why.”

Open a new chat. Don't type your business name. Then try a second AI.

Copy it from prompt 1: logiqfish.com/gator

THE FACTS CHECK: IS IT RIGHT ABOUT YOU?

“What do you know about [your business name] in [your town], Florida? ... For each fact, tell me where you found it.”

WHY THE JAW OPENED

7 in 10

US Google searches ended without a click, January–April 2026

Similarweb panel, analyzed by SparkToro, 2026. About 45% in 2016.

8%

clicked a traditional result when an AI summary appeared

Pew Research. Without an AI Overview on the page it is about 15%.

45%

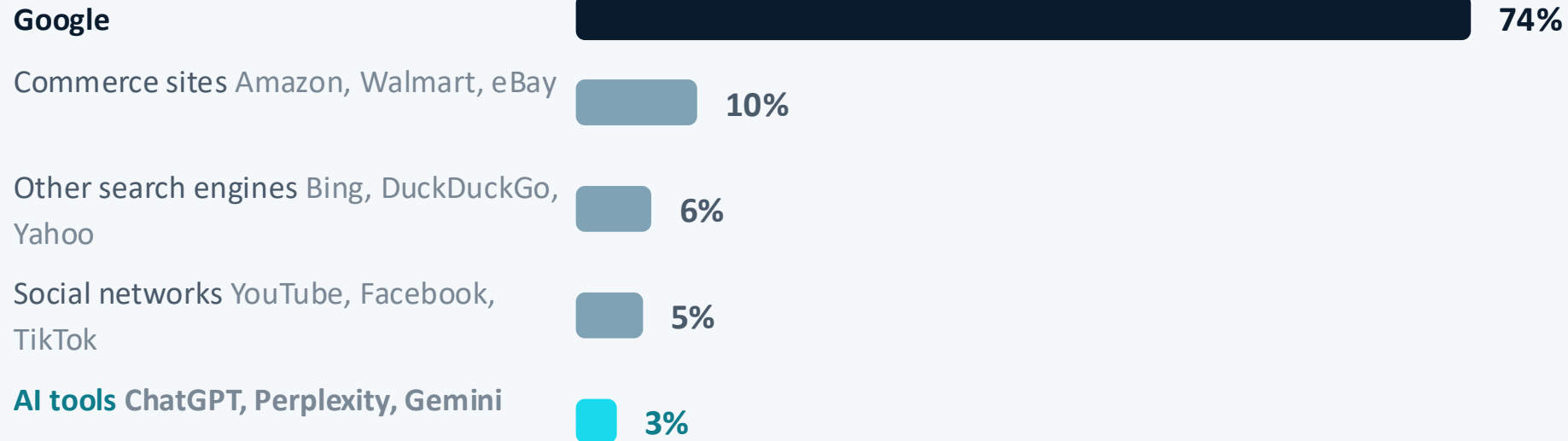
of US adults used AI for local recommendations

BrightLocal 2026 survey. One year earlier it was 6%.

Your customer got their answer. They just never landed on your website to get it.

BEFORE YOU PANIC

AI changed the equation. It has not changed who runs search.



Datos / SparkToro, 2025, US + EU + UK. **Desktop only:** phones and apps aren't included. Read it as the shape, not the exact split.

SEO ISN'T DISAPPEARING. IT'S GETTING BIGGER.

Search Engine Optimization

Search **Everywhere** Optimization

Google search

Maps & Business
Profile

AI answers

GEO: the AI part

YouTube

Reddit & communities

LinkedIn & social

Directories & reviews

Local news &
associations

GEO

AEO

AIEO

LLMO

AYEEEEEEEO...

There's no secret AI trick. It's still SEO.

Google: "There are no additional requirements to appear in AI Overviews or AI Mode, nor other special optimizations necessary."



E-E-A-T: qualities Google looks for

Experience

You've done the work.

Expertise

You know your field.

Authority

Others vouch for you.

Trust

Correct, honest,
nothing faked.

Google: "Of these aspects, **trust is most important**. The others contribute to trust."

ONE WEBSITE. TWO READERS.

Your next customer might send their AI first



The person

Real photos. Real people.
A reason to trust you.



