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LIVE WEBINAR · KYLIE PENGELLY LINKE

RANKED ISN'T RECOMMENDED

How Your Small Business Earns AI's Recommendation



YOU'RE IN THE RIGHT PLACE IF...

01 You haven't touched your Google profile in a while

02 You're curious about what AI knows about you

03 You want to make sure you're doing 'all the things' to help AI recommend you

04 You don't want to become a tech expert

Kylie PL
KYLIE PENGELLY LINKE
HOSPO & TOURISM CX STRATEGIST | SPEAKER

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EXCITED

TODAY'S PROMISE-GIVE AI THE BEST CHANCE TO:

FIND YOU.
UNDERSTAND YOU.
TRUST YOU.
RECOMMEND YOU.

Six actions. Three buckets. CLEAR. CONSISTENT. CONFIDENT.

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HAVE YOU BUILT A SOLID FOUNDATION?

THE FRAMEWORK

01 Get **CLEAR** on who you want more of

02 Become **CONSISTENT** in how your business sounds

03 Create a digital presence that makes customers feel **CONFIDENT** choosing you

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The outside only works when the inside is clear.

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THIS IS NOT ANOTHER AI OVERWHELM-FEST

THIS IS NOT

- ✕ A lesson in becoming a tech expert
- ✕ A list of 47 shiny AI tools
- ✕ A promise to manipulate an algorithm
- ✕ A demand to rebuild your whole website tonight

THIS IS

- ✓ A simple way to make your business clearer
- ✓ A framework you can use across your digital presence
- ✓ A practical step towards a better customer experience
- ✓ A smarter way to use AI behind the scenes

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MY AI REALISATION

My pub, *The Roo & Elk*, was an authentic Aussie pub in Stockholm. When the pandemic hit, customer experience is what saved it.

Then AI started changing how people find a business. Not a new problem. Same old problem wearing a new coat.

I NEEDED TO PROPERLY UNDERSTAND THIS AI STUFF!



> IF AI CAN'T UNDERSTAND WHO YOU ARE, IT CAN'T RECOMMEND YOU.

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THIS IS WHERE WE'RE AT

1 billion

monthly users on Google's AI Mode, within a year of launch

GOOGLE, MAY 2026

1 billion

monthly users on the ChatGPT app, the same year

SENSOR TOWER VIA REUTERS, JUNE 2026

90% of the pages ChatGPT cites sit outside Google's top 20 results

95% of ChatGPT users still use Google too, which still handles 5 trillion searches a year



THE BIGGER REALISATION

AI SHOULD GIVE US MORE TIME TO BE HUMAN

AI can help business owners:

- Reduce repetitive work
- Communicate more clearly
- Create more relevant content
- Spend more time with customers
- Strengthen loyalty and repeat business

AI is the assistant. Customer experience is the star.

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THE BIG IDEA

AI CAN'T RECOMMEND WHAT IT CAN'T UNDERSTAND

Neither can your customers.

It's a clarity problem, not an AI problem.

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WHERE AI LOOKS

SIX PLACES IT CHECKS BEFORE IT RECOMMENDS ANYONE

01 Your website

02 Your social profiles

03 Other credible websites

04 Your Google Business Profile

05 Your reviews

06 Your FAQ page

No ethical person can guarantee a recommendation.

YOUR TURN · ACTIVITY

THE OUTSIDE TEST

Open ChatGPT on your phone or computer.

Ask AI what it knows about your business, who it's for and whether it would recommend you.

SCAN FOR THE CHECKLIST

Point your phone camera here.

BEFORE YOU START

YOUR BUSINESS SNAPSHOT

One set of true facts. The first piece of your Business Brain.

- [ ] Business name
- [ ] What you do, who it's for & where you are
- [ ] Address, phone, email & website
- [ ] Opening hours, including seasonal changes
- [ ] Products & services in your customers' words
- [ ] Prices
- [ ] Booking & ordering links
- [ ] Your review link
- [ ] The questions customers keep asking, with your answers
- [ ] Same profile photo or logo everywhere

The prompt is in your checklist.

01

CLEAR · UNDERSTAND ME

FIX YOUR WEBSITE HEADLINES

HOW

What you do + who it's for + where you are

Under 12 words. In your first line.



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02

CONSISTENT · FIND ME

MAKE YOUR SOCIAL PROFILES AI READABLE AND CONSISTENT

HOW

Same name. Same photo.

Same story everywhere.

Links that actually work.

CHECK ALL FOUR

Instagram

bio, name, photo

Facebook

about, hours, links

TikTok

bio, handle

Google Business Profile

the one everyone forgets

03

CONSISTENT · FIND ME

GET NAMED ON OTHER CREDIBLE WEBSITES

HOW

List your business on your industry association and local directories.

Check your name, address, phone and hours match everywhere.

MATCH EVERYWHERE

- Name
- Address
- Phone
- Hours



04

CONFIDENT · TRUST ME. RECOMMEND ME.

CLAIM AND OPTIMISE YOUR GOOGLE BUSINESS PROFILE

HOW

Claim it.

Add recent photos.

Make sure your hours are right.

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05

CONFIDENT · TRUST ME. RECOMMEND ME.

BUILD A SIMPLE REVIEW FUNNEL

1

Ask every customer.

2

Make it one tap with a QR code or link.

3

Reply to every review.

06

CONFIDENT · TRUST ME. RECOMMEND ME.

WRITE A REAL FAQ PAGE

HOW

Use your customers' actual questions, not the ones you wish they'd ask.



WHAT YOU'VE LEARNED SO FAR...

SIX ACTIONS. THREE BUCKETS.

CLEAR. CONSISTENT. CONFIDENT.

Find you. Understand you. Trust you. Recommend you.

WHY THE OUTSIDE NEEDS THE INSIDE

All six actions get stuck on the same three questions:

- WHO'S IT FOR?
- HOW DO YOU SOUND?
- WHAT'S THE EXPERIENCE?

Without the foundations, AI just helps you create vague content faster.
That's what we will build on next week.

WHAT NEXT

NEXT WEBINAR

Your AI's First Day, Monday the 9th of November, 2pm

WANT HELP?

Want help putting this into place in your business? Book a free discovery call.

STAY IN TOUCH

@kylieplstrategist on Facebook and Instagram or find me on LinkedIn: Kylie Pengelly Linke

Keep on dancing!

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