

The AI Advantage for Local Businesses

Visibility, leads, and efficiency...

Sponsored By:



A Little About Me

Suzi Guzman

Business Consultant, & Owner, SCORE Mentor, AI Implementor, Navy Veteran, Owner of Launch 360 & Tree Care AI. Founder of Women's Business Collective & Live Free Networking

Author of *The Non-Techie Business Owner's Guide to ChatGPT - do not read it, it is not outdated!*



Why AI Matters for Local Businesses

- Customers search differently today
- AI is already influencing Google results
- Local businesses that adapt win faster

AI is not futuristic, it is already here, and it is **NOT GOING ANYWHERE**. If you aren't using it, you are missing out!



Best AI Models for Small Businesses

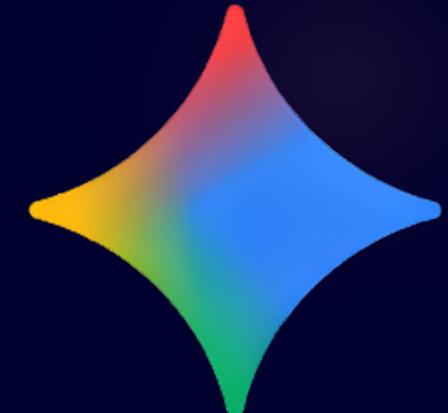
ChatGPT

Writing, ideas, websites, SEO help



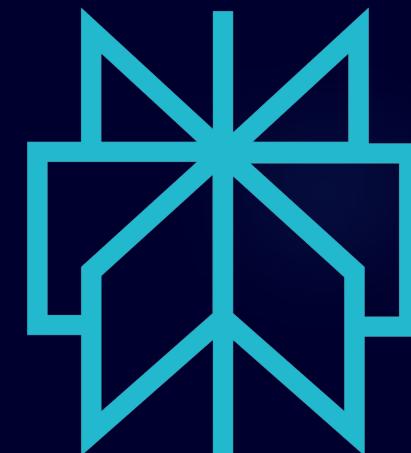
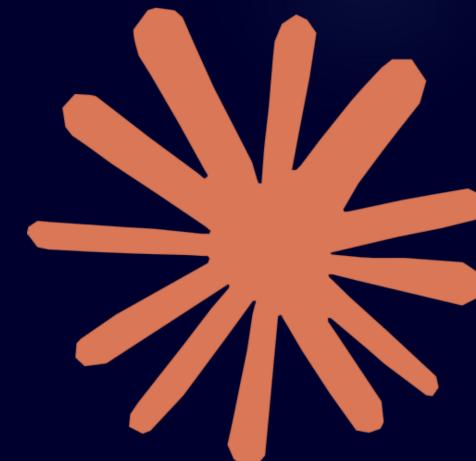
Google Gemini

Google Suite users



Microsoft Copilot

Microsoft Suite Users





Canva and Visual AI for Marketing

Social media
graphics

Simple videos

Presentations
and flyers

Canva as the easiest win for non designers.
Professional visuals are no longer expensive or time consuming.

SEO Is Changing to AEO

SEO

Search results

AEO

Getting the Answer

Voice search. AI search summaries. Google, AI Models, and other Search Engines pulling answers, not links.

Using AI for Local SEO and Google Business Profile



Website content

FAQs and questions

Google Business Profile optimization

Step By Step

Choose Primary Category Add Sub Categories

Description

Opening Date, Phone, and Chat

Website and Socials

Service Area (Super important for locals)

Business Hours (Pro Tip) Crowd & Accessibility

Reviews (Request and Respond to- this is where so many businesses fall short)

Photos & Posts

Services & Bookings

Q&A (This can literally change your business overnight)

Let's take a look



Website Hero Section That Converts

Above the scroll decides everything

01

Who you are / what you do

02

Who you serve

03

Strong CTA

Critical Time Milestones

0.05 Seconds:

This is the "Blink Test." Research shows it takes only 50 ms for a user to form a first impression of your website's what you are about and offering.

