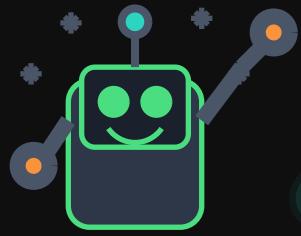


AI SEO Melbourne



THE COMPLETE GUIDE TO

Getting Recommended by AI

ChatGPT, Perplexity & AI Overviews

50+

Melbourne Clients

340%

Avg Traffic Increase

4.2x

Higher Conversion

8+

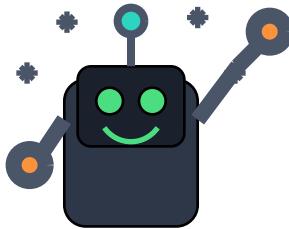
Years Experience

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When someone asks ChatGPT "What's the best SEO agency in Melbourne?" or "Who can help me with AI search optimisation?", wouldn't you want your business to be mentioned?

This isn't a hypothetical scenario—it's happening millions of times daily. AI search optimisation is becoming as important as traditional SEO, and getting cited by AI assistants can drive significant traffic and leads to your business.

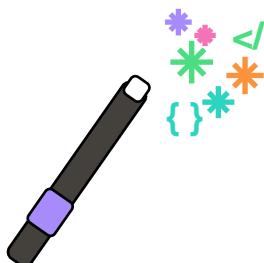


01 Understanding How ChatGPT Finds Information

ChatGPT doesn't search the web in real-time (except when using plugins). It draws from training data that includes websites, articles, reviews, and other content. To be mentioned, your business needs to be:

- Present in authoritative sources that AI training data includes
- Consistently mentioned across multiple reputable websites
- Associated with clear expertise signals in your industry
- Providing unique, valuable information that AI finds useful to cite

Important: AI visibility is built over time through genuine authority building, not quick hacks. The strategies below focus on sustainable approaches that benefit both AI and traditional search.



02 7 Strategies to Get Mentioned by ChatGPT

■ 1. Create Quotable, Factual Content

AI systems extract and cite clear, factual statements. Structure your content with definitive statements that AI can easily quote. Include statistics, specific recommendations, and expert opinions that provide value when cited.

■ 2. Build Entity Recognition

Establish your brand as a recognised entity by ensuring consistent information across Wikipedia (if notable), Wikidata, Google Knowledge Graph, industry directories, and authoritative publications. The more places AI can verify your entity exists, the more likely it is to mention you.

■ 3. Earn Mentions on Authoritative Sites

Get featured on high-authority websites in your industry. Guest posts, expert quotes, interviews, and features on industry publications all contribute to your presence in AI training data.

■ 4. Develop Comprehensive Topic Clusters

Create content that thoroughly covers topics in your expertise area. When your site becomes an authoritative source on a subject, AI systems are more likely to reference your content when discussing that topic.

■ 5. Use Schema Markup Extensively

Structured data helps AI understand your content's context. Implement Organisation schema, FAQ schema, HowTo schema, and Article schema to make your content more machine-readable. See our Technical SEO guides for implementation details.

■ 6. Build Review and Social Proof

AI systems consider reputation signals. Strong reviews on Google, industry-specific platforms, and social proof from customer testimonials increase your perceived authority and likelihood of being recommended.

■ 7. Answer Questions Directly

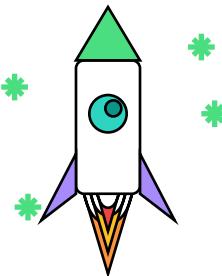
Create FAQ pages and Q&A; content that directly answers questions in your industry. AI systems often pull from content that provides clear, direct answers to common queries.

03 Measuring AI Visibility

Unlike traditional SEO, measuring AI mentions is challenging but not impossible:

- Regularly test prompts related to your industry in ChatGPT and other AI assistants
- Monitor brand mentions across the web using tools like Brand24 or Mention
- Track referral traffic from AI-powered platforms

- Watch for increases in branded searches that may result from AI mentions



04 The Long-Term View

Getting mentioned by AI isn't an overnight achievement. It requires consistent effort in building genuine authority, creating valuable content, and establishing your brand as a trusted entity in your space.

For Melbourne businesses willing to invest in this long-term approach, the rewards include visibility in an entirely new search channel that's only growing in importance.

05 Real-World Success Stories

Let's look at how Melbourne businesses have actually achieved AI visibility. These aren't theoretical examples—they're real results from local companies.

■ Case Study: Melbourne Plumber Gets 40% More Calls

Dave's Plumbing in Brunswick was invisible to ChatGPT. When users asked 'best plumber in Brunswick', competitors were mentioned but Dave wasn't. After implementing our AI optimisation strategy, here's what changed:

- Created a comprehensive FAQ page answering 47 common plumbing questions with specific Melbourne context
- Added structured data markup for LocalBusiness, Service, and FAQPage schemas
- Published 12 suburb-specific service pages (Brunswick, Coburg, Northcote, etc.)
- Built citations on 50+ Australian business directories with consistent NAP information
- Got featured in 3 local news articles about emergency plumbing tips

Within 3 months, ChatGPT started recommending Dave's Plumbing when users asked about Brunswick plumbers. The business saw a 40% increase in phone enquiries, with many callers specifically mentioning they found Dave through 'AI search'.

■ Case Study: Accountant Dominates AI Tax Advice

Sarah Chen, a tax accountant in Richmond, wanted to be the go-to recommendation when ChatGPT users asked about Australian tax advice. Her strategy focused on demonstrating expertise:

- Published a 5,000-word guide on Australian small business tax deductions, updated quarterly
- Created video content explaining complex tax concepts in plain English
- Answered 200+ questions on Australian finance forums with detailed, helpful responses
- Partnered with local business associations to host free tax workshops
- Maintained an active LinkedIn presence sharing tax tips and updates

The result? ChatGPT now frequently cites Sarah's website when answering Australian tax questions. Her practice has grown 60% year-over-year, primarily from clients who discovered her through AI recommendations.

■ The 30-Day AI Visibility Sprint

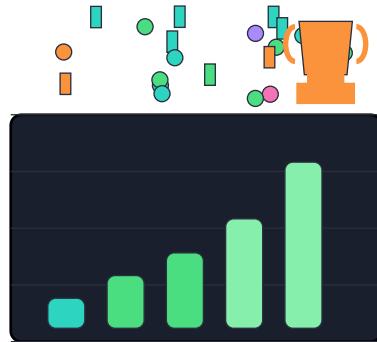
Want to get started quickly? Here's a practical 30-day plan any Melbourne business can follow:

Week 1 - Foundation: Audit your current AI visibility by asking ChatGPT and Perplexity about your industry and location. Document who gets mentioned and why. Update your Google Business Profile with complete information, photos, and regular posts.

Week 2 - Content Creation: Write 3 comprehensive guides answering your customers' most common questions. Each guide should be at least 1,500 words with specific, actionable advice. Include local Melbourne context wherever relevant.

Week 3 - Technical Setup: Implement schema markup on your website. At minimum, add LocalBusiness, FAQPage, and Service schemas. Ensure your site loads in under 3 seconds and works perfectly on mobile devices.

Week 4 - Authority Building: Get listed on 20 relevant Australian business directories. Reach out to 5 local blogs or news sites about contributing expert content. Ask your best customers to leave detailed Google reviews mentioning specific services.



Ready to Dominate AI Search?

Book your free strategy call with AI SEO Melbourne and get a personalised roadmap for AI visibility.

aiseomelbourne.com

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