The AI

Clear facts. Consistent details.
Hours, prices, location, service area.

Help people trust you. Help AI understand you.

PART ONE · 9:15

Find the demand

Before you fix anything, see what you already rank for in Google. It's free.



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Measure it

YOUR PROFILE AND SEARCH CONSOLE

This is how people found you.

- Overview
- Insights
- Performance
- URL inspection
- Indexing
 - Pages
 - Sitemaps
 - Removals
- Experience
 - Core Web Vitals
 - HTTPS
- Enhancements
 - Breadcrumbs
- Security & Manual Actions
- Links
- Achievements

Performance

EXPORT

24 hours 7 days 28 days 3 months 6 months Search type: Web (text) + Add filter Reset filters

Last update: 14 hours ago

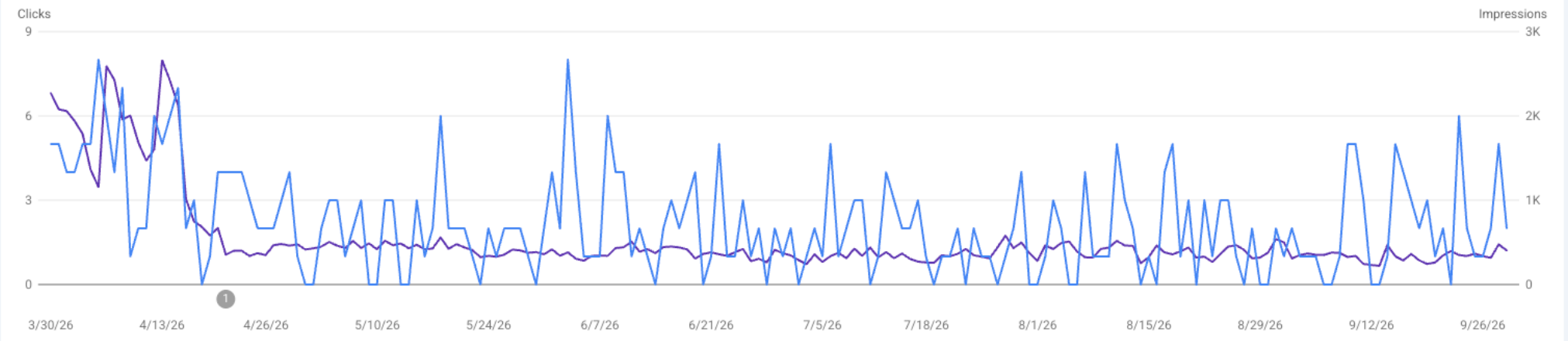
☒ Total clicks
405

☒ Total impressions
99.2K

☐ Average CTR
0.4%

☐ Average position
12.7

Daily



Get more details on your site's performance in generative AI features on Google Search [Open report](#)

AI GUESSES. THESE KNOW.

Check the words against real data. Free to use.

- | | | |
|---|----------------------------|---|
| 1 | Your Google profile | Performance → Searches. The words people typed to find you. Start here. |
| 2 | Search Console | Performance → Queries. The searches where your website appeared. |
| 3 | Google itself | Autocomplete and “People also ask”. Ten seconds on your phone. |
| 4 | Google Trends | Is interest rising, and when does it peak?
trends.google.com |
| 5 | Keyword Planner | Search volume ranges. Needs a Google Ads account with billing (a card) set up.
ads.google.com → Tools |

Not here: **Google Analytics**. It shows what happens **after** the click, so we use it later, in Measure it.

ChatGPT or Claude reads this data with you. It never replaces it.

What else do you want to appear for?

BRAINSTORM SEARCHES WITH AI

“I sell [service] to [type of customer] in [town], Florida.
Give me 10 plausible searches my customers might type...
Do not estimate search volume.”

TWO QUICK WINS FOR YOUR WEBSITE

Speak their language, even after hours

A bilingual website

Pages in every language you actually serve customers in, written or checked by someone who speaks it. Not a translate button.

Accountit: the whole site has a Spanish version, one click away.

A chat that answers

Answers common questions at 10 pm, in your customers' language, and takes their details. Train it on your own website and FAQs.

