# Ripple Effect

>>>>> A RIPPLE COWORKING COMMUNITY UPDATE

RIPPLE COWORKING

OCTOBER 2026

GETTING FOUND IN THE AGE OF AI:

## ASK AI ABOUT YOUR BUSINESS: Do you even exist?

**45%**
OF CONSUMERS NOW USE AI TO FIND LOCAL BUISNESSES

**6%**
USED IT JUST ONE YEAR AGO

**71%**
GOOGLE'S SHARE NOW, DOWN FROM 83%

MOST BUSINESS OWNERS HAVE NEVER ONCE ASKED AN AI TOOL WHAT IT SAYS ABOUT THEIR BUSINESS. PAULA ZALBA, A MARKETING SPECIALIST AND RIPPLE MEMBER, SAYS THAT SINGLE BLIND SPOT IS QUIETLY COSTING LOCAL BUSINESSES THEIR NEXT CUSTOMERS.

### Your name is on that list, or it is not.

THE GOOD NEWS: YOU CAN SEE WHERE YOU STAND IN THREE MINUTES. ASK CHATGPT, GEMINI, OR CLAUDE TO RECOMMEND SOMEONE IN YOUR FIELD IN YOUR CITY. IT NAMES YOU, NAMES A COMPETITOR, OR NAMES NO ONE LOCAL, AND EACH ANSWER TELLS YOU YOUR NEXT MOVE.

> HERE IS THE OPENING: BUSINESSES THAT CLEAN UP THEIR ONLINE PRESENCE FIRST CAN GAIN AN ADVANTAGE IN AI SEARCH, BECAUSE THE BUSINESSES AI CAN EASILY IDENTIFY AND VERIFY ARE THE ONES IT CAN CONFIDENTLY RECOMMEND, AND IN MANY LOCAL CATEGORIES, THAT OPPORTUNITY IS STILL WIDE OPEN.



### THIS MONTH'S EXPERT

**PAULA ZALBA**
Mill Town Media Group

Paula helps local businesses get found online and put AI to work the right way.

## 5 AI MOVES YOU CAN MAKE TODAY

### RUN THE THREE MINUTE TEST

ASK AI TO RECOMMEND SOMEONE IN YOUR FIELD IN YOUR CITY. NOTE IF IT NAMES YOU, A COMPETITOR, OR NO ONE.

### SAY WHAT YOU DO IN PLAIN TEXT

PUT YOUR SERVICES AND SERVICE AREA IN WORDS ON THE HOME PAGE OF YOUR SITE, NOT BURIED IN AN IMAGE WHERE THEY'RE HARDER FOR AI TO FIND.

### CHECK EVERY FACT

AI SOUNDS CONFIDENT AND IS SOMETIMES WRONG. VERIFY ANY FACT BEFORE IT GOES OUT WITH YOUR NAME ON IT.

### MAKE YOUR BASICS AGREE

NAME, ADDRESS, PHONE, AND HOURS IDENTICAL ON GOOGLE, BING, YELP, AND APPLE MAPS. INCONSISTENCY ACROSS YOUR ONLINE PRESENCE REDUCES AI'S CONFIDENCE IN YOUR BUSINESS, AND BUSINESSES THAT ARE HARDER TO VERIFY ARE HARDER TO RECOMMEND.

### BUILD ONE QUESTIONS PAGE

TURN THE TEN QUESTIONS YOU ANSWER WEEKLY INTO A PLAIN Q AND A PAGE. GIVE AI THE INFORMATION IT NEEDS TO UNDERSTAND YOUR BUSINESS, ACCURATELY ANSWER QUESTIONS ABOUT IT, AND KNOW WHEN TO RECOMMEND YOU.

## TRY IT RIGHT NOW

```
I'm in [City]and I need a [your service]. Who would you recommend, and why?
```

Paste it into ChatGPT, Gemini, or Claude, swap in your own service and city, and read whether it names you, a competitor, or no one. That answer is where your next move begins.

**Want to be featured in a future issue of The Ripple Effect? Email us at hello@ripplecoworking.com.**