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Be the Answer:
How AI Is Rewriting Local Search and What Franchise Brands Must Do Next

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Netsertive: Take Control of Your Brand at the Local Level

- Deep expertise in localized digital marketing, including paid media, organic/SEO, and web solutions

- Facilitated $2 billion in media spend through our platform

- Award-winning brand and location support with named account managers

- Experience driving success for over 100 multi-location brands

Agenda for today

1. What's changing in local search

2. Where brands lose visibility

3. Tactics you can use now

4. How to scale it

AI-Powered Discovery has Fundamentally Changed How Consumers Find and Choose Local Businesses

- AI Overviews summarize results before you ever click

- Chat assistants answer questions directly

- Voice search skips websites entirely

- Customers get decisions without visiting your site

If your brand isn't the answer, you don't exist.

The WHAT: Evolving for Search and AI Visibility

Search Era

(still important)

- Rank in results

- Drive website traffic

- Optimize pages for keywords

Answer Era

(adding a layer)

- Get cited in AI answers

- Build authority and trust

- Influence how your brand is summarized

The HOW: Evolving for Search and AI Visibility

Search Era

(still important)

- Compete for position

- Win the click

- Measure traffic

Answer Era

(adding a layer)

- Compete for authority

- Win the citation

- Measure share of voice

This problem multiplies with every location

100 Locations =

100 Local Markets

100 Local Competitors

100 Sets of Content

100 Chances to be Invisible

Manual optimization will not scale.

AI is becoming the front door to discovery

The hidden problem: fewer clicks doesn't mean less demand

Traffic trends are misleading

- Customers still have intent
- They just get answers faster
- Fewer clicks ≠ fewer buyers
- It's a **visibility** problem, not a **demand** problem

The new metric that matters:

Share of Answer > Share of Clicks

The Shift:

What Marketers Must Now Do to Regain Control

The AI Discovery Playbook

Level 1. Show up

Level 2. Influence

Level 3. Systematize

Level 1: Show up consistently

Get the basics right first

• Clean, standardized location pages

• Accurate business info everywhere

• FAQs that answer real questions
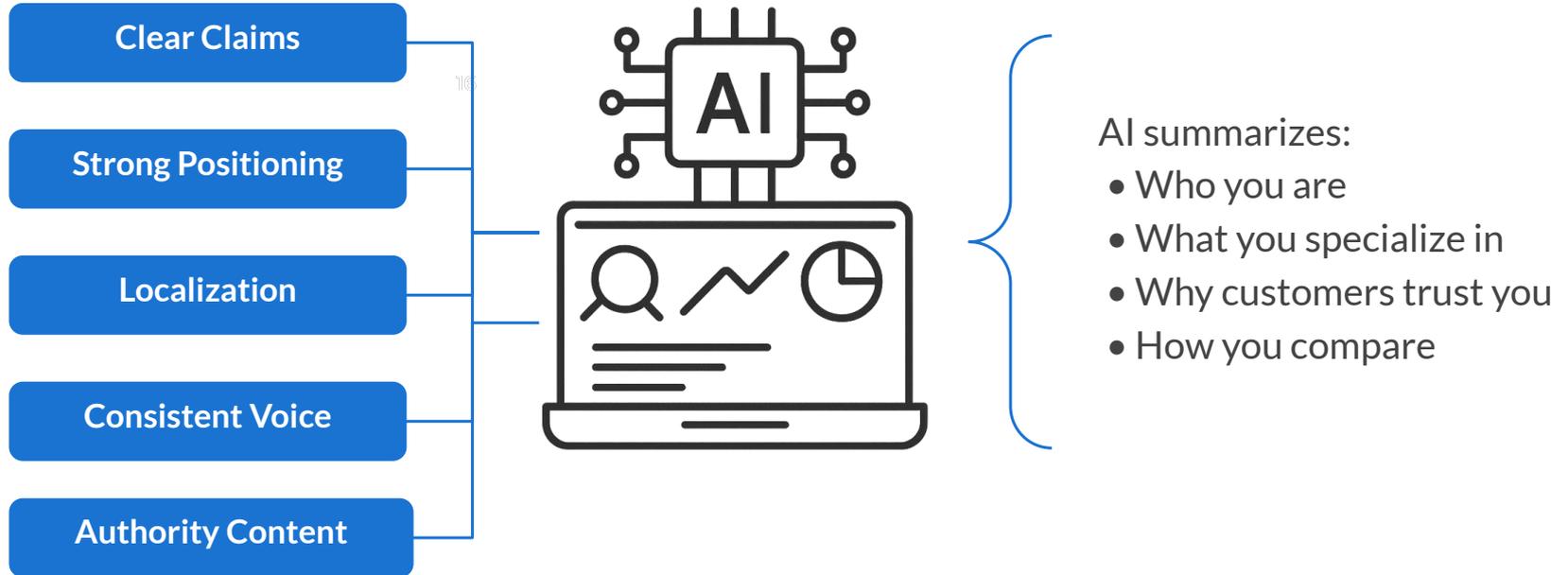
• Structured data and schema