Accountit: a "Tax Bot" already sits on the homepage.

Easy, no-code option:

jotform.com/ai/chatbot

PART TWO · 9:30

Diagnose it

Google already knows which of your pages it trusts for each search. Here is how to read it.



Test it



Find the demand



Diagnose it



Fix it



Get talked about



Measure it

READ YOUR SEARCH CONSOLE DATA

“Here is my Google Search Console data for [\[yoursite.com\]](#), last 6 months.
... Find searches with meaningful impressions where I’m roughly in positions 5 to 20 ...”

DIAGNOSE IT

Google is already telling you what to fix

Is there demand?



Do you show up?



Which page does Google use?

RIGHT PAGE

Improve it

It's already trusted. Make it answer better.

WRONG PAGE

Strengthen the one you meant

Google is guessing. Make the right page obvious.

NO PAGE

Decide if one should exist

If people search for it as its own service, it usually deserves its own page.

SEVERAL PAGES

Check overlap

Same purpose? Check for overlap.

Search Console → Performance → click the search → Pages tab. See which pages appeared for that search.

Break

Ten minutes. There are donuts.

Back at 10:00 — the second half is the part where we fix it.

PART THREE · 10:00

Fix it

One real page, fixed live. Then one answer of your own. Every prompt is on logiqfish.com/gator.



Test it



Find the demand



Diagnose it



Fix it



Get talked about



Measure it

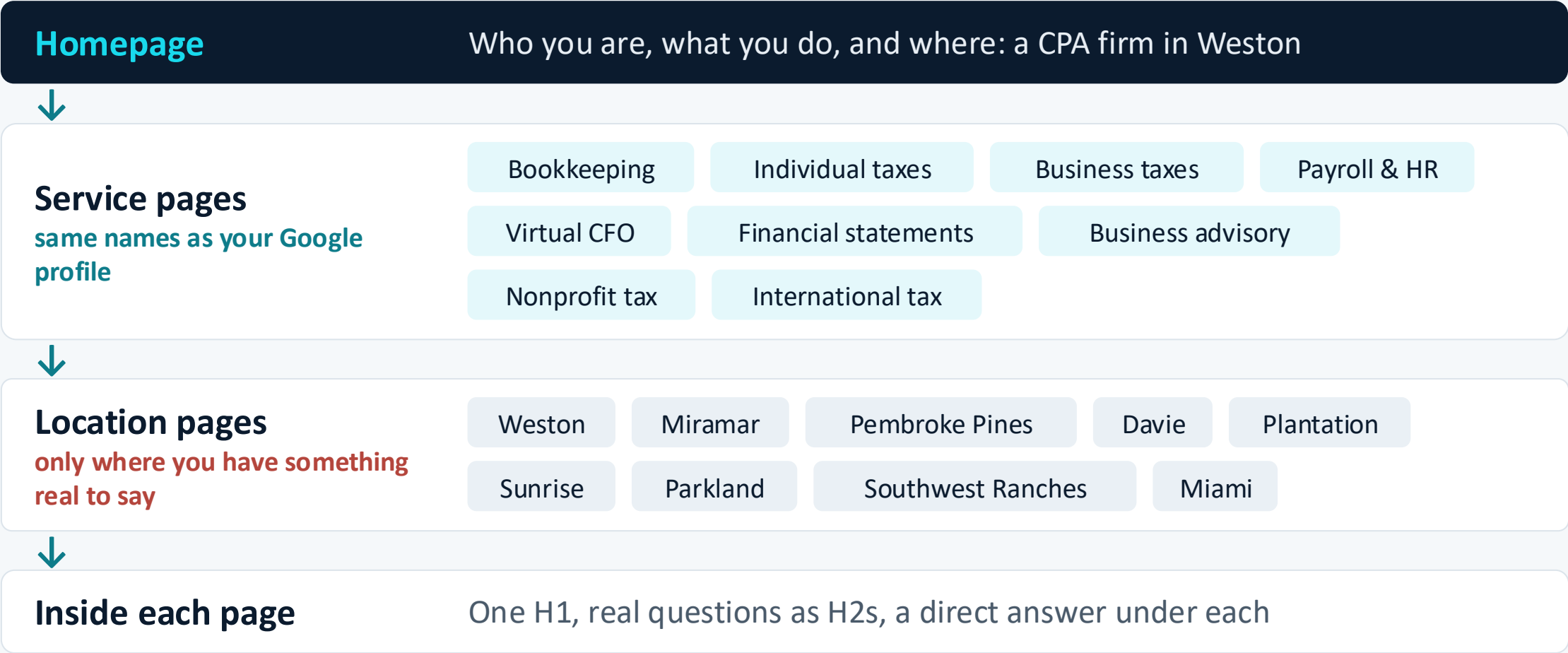
When AI recommends a local business, what does it read?



