

Get Cited by AI

The Answer Engine Optimization playbook for local and service businesses — 5 phases, 14 industries.

HOTELS & TOURISM

RESTAURANTS, BARS & CAFÉS

HEALTH & CLINICS

BEAUTY

GENERAL SMB

LAW FIRMS

REAL ESTATE

LOCAL RETAIL, GYMS & BOUTIQUES

AUTOMOTIVE

EDUCATION

EVENTS & WEDDINGS

FINANCIAL SERVICES

HOME SERVICES

WINE & AGRICULTURE

About this series

Five playbooks, one operating system. Each book covers one system in full and then applies it to all 14 industries NetWebMedia serves, so you read the method once and then only the section written for your business.

1. **Get Cited by AI — The Answer Engine Optimization playbook — this book**
2. **Own the Map** — Google Business Profile, local SEO and reviews
3. **The 30-Day Content Engine** — Reels, TikTok, blog, email and WhatsApp, run with AI
4. **Paid Ads That Pay** — Google and Meta ads for local businesses
5. **From Click to Client** — Lead capture, follow-up and retention systems

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Every statistic in this book carries a numbered reference to a named, dated source in the Sources section.

Benchmarks are medians or averages from other businesses as published by those sources — not predictions of your results.

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Statistics are reported as published by the sources listed in the Sources section, with their dates. Where a source is a vendor, a PR firm or a modeled estimate, the text says so. Benchmarks are medians or averages measured on other businesses; they describe a range, not a forecast for your business. NetWebMedia does not guarantee rankings, citations, leads, costs or revenue. Results vary.

Company, product and platform names are the property of their respective owners and are used for identification only. Worked examples are hypothetical unless a source is cited.

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Start Here

This playbook is for the person who owns or runs the business: the dentist who also signs the invoices, the hotel manager, the restaurant owner, the plumber with no agency, the salon owner with three chairs. It assumes a website you can edit, a Google Business Profile, four hours a month, and no marketing background.

The situation it addresses: a customer used to type something into Google, get a page of links, and your job was to be one of them. Increasingly they ask an assistant — ChatGPT, Perplexity, Google's AI Overviews and AI Mode, Gemini, Claude — and get back a short answer naming two or three businesses. If you are not named, you were not in the running. Forty-five percent of consumers have now used AI tools for local business recommendations, up from 6% a year earlier, making AI the third most-used discovery tool behind Google and Facebook and ahead of Yelp and TripAdvisor.¹

By the end you will know three things you almost certainly do not know today: whether AI engines mention your business, which sources they pull from when they answer questions in your category and city, and what to publish so your name is in the answer. You will have a 30-question audit to re-run monthly, a five-phase method, a 90-day plan and a set of prompts that do most of the writing.

How to use it: read Part 1 in order — the method is the same for every business. Then read only your own industry section in Part 2; the other thirteen are not for you. Then work through Part 3, which holds the templates you will reuse: the audit, the fact sheet, the monitoring log, the page checklist.

What it does not do. It does not make you appear in AI answers on demand, because nobody controls that, and any vendor who says otherwise is selling something. The engines change behavior without notice — one cut its Reddit citations by roughly 80% inside a few days in 2025. Every benchmark here is a median or a study finding from a named source with a date, not a prediction about your business. The method removes the reasons an engine currently has to skip you, and makes you the easiest business in your category to quote correctly.

INDUSTRY PLAYBOOK 1 OF 14

1. Hotels & Tourism

► Where the money leaks

Guests ask assistants what your booking engine cannot answer: "best boutique hotel in Valparaíso for a couple under \$150 a night", "which hotels near Napa have free parking and let dogs stay". The answer comes mostly from the OTAs. Across 19,579 model runs on six engines covering 31,138 hotels in 25 cities, TripAdvisor was cited in 99.9% of Grok responses and 95.5% of Perplexity's, Booking.com in 76.4% of Grok's.³¹ But direct hotel links made up 75–91% of the actual recommendations.³¹ The OTA is the source; your site is the destination — if it answers the question.

► The five moves

1. Build a room-by-room page with the facts in text, not images: bed sizes, square meters, view, parking cost, check-in hours, pet fee, occupancy.
2. Publish a "best time to visit [destination]" guide with your own monthly data — occupancy, rate by season, weather — dated and refreshed yearly.
3. Write a direct-booking page stating in plain sentences what you include that the OTA rate does not, and under what conditions.
4. Keep TripAdvisor, Booking and Expedia listings factually identical to your site. Contradictions are why engines hedge.
5. Answer the constraint questions on one page: dogs, parking, family rooms, airport distance in minutes, late check-out, accessible rooms.

