

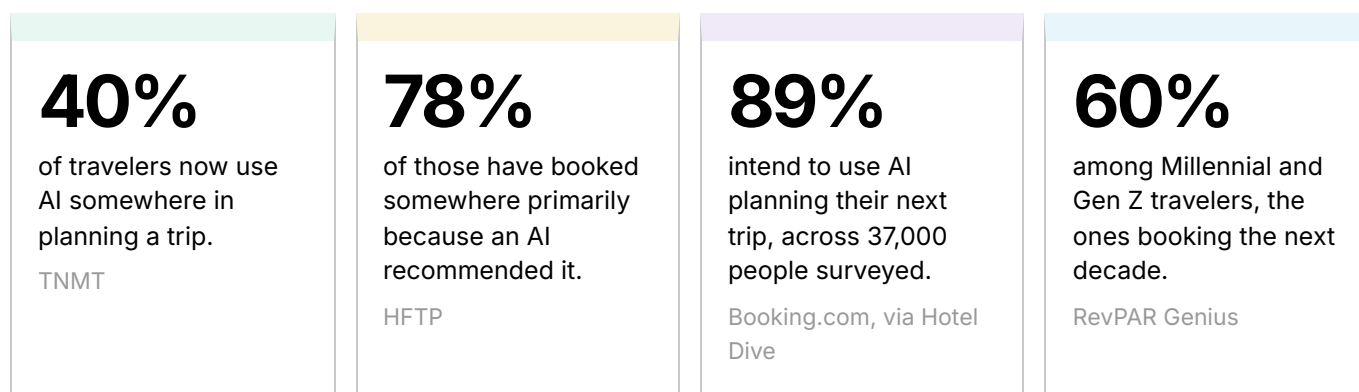
The AI Visibility Workbook

Eleven sheets that get your property ready to be named when a guest asks AI where to stay. Work through it with a pen or a keyboard, one sheet per sitting. When every box is full, you have written what a machine needs to be able to name you.

Goes with the free AI Visibility Course at staystrategy.co/course

Before you start

Someone opens ChatGPT and types: where should I stay near the beach with two kids and a dog. They get three places back. You are not one of them.



An assistant answering that question names three or four places. There is no second page to be on. To name a place, it has to be sure enough about it to say something out loud. Sure about three things, in order:

- | | | |
|--|---|--|
| 1 Who you are.
Your name, where you are, how to reach you. | 2 What you offer.
Rooms, sizes, prices, what is included. | 3 Who you suit.
Couples, families, dog people, divers. |
|--|---|--|

Most small properties are clear on none of them in a way software can use. The information exists. It sits in photographs, in prose, and in the owner's head. You are up against the place down the road, which has the same problem.

Most of what follows is free. Almost none of it is hard. It is the kind of work that is boring enough that nobody does it, which is exactly why doing it moves you.

How to use this

One sheet per sitting, with a pen or a keyboard. Each sheet gets one of those three things out of your head and into words a machine can read. Sheet 11 gives the order to do them in.

1 Your canonical facts

One record everything else copies from. When two sources disagree about you, a machine trusts neither. Fill this in first, then correct everything else to match it, character for character.

The name guests see	
Legal name, if different	
Street address	
City, state and zip	
Phone, one number	
Email	
Website	
Property type, in plain words	
Sleeps, and in what beds	
Check-in from	
Check-out by	

Copy it, character for character, to:

- ☐ Your site footer
- ☐ Google Business Profile
- ☐ Airbnb
- ☐ Vrbo
- ☐ Booking.com
- ☐ TripAdvisor
- ☐ The visitor bureau listing
- ☐ Facebook and Instagram bios
- ☐ Anywhere else that names you: _____

2 Who it is for

The sentence most operators refuse to write. It names who the place suits and who it does not, and it is what a machine quotes when it matches you to a guest. The second half is the hard one, and it is the half that does the work.

A _____ for _____. Not suited to _____.

Four that work:

A three-bed cottage for families with young kids and a dog, a short walk to the sand. Not suited to groups who want a late night.

A quiet upstairs suite for work trips, with a real desk and fast wifi. Not suited to children.

A six-bed farmhouse for family reunions, with room for three cars and a trailer. Not suited to couples after a quiet weekend.

A downtown studio for solo travelers walking to the convention center. Not suited to light sleepers on weekends.

Three drafts. Circle the honest one.

Notes

Where it goes: the first line of your about page, the first line of your Google description, the first paragraph of every listing.

3 Your distances

A machine can only repeat a number somebody published, and the numbers it has were measured from the middle of town. Measure yours from your own door. A number from your door wins, because it answers the question that was asked.

Place	Miles	Minutes driving	Minutes walking
The airport			
Downtown			
The venue guests ask about most			
The beach, or the park			
The nearest grocery store			

Where your guests drive from:

Guests drive in from _____, about _____ hours.

