Meatloaf Studio

5 questions to ask *ChatGPT* about your business

A ten-minute check for restaurants, shops, and service businesses. Type five prompts, see what an AI assistant tells your customers, and learn what to fix first.

WHY THIS MATTERS

People now ask an AI before they ask *Google, or a friend.*

"Where should we eat tonight?" "Who fixes this near me?" More of those questions go to ChatGPT and similar assistants every month. The answer a customer hears about you is built from your website, your listings, and your reviews. These five prompts show you that answer in plain text.

1 **Open a fresh chat.**
Use a new conversation each time, so earlier questions don't color the answer. If you can, use a private window or sign out.

2 **Copy each prompt and fill in the brackets.**
Use your real business name, your town, and the words a customer would use, such as "pizza place" or "plumber."

3 **Ask each one twice, on different days.**
Answers change from one attempt to the next. You're looking for patterns, not a single result.

4 **Write down what's wrong, missing, or surprising.**
The scorecard on page 5 gives you a place to do it. Then use the "What to fix" tip under each question.

> **A fair warning.** AI answers vary by person, day, and tool, and nobody can guarantee that an assistant will mention your business or rank you first. Anyone who promises that is guessing. What you can control is the quality of the facts these tools find about you.

1 Does it know you exist?

TYPE THIS

What are the best [type of business] in [your town]? Please list five and say why.

WHY IT MATTERS

A new customer asks this before they know your name, so if you're not in the list, they never find you.

WHAT TO FIX

- Put your business type and town in plain words in your homepage title and first paragraph, for example “Family-run Italian restaurant in [your town].”
- Make sure your Google Business Profile has the right main category.

2 Does it get the basics right?

TYPE THIS

What are the hours, address, and phone number for [your business] in [your town]? What do they offer?

WHY IT MATTERS

Assistants repeat old listings, and a wrong closing time sends a customer to a locked door.

WHAT TO FIX

- Compare every detail with reality, then fix the source: Google, Yelp, Facebook, Apple Maps, and your own site.
- Put hours, address, and your menu or services on your website as real text, not only inside an image or a PDF.

3 What does it say about your reputation?

TYPE THIS

What do customers say about [your business] in [your town]? What do people like, and what do they complain about?

WHY IT MATTERS

Assistants boil your reviews into a few sentences, and most owners have never read theirs.

WHAT TO FIX

- Reply to recent reviews, good and bad, in a calm and specific way.
- Ask happy customers to mention what they ordered or what you fixed. Specific reviews give the summary better material.
- If a complaint is outdated, say what changed on your site.

4 How do you compare?

TYPE THIS

[Your business] or [a competitor] in [your town]: which should I choose for [what you want to be known for, such as a birthday dinner, a same-day repair, or a gift]? Give me the differences.

WHY IT MATTERS

Shoppers use assistants to choose between options, and the answer shows what makes you different and which sources it trusts.

WHAT TO FIX

- Write one clear page about what you do best, with real details: specialties, price range, how long you've been doing it.
- If the answer cites a directory or an old article, update that listing.

5 Can a customer take the next step?

TYPE THIS

I'd like to [order, book, or get a quote] from [your business] in [your town]. How do I do that, and what should I know first?

WHY IT MATTERS

A customer who is ready to buy and can't tell how will move on to someone else.

WHAT TO FIX

- Give each way of buying its own plain-text line: order link, booking link, phone, or quote form.
- Add a short FAQ with the real questions you hear, such as parking, deposits, delivery, and turnaround.

YOUR SCORECARD

Run it twice, then mark what you found.

QUESTION	DID IT NAME YOU?	FACTS RIGHT?	WHAT TO FIX FIRST
1 · Does it know you exist?	☐ Yes ☐ No	–	
2 · The basics	☐ Yes ☐ No	☐ Yes ☐ No	
3 · Reputation	☐ Yes ☐ No	☐ Fair ☐ Off	
4 · Comparison	☐ Yes ☐ No	☐ Fair ☐ Off	
5 · Next step	☐ Yes ☐ No	☐ Clear ☐ Unclear	

AFTER YOU RUN THE FIVE

Fix the facts first. *Then keep watching.*

Most problems you'll find are small and fixable: a wrong hour, a missing page, a stale listing. Start with Question 2, since wrong basics cost you customers right away. Then work down your scorecard one item at a time.

The harder part is that answers keep changing. A fix this month can look different next month, which is why checking once isn't enough.

IF YOU'D RATHER NOT DO THIS YOURSELF

We can build the site and *keep checking for you.*

AEO PLAN

$349/mo

A 3-month start and no setup fee. We track 15 AI questions about your business and show you what changed.

PRESENCE

$249 setup + $149/mo

A simple website built from your Google listing and kept current, with a monthly check of 8 AI questions.

We can't promise that any assistant will mention you or put you first. Nobody can. We can make sure the facts these tools find are correct and easy to quote, and show you what changes over time.

See the plans: meatloafstudio.com/local/
Want us to run the checks for you? meatloafstudio.com/check/

Your free website and AI check is already underway if you requested it with this guide. You'll get your personalized report and plan by email within 2 business days. Questions? Reply to that email or write to hello@meatloafstudio.com.