• Helpful, human content

Level 1: Quick wins you can do this month

✔ Add FAQs to top 10 pages

✔ Standardize every location template

✔ Publish review and testimonial content

✔ Answer your top customer questions directly

✔ Implement basic schema markup

Low Visibility   The AI Visibility Gap   High Visibility

Level 2: Influence what AI says about you

AI summarizes what already exists, so give it better inputs.

Clear Claims

Strong Positioning

Localization

Consistent Voice

Authority Content

AI summarizes:
- Who you are
- What you specialize in
- Why customers trust you
- How you compare

Content is (still) King

- Content is how you answer real questions at scale

- AI and search can't rank what you don't say clearly

- The best content is specific, factual, and useful

- Great content turns keywords into conversations

Example: Weak Page vs AI Friendly Page
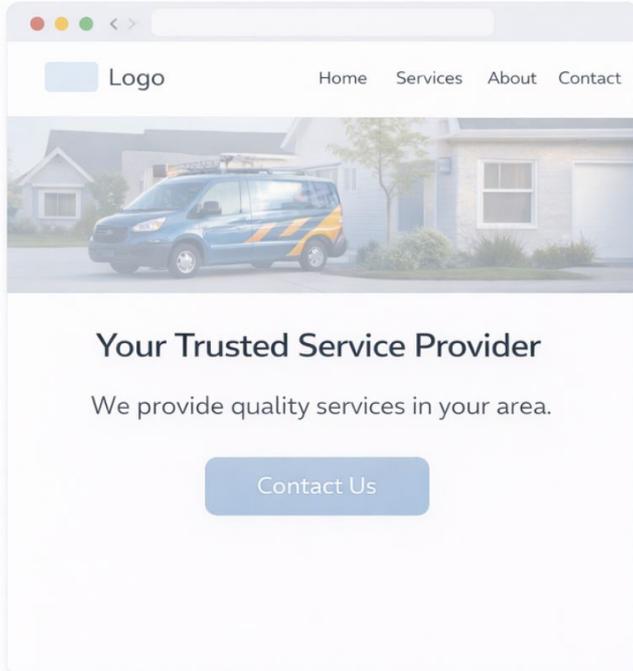
Your Trusted Service Provider

We provide quality services in your area.

