
Action Steps

Your AI visibility checklist from my session in Alan Berg's seminar at Wedding MBA 2026 ·
Prepared by Brian Lawrence · October 2026

Here is everything from my session, in the order I would do it. You can start every one of these from your phone or laptop before you head home, and none of them need a developer to begin. Questions or want a second set of eyes? Come find me at booth 3138, or email brian@brianlawrence.com

1. See What Couples See

- ☐ **Ask AI like a couple would.** Open ChatGPT, Gemini or Perplexity and ask, "Who are the best [your category] in [your town] for [the couples you love working with]?" Then ask what it knows about your business, and what someone like you costs in your area.
- ☐ **Screenshot every answer.** Note whether you show up, whether your facts are right, and who shows up instead. Ask once more in a private window, since answers shift from one try to the next.
- ☐ **Tap the sources.** List every website the answers cite more than once. If none show, ask the AI to search the web and list its sources.
- ☐ **Get on that list.** Check whether you are on each of those sites and whether your facts are right there. When a competitor's own page is cited, look at what it explains that yours does not.
- ☐ **Set a 60-day reminder.** Ask the same questions again and compare.

2. Make Your Facts Match Everywhere

- ☐ **Open six tabs.** Your website, Google Business Profile, The Knot, WeddingWire, Instagram and Facebook.

- ☐ **Compare six facts.** Business name (including "&" or "and"), address format and suite number, phone, service area, services, and starting price. Even "Street" versus "St." is worth fixing.
- ☐ **Save one version of each fact** in a note on your phone, and paste from it every time. Work from home and hide your address on Google? Keep it hidden and match your service area instead.
- ☐ **Publish at least a starting price.** Use a starting price, a range, or "most couples invest between ___ and ___," on a page where couples already see the value of what you do, with a line about what moves the price up or down.
- ☐ **Use the same number** on your directory profiles and Google Business Profile, wherever there is a place for it.
- ☐ **Check your schema.** Paste your homepage into validator.schema.org and look for LocalBusiness, Organization or your business type. Missing or wrong? Send the results to your web person.

3. Make Your Words Your Own

- ☐ **Record yourself.** Answer the five questions couples ask you most into a voice memo app that transcribes, the way you would answer on a call.
- ☐ **Edit lightly.** Keep your phrases and your examples. Each answer can become an FAQ, a blog post or part of a service page.
- ☐ **Put 3 to 5 FAQs on each key page.** Home, each service, pricing, about and any area pages, with questions about that page's topic. Answer in the first sentence and keep the answers visible on the page.

4. Collect Proof Nobody Else Has

- ☐ **Make a list of industry people.** The venues, planners and vendors you have worked with, or want to.
- ☐ **Ask and record.** "What's it like working with us?" or "What do couples notice when we're on the same wedding?" Record the answer on your phone, with their permission.

- ☐ **Quote them on your website** with their name and business, and offer to write one for them in return. Keep these to website quotes, since trading Google reviews breaks Google's rules.
- ☐ **Mine your reviews.** Paste your last 20 into one document and highlight what repeats. Write a short section on your site for the top three, with the review that says it best.

5. Strengthen the Pages That Matter

- ☐ **Find the page Google already ties to your topic.** Search your website address plus the topic, like "yourwebsite.com outdoor ceremony." If one of your pages shows up and it is a good match, that is the page to boost.
- ☐ **Point your other pages at it.** Search "site:yourwebsite.com outdoor ceremony," then add a link from each page that comes up to the page you are boosting, using words that describe the topic. (Tip courtesy of Edward Sturm.)
- ☐ **Write one real wedding story.** What the couple wanted, what you decided, and what changed on the day. Credit the other vendors and link to their websites.
- ☐ **Build one real area page.** Venues you have worked, travel and setup details, seasonal notes, and the rules couples should know. Never copy a page and swap the town name.
- ☐ **Link them together.** Connect the wedding story to the area page and to the service page it relates to.

Where a Person Makes the Difference

Use AI to speed up any of this. Just do not let it become the only thing building your website and your visibility, because it gives you what it gives everyone who asks the same question. Use AI for the first draft, then have someone who knows weddings tell you what it missed.

Ran the phone test and want a second set of eyes?

Schedule a time: meetbrianlawrence.com