Get your ducks in a row first

THE BASIC	A REAL CPA SITE, SEPT 26	STATUS
Google can reach every page	Sitemap and robots.txt are clean	Pass
One page per job	Two pages chase the same search	Fix
A clear title on every page	“Bookkeeping Services.” No town	Fix
Same address everywhere	Directions and office address don’t match	Fix
Nothing that looks copied	Repeated review and town-page text	Fix
Links go where they say	15 broken pages	Fix

Make your website easy for Google’s algorithms



The same question, written two ways

HARD TO EXTRACT

Our Bookkeeping Philosophy

In today's ever-changing financial landscape, we believe bookkeeping is more than numbers. It's peace of mind...

CLEAR, USEFUL ANSWER

What does a bookkeeper cost for a small business in Weston?

Most Weston small businesses pay \$300 to \$700 a month for monthly bookkeeping, depending on how many bank accounts and transactions they have. Businesses under 100 transactions a month are usually at the lower end.

Example answer: use your own real pricing.

FIX ONE PAGE

“Here is my page, and the search I want it to win: [\[search\]](#).
Don't rewrite it. Tell me what a customer would find missing.”

AFTER YOU PUBLISH

Nudge Google to look at you

Search Console → URL Inspection → paste the address → [Request indexing](#)

Check your website's technical basics

CHECK IT YOURSELF

`yoursite.com/robots.txt`

Are Google and AI tools allowed in?

`yoursite.com/sitemap.xml`

Follow the sitemap address in robots.txt

`search.google.com/test/rich-results`

Check supported structured data (JSON-LD)

`yoursite.com/lms.txt (optional)`

Optional. Google Search ignores this file.

THEN FIX IT, OR ASK YOUR WEB PERSON TO

- Remove accidental blocks on public pages you want search crawlers to read
- Correct business details in JSON-LD
- Check other schema: validator.schema.org

PART FOUR · 10:30

Get talked about

What the rest of the web says about you.



Test it



Find the demand



Diagnose it



Fix it



Get talked about



Measure it

GET TALKED ABOUT

Google reads what you own, and who talks about you

YOUR DIGITAL ASSETS

- 1 Your website
- 2 Your Business Profile
- 3 Your YouTube and social posts

WHO TALKS ABOUT YOU

- 4 Reviews, and your replies
- 5 Reddit and local groups
- 6 Local news, directories, associations



WHAT YOUR CUSTOMER SEES

“Best bookkeeper near me?”

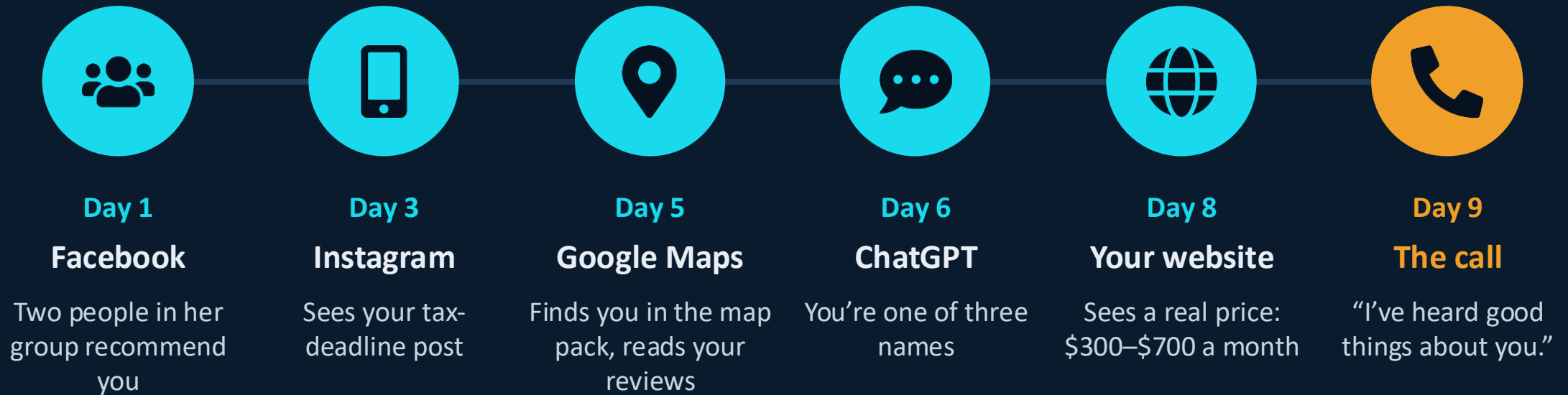
AI answer: three names

- 1 Another bookkeeper
- 2 **Your business**
- 3 Another bookkeeper

Sources 1–6 decide if you make the list. She only sees the names.

A TYPICAL JOURNEY · AN ILLUSTRATION

Maria owns a salon. She needs a bookkeeper.



Your analytics saw one website visit and one call. **Maria encountered you five times before she called.**

THE UNCOMFORTABLE ONE

High ratings alone don't explain who AI recommends

4.76★

Businesses AI recommended

4.82★

A plain Google search

Stars get you qualified. Evidence gets you mentioned.

Steady Demand AI Citation Ledger 2026 (3,567 AI-recommended businesses vs a 9,321-business plain-search baseline).

PROVE YOU ARE A REAL FLORIDA BUSINESS

Others have to vouch for you



Your profiles

Google Business Profile

Facebook page

LinkedIn page



Widen the net

Apple Maps

Bing Places

Yelp



Florida proof

Sunbiz

Your license listing

Chamber of Commerce

WHAT COUNTS MORE



One more review

Good, but expected



A mention on another website

Someone chose to mention you. Often worth more.

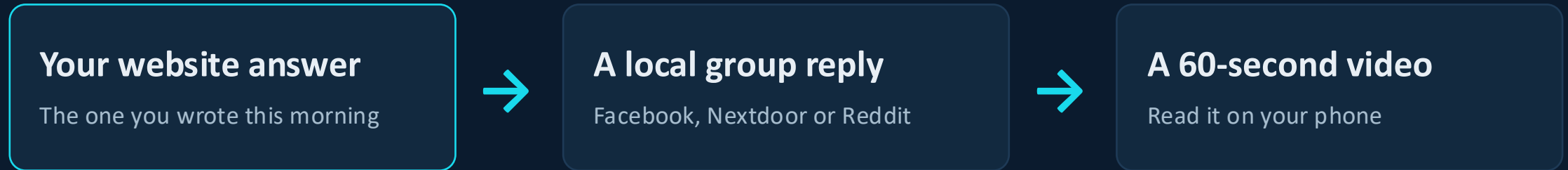
WHERE ARE YOUR COMPETITORS LISTED?

“Search the web for every directory or website that lists [competitor], phone [their number], and every one that lists my business ... Answer with just a table.”

Take their name and number from the Google map results. AI does the searching.

Copy the full prompt: logiqfish.com/gator

Repurpose your content **for every surface**



Write it once. Core prompt 7 repurposes it for each surface.

Copy the full prompt: logiqfish.com/gator

GET TALKED ABOUT

Become part of the place you want to rank in

1 · CLAIM IT



Get listed

Chamber directory

Your trade association

Apple Maps · Bing · Yelp

2 · JOIN IT



Show up

Chamber of Commerce

Local business groups

Neighbourhood organizations

3 · SUPPORT IT



Give back

School fundraiser

Youth sports team

Charity 5K · food drive

The mention is a by-product of actually being part of the place you serve.

PART FIVE · 11:00

Measure it

Did it work? Check the numbers before and after the click.



Test it



Find the demand



Diagnose it



Fix it



Get talked about

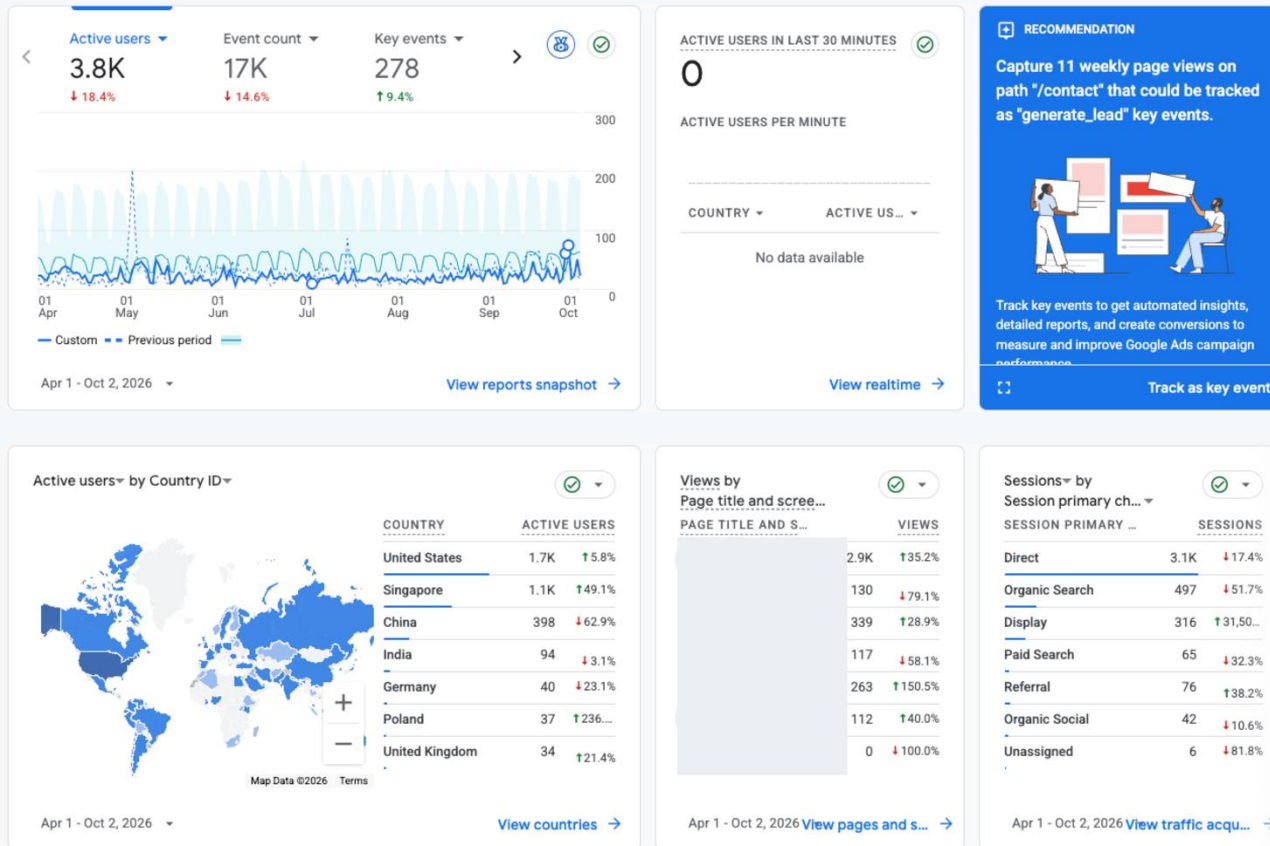


Measure it

Where did your leads come from?

analytics.google.com Reports → Acquisition → Traffic acquisition → Key events column	
Organic Search	Google and Bing. What we worked on this morning.
Organic Social	Facebook, Instagram, LinkedIn
Referral	Other websites that link to you
Direct	Typed your address, or a source Analytics can't see
AI tools	Switch to Session source. Look for chatgpt.com.

Visitors are only half the picture



Check tracking. This card is a prompt, not proof.

Direct visits: typed addresses or sources Analytics cannot identify.

Fix first: count form sends and phone taps.

Example: a small-business Google Analytics account, Apr 1 – Oct 2, 2026. Business details removed.

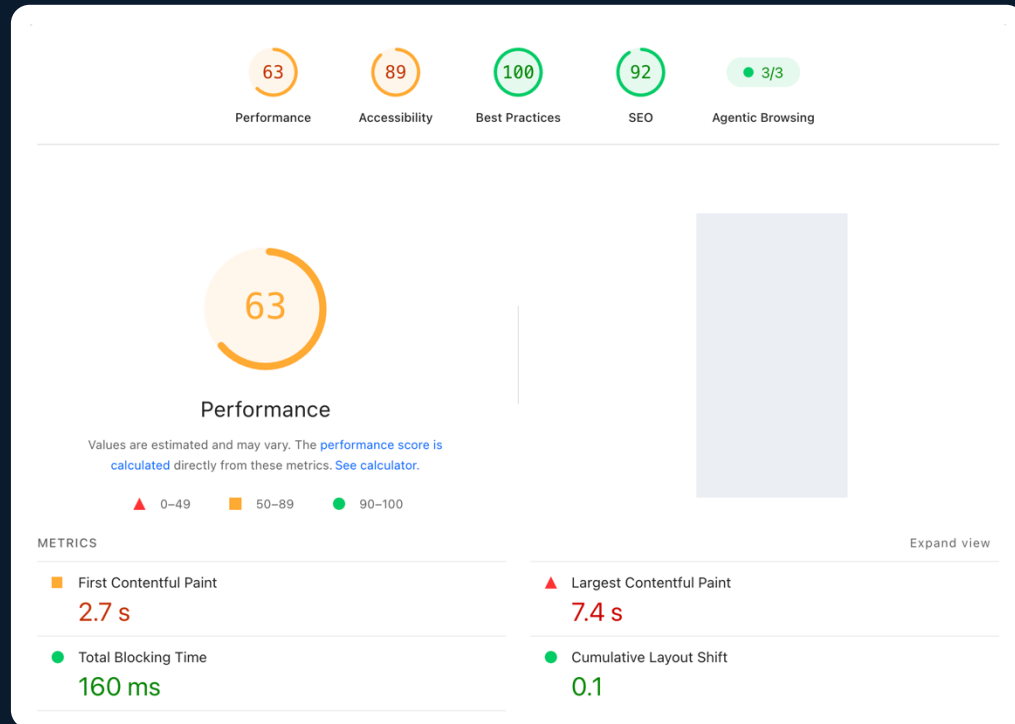
READ SEARCH CONSOLE AND ANALYTICS TOGETHER

Search Console shows what happens **before the click.**
Google Analytics shows what happens **after it.**

“I’m giving you my Google Search Console Pages export and, if my leads are tracked, my Google Analytics landing-page export, filtered to Organic Search visitors only.
... For every recommendation, show the numbers from the exports that support it.”

LIVE · RUN IT WITH ME

Understand your mobile website speed



Example result: main content took 7.4 seconds to show

1 pagespeed.web.dev

Type your homepage. Stay on the Mobile tab.

2 Find one number

Largest Contentful Paint. Good is 2.5 seconds or less.

3 Ask AI why

Paste the result. Ask what's slowing it down. Fix it, or send the list to your web person.

Everything I showed you today is free to use.

Search Console

Business Profile

Bing Webmaster Tools

Keyword Planner

Google Trends

ChatGPT · Claude · Gemini

Rich Results Test

Yoast or Rank Math

Paid tools like Semrush and Ahrefs are useful, but not necessary.

What each one is for: logiqfish.com/gator

Want a deeper analysis? Contact us.

We'll dig into your website, your Google profile and what AI says about you.

Questions now

**I'm here until they throw
us out**

Email

seo@logiqfish.com

Follow us on Instagram

[@logiqfish](https://www.instagram.com/logiqfish)



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