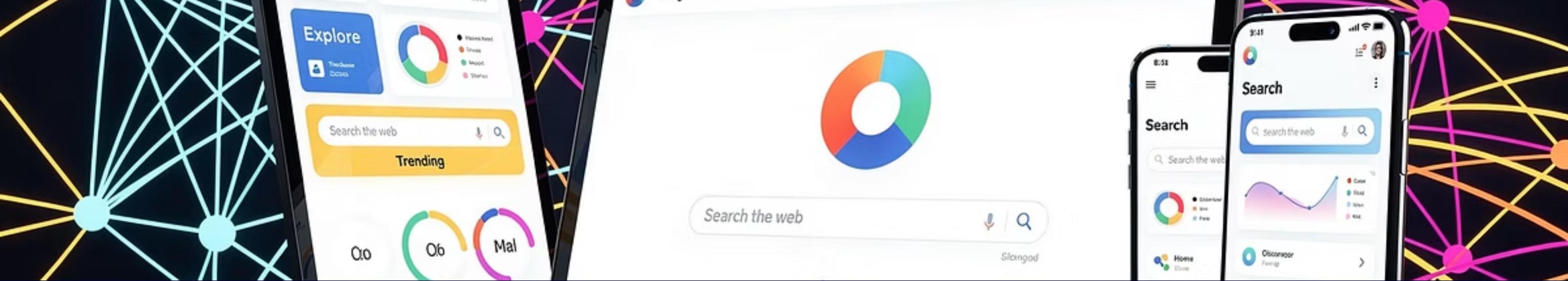
3 Seconds:

The "Bounce Threshold." If your site takes longer than 3 seconds to load, roughly 53% of mobile users will abandon it before the page even renders.

10–15 Seconds:

If they make it past this point, most people will stay longer and read more.

Let's go over Good and Bad Examples



Visibility Beyond Google



Bing matters for AI search



Apple Maps matters for iPhone users



Consistency builds trust

Why local businesses miss this and lose visibility



Lead Generators

What are you giving them of value to get them into your marketing?



The "Insider's Maine Coastal Bucket List":

A checklist of the best hidden beaches, lobster shacks, and lighthouses within 20 miles of your campground.

Maine Beach Camping Packing List:

A specialized gear guide (including tips for coastal weather, fog-resistant gear, and "no-see-um" prevention).

"Win a Free Weekend on the Coast"

Giveaway: Run a seasonal contest on Instagram/Facebook. To enter, users must provide an email address on a dedicated landing page.

The "Secret Spots" Map:

A downloadable map of nearby tide pools or dog-friendly beach access points that aren't on the main tourist maps.

Business Ads



There Are So Many Ways to Use AI for Ads:
Google & Facebook Have AI Integrated now!
But you can use AI Tools, ChatGPT, Gemini,
CoPilot to get insights and how to personalize, set
budgets choose segmentation, etc.

Other Cool Tools

NANO BANANAS
(GEMENI)

POMELLI
(Google Labs)

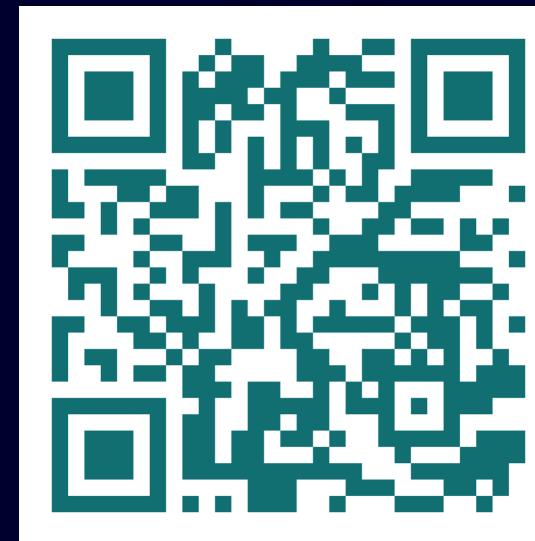


Pomelli

Easily generate on-brand content for your business

Thank You!

Free SEO and Website Audit



Leave a Google Review

If you enjoyed the workshop



Launch 360

"Systems create visibility. Visibility creates growth."

LAUNCH  **360**