Do this now: ask three engines "hotels in [your city] that allow dogs" and see whether your pet policy appears. If it lives only in a PDF, it does not exist.

► Watch out

Accessibility claims are a legal representation in most jurisdictions, not marketing copy. If you publish "wheelchair accessible" for an AI to repeat, state what is and is not accessible: door widths, roll-in shower, lift access, step-free route from the car park. An engine quotes the general claim and drops the qualifier, so make the qualifier part of the claim.

► First 30 days

- ☐ Rewrite one room page with every fact as HTML text
- ☐ Publish parking, pet, check-in and accessibility facts on one policies page
- ☐ Audit TripAdvisor, Booking and Expedia against your site, fact by fact
- ☐ Run the 30-question audit with five "under \$X a night" price questions

Que la IA te recomiende

El playbook de Answer Engine Optimization (AEO) para negocios locales y de servicios — 5 fases, 14 industrias.

HOTELES Y TURISMO

RESTAURANTES, BARES Y CAFETERÍAS

SALUD Y CLÍNICAS

BELLEZA

PYME GENERAL

ESTUDIOS JURÍDICOS

BIENES RAÍCES

RETAIL, GIMNASIOS Y BOUTIQUES

AUTOMOTRIZ

EDUCACIÓN

EVENTOS Y MATRIMONIOS

SERVICIOS FINANCIEROS

SERVICIOS PARA EL HOGAR

VINO Y AGRICULTURA

PLAYBOOK POR INDUSTRIA 1 DE 14

1. Hoteles y Turismo

► Dónde se fuga el dinero

Los huéspedes preguntan lo que tu motor de reservas no responde — "mejor hotel boutique en Valparaíso para una pareja por menos de US\$ 150 la noche" — y la respuesta sale de las OTA. En 19.579 ejecuciones sobre seis motores y 31.138 hoteles en 25 ciudades, TripAdvisor fue citado en el 99,9% de las respuestas de Grok y el 95,5% de las de Perplexity.³⁷ Pero los enlaces directos al hotel fueron entre el 75% y el 91% de las recomendaciones.³⁷ La OTA es la fuente; tu sitio es el destino si responde la pregunta.

► Las cinco jugadas

1. Una página por tipo de habitación, en texto y no en imágenes: cama, metros cuadrados, vista, estacionamiento, check-in, cobro por mascota.
2. Una guía "mejor época para visitar [destino]" con tus datos mensuales de ocupación, tarifa y clima, fechada.
3. Una página de reserva directa que diga qué incluye tu tarifa que la de la OTA no.
4. TripAdvisor, Booking y Expedia idénticos a tu sitio: las contradicciones hacen que los motores respondan con matices.
5. Las restricciones en una página: perros, estacionamiento, habitaciones familiares, minutos al aeropuerto, check-out tardío, accesibilidad. Con el WhatsApp arriba: ahí se cierra la reserva.

Hazlo ahora: pregúntale a tres motores "hoteles en [tu ciudad] que aceptan perros". Si tu política de mascotas vive dentro de un PDF, no existe.

► Ojo con esto

Las afirmaciones de accesibilidad son una declaración con efectos legales en casi cualquier jurisdicción, no texto publicitario. Si publicas "accesible en silla de ruedas", detalla qué es y qué no: puertas, ducha sin peldaño, ascensor, ruta sin escalones. Un motor cita la afirmación general y bota el matiz: hazlo parte de la afirmación. En Chile la información que induce a error es materia de SERNAC.

► Primeros 30 días

- ☐ Reescribe una página de habitación con cada dato como texto HTML
- ☐ Publica estacionamiento, mascotas, check-in y accesibilidad en una página de políticas
- ☐ Audita TripAdvisor, Booking y Expedia contra tu sitio
- ☐ Corre la auditoría con cinco preguntas de "por menos de X la noche"

YOUR NEXT STEP

Want us to run this for you?

Everything in this playbook is work you can do yourself. If you would rather have it done, NetWebMedia runs it as a monthly service — in English and Spanish, for businesses in the United States and Latin America.

1

Run the free instant checker

At netwebmedia.com: see in one minute whether AI engines currently find your business.

2

Get the \$49 AI Visibility Scan

A written report within 48 hours: real queries across ChatGPT, Claude, Perplexity and Google AI, an AEO score and a 10-point fix list. The \$49 is credited in full toward the AEO Starter plan.

3

Pick a plan

AEO plus SEO and content strategy from \$249 a month. Elsewhere, AEO/GEO retainers start at \$1,000–2,500 a month according to The Digital Elevator's 2026 pricing guide.

AEO Starter

\$249/mo

AEO + SEO + content strategy

CMO Growth

\$999/mo

+ paid ads + social media

CMO Premium

\$2,490/mo

Full-stack marketing department

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