Contact Us
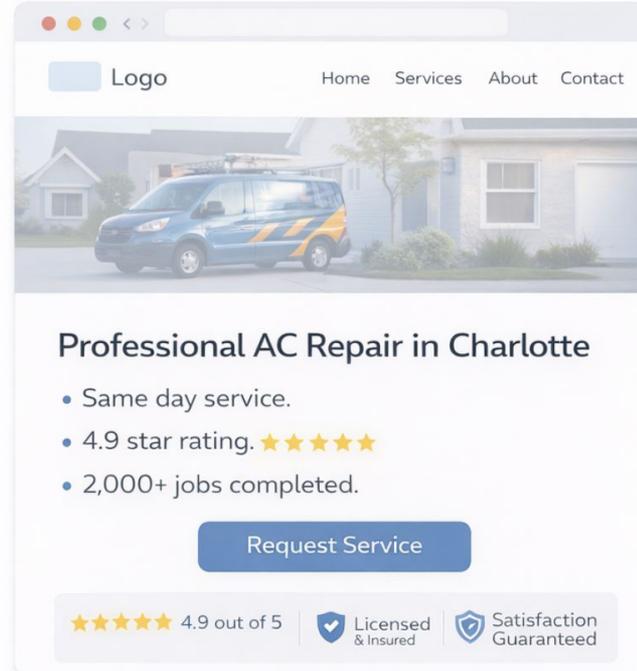
Professional AC Repair in Charlotte

- Same day service.
- 4.9 star rating. ★★★★★
- 2,000+ jobs completed.

Request Service

★★★★★ 4.9 out of 5 | Licensed & Insured | Satisfaction Guaranteed

Level 2: Quick wins you can do this month

✔ Rewrite hero headlines to include service + city

✔ Replace generic copy with proof points and specifics

✔ Publish review and testimonial content on key pages

✔ Standardize claims, offers, and brand voice across locations

✔ Create content for "best, near me, cost, reviews" queries

Low Visibility   The AI Visibility Gap   **High Visibility**

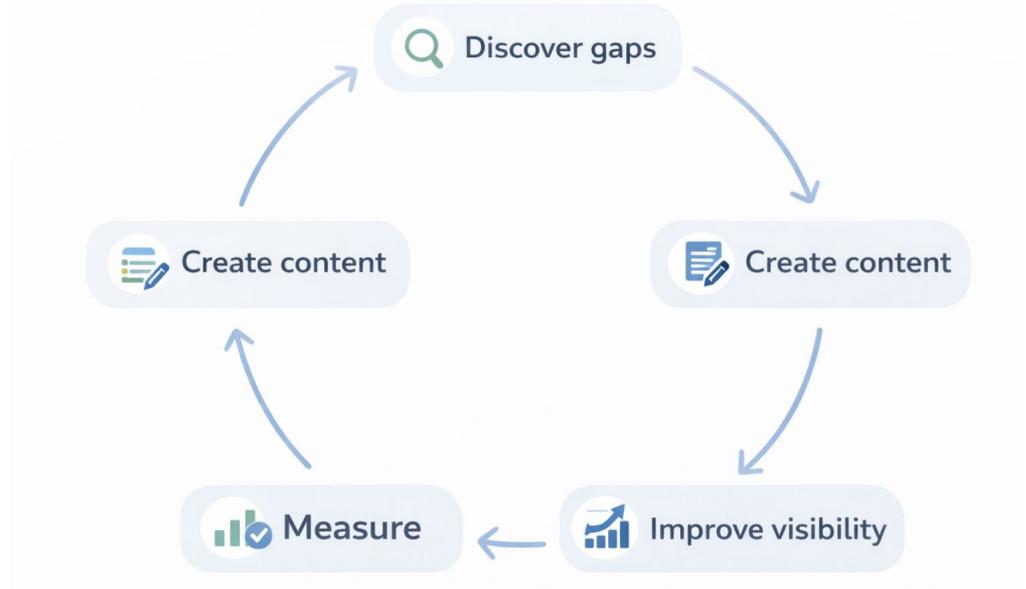# Level 3: Systematize across every location

At scale you need:

- Prompt and query tracking
- Citation visibility
- Sentiment monitoring
- Content workflows
- Repeatable processes

What a system actually looks like

Teams that win do this weekly:

• Check visibility gaps

• Create or update content

• Measure citations

• Repeat

How Netsertive Supports This Framework

A connected approach that aligns to the strategy

Simplifies reporting for HQ and franchisees

Standardizes KPIs

Centralizes marketing and lead data

The Franchise Marketing Ecosystem

A Connected Approach

Integrates listings, reviews, paid media, and call tracking

Predicts Future Performance

Connects online activity to offline outcomes
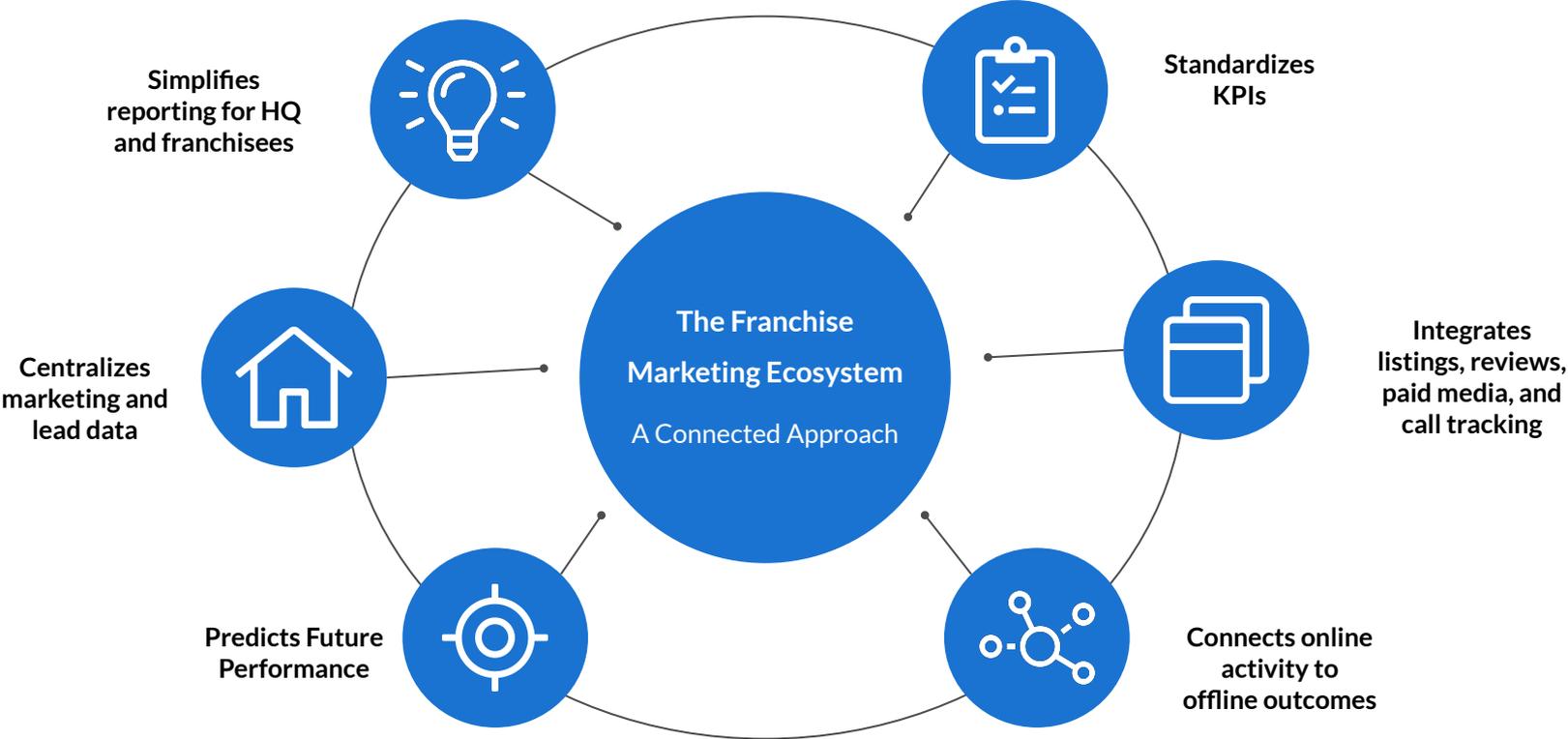
AEO Product Sneak Peek