Guests drive in from _____, about _____ hours.

Put the table on the page guests land on most, as text a machine can read, never as an image.

A big event creates a search that did not exist last month, and the answer goes to whoever wrote the page for it. One page per event, with the specifics that fit that trip. Your city's events are listed in your city report at staystrategy.co/cities.

Event _____ Dates this year _____

Minutes from your door to the venue _____ Sleeps, and in what beds _____

Parking, and what fits _____ Short stays that week _____

What a group can do at the property _____

Event _____ Dates this year _____

Minutes from your door to the venue _____ Sleeps, and in what beds _____

Parking, and what fits _____ Short stays that week _____

What a group can do at the property _____

Event _____ Dates this year _____

Minutes from your door to the venue _____ Sleeps, and in what beds _____

Parking, and what fits _____ Short stays that week _____

What a group can do at the property _____

Event _____ Dates this year _____

Minutes from your door to the venue _____ Sleeps, and in what beds _____

Parking, and what fits _____ Short stays that week _____

What a group can do at the property _____

5 The off season page

Somebody asks every market whether the quiet months are worth it, and almost nobody publishes an honest answer. That makes this the cheapest page there is to win.

My quiet months _____

What my nightly rate drops to _____

What stays open nearby _____

What closes _____

Weekly or monthly stays, and the price _____

The weather, in degrees and rainfall _____

Who the quiet stretch suits _____

Notes

[illegible]

6

Open your sent folder. Every question you have answered three times by email is a page you have not written, and the machine answering it now is guessing.

The question, as a guest asks it	The hard fact that answers it

Notes

[illegible]

The page: the question is the heading, the fact is the first sentence, one specific after it. One page per question.

Google, field by field

For most small properties, more people see the Google listing than see the website, and most of its fields are empty. Every empty field is a question answered by somebody else.

- ☐ Claimed, and you can sign in
- ☐ Primary category is the specific one, cottage over lodging
- ☐ Secondary categories added
- ☐ Hours set, including check-in hours
- ☐ Every attribute answered, including the nos
- ☐ Description starts with your sentence from sheet 2
- ☐ Twenty or more photos, current, one per room, plus the exterior and the parking
- ☐ Every question in the questions section answered
- ☐ A reply on every review from the last year

Notes

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

Your facts, written where software reads them without guessing. Copy the block, fill the blanks from sheet 1, and paste it into the head of your page inside a script tag with type set to application/ld+json. Then check it at search.google.com/test/rich-results.

The property. Use Hotel or BedAndBreakfast in place of LodgingBusiness if that is what you are.

```
{
  "@context": "https://schema.org",
  "@type": "LodgingBusiness",
  "name": "_____",
  "url": "_____",
  "telephone": "_____",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "_____",
    "addressLocality": "_____",
    "addressRegion": "_____",
    "postalCode": "_____"
  },
  "checkinTime": "__:__",
  "checkoutTime": "__:__",
  "petsAllowed": _____,
  "priceRange": "$__ to $__"
}
```

The questions page, from sheet 6:

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "_____?",
      "acceptedAnswer": { "@type": "Answer", "text": "_____" }
    },
    {
      "@type": "Question",
      "name": "_____?",
      "acceptedAnswer": { "@type": "Answer", "text": "_____" }
    }
  ]
}
```

Notes

petsAllowed takes true or false with no quotes.

Machines cross-reference. Sources that disagree cancel each other out, so this sheet is a slow walk through everywhere you appear, checked against sheet 1.

Where	Name it shows	Phone it shows	Matches sheet 1
Google			
Airbnb			
Vrbo			
Booking.com			
TripAdvisor			
The visitor bureau			
Chamber, directories			
Facebook			
Instagram			

Notes

10 The monthly log

Being named in an answer often sends no click, so a traffic chart can stay flat while this works. Count the naming instead. Ask the same question on the same day each month, and write down what came back.

My question: where should we stay in _____ for _____

Month	Asked on	Places named	Was I named

11 The order

Twenty minutes at a time, in this order. A line is done when the sheet it points at is full and the words are published where the sheet says they go.

- 1 **Sheet 1, the facts.** An hour, once.
- 2 **Sheet 7, Google.** An afternoon.
- 3 **Sheet 2, the sentence.** An hour, and the hardest one here.
- 4 **Sheet 6, the question pages.** A day of writing, spread out as you like.
- 5 **Sheet 4, the event pages.** An hour per event.
- 6 **Sheet 5, the off season page.** An hour.
- 7 **Sheet 3, distances onto your pages.** An hour.
- 8 **Sheet 8, schema.** Two hours, or hand it over.
- 9 **Sheet 9, everywhere else.** Tedious. An afternoon with coffee.
- 10 **Sheet 10, the log.** Ten minutes a month, from now on.

Notes

If your free check scored you under 35, do the first two and ignore the rest until they are done. The check is at staystrategy.co/check.