



Local Marketing Plus SEO Launches AI Search Visibility Reviews

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Local Marketing Plus SEO has introduced AI Search Visibility Reviews for trades and service businesses in Canada and the United States. The new service examines whether a company's identity, services, locations and supporting information can be accurately understood across Google Search and emerging AI-assisted search experiences.

The launch follows updated guidance from Google about optimizing websites for generative AI features such as AI Overviews and AI Mode. In its official generative AI search guidance, last updated July 10, Google stated that established SEO practices remain relevant because its generative AI features are rooted in the company's core search ranking and quality systems.

"Businesses still need strong visibility in conventional search results, but search visibility now extends beyond a list of website links," said Jo Ann McLellan, owner of Local Marketing Plus SEO. "A business also needs to consider whether search and answer systems can accurately determine who it is, what services it

provides, where it operates and which online information can be trusted.?

Google says AI Overviews and AI Mode use techniques that can include retrieval-augmented generation and query fan-out. Retrieval-augmented generation uses information retrieved from Google's search index to support an AI-generated response. Query fan-out allows the system to conduct multiple related searches to gather information about different aspects of a user's question.

Independent research also suggests that AI-generated summaries are changing how people interact with search results. A July 2025 Pew Research Center analysis found that Google users were less likely to click traditional search results when an AI-generated summary appeared. The study examined 68,879 Google searches associated with 900 U.S. adults and applies specifically to U.S. search behaviour. Users clicked a conventional search result during 8% of visits when an AI summary appeared, compared with 15% of visits without a summary. The study was limited to U.S. participants and should not be treated as evidence of identical Canadian behaviour.

The AI Search Visibility Review examines how consistently a business is represented across its website, Google Business Profile and other publicly accessible sources. The review may identify conflicting company information, unclear service descriptions, incomplete geographic details, outdated business listings, limited topical coverage and technical barriers that could prevent important website content from being crawled or indexed.

Local Marketing Plus SEO also reviews whether website content clearly connects the company with its services and service areas. Well-organized service pages, accurate business information, useful first-hand content and consistent entity relationships can make information easier for search and answer systems to interpret and retrieve. These measures do not guarantee that a company will appear in an AI-generated response.

Google's guidance emphasizes that businesses do not need special AI markup, an llms.txt file or content rewritten specifically for generative AI search. Google recommends maintaining a clear technical website structure, publishing original and useful people-first content, keeping Google Business Profile information current and ensuring that structured data agrees with the information visitors can see on the page.

“AI search does not replace local SEO,” McLellan said. “It increases the number of places where business information may be interpreted, summarized and presented. The practical starting point is accurate information, useful content and a website that both visitors and search systems can navigate and understand.”

The review also considers how a company appears in services such as ChatGPT, Gemini, Perplexity and

Bing Copilot. Because the platforms use different sources, models and retrieval systems, results can vary between services and can change over time. Local Marketing Plus SEO does not guarantee placement, citations, rankings, traffic or leads from any search or AI platform.

More information about AI search visibility and local search services is available from Local Marketing Plus SEO. <https://localmarketingplus.ca>

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Local Marketing Plus SEO

Local Marketing Plus SEO is a Kelowna, BC digital marketing company helping businesses across Canada and the U.S. improve visibility through local and organic SEO, Google Business Profile optimization, websites, content strategy and search consulting.

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