

VISIBILITY RESOURCES

The practical bit

One page. Work the section that matches your lowest score.

Asking for the review

Pick the single moment people are happiest and already saying something kind. Tie the ask to that moment and it happens. Leave it floating and it will not.

“Glad you enjoyed it. If you have a minute, a Google review makes a real difference to a business our size. I can text you the link now.”

Save the short review link from your Google profile as a text shortcut on your phone, and send it while you are still standing there.

The reply that stings

Your reply is not for the person who wrote it. It is for the next fifty people who read it. Acknowledge, name what you changed, offer to talk, stop. You do not have to win the argument.

Where else you should be listed

- **MRBTA.** Membership puts you on margaretriver.com and in front of the visitor centres. mrbta.com
- **ATDW.** One listing that feeds the state and regional sites and many guides. atdw.com.au
- **Australia's South West.** australiassouthwest.com
- **Apple Business Connect.** Apple Maps, and most operators have never claimed it. businessconnect.apple.com
- **Bing Places.** Small share of search, read by several AI assistants. bingplaces.com

The five minute website test

Your own site, on your phone, on mobile data.

- Loads in under three seconds.
- What you are, where you are, what it costs and how to book, all without scrolling.
- A price or a starting range, not a form.
- Hours match Google exactly.
- Phone number tappable, address linked to maps.

One useful post a week

Filmed on your phone. Not the prettiest thing, the most useful: the weather today, whether there is a table this weekend, the question you answer twenty times a week, what is in season, the drive nearby nobody knows about, roadworks worth warning people about.

Before posting, ask the only question that matters. Would one person send this to another person.

What the AI assistants say

They are not reading your marketing. They are reading what everybody else publishes about you. Open ChatGPT or Gemini and ask, without naming yourself first:

- What should I do in Dunsborough for a day.
- Where should I eat in [your town] tonight.
- Recommend [what you offer] near [your town].

Then ask what it knows about your business by name.

Correct anything wrong at the listing that fed it, not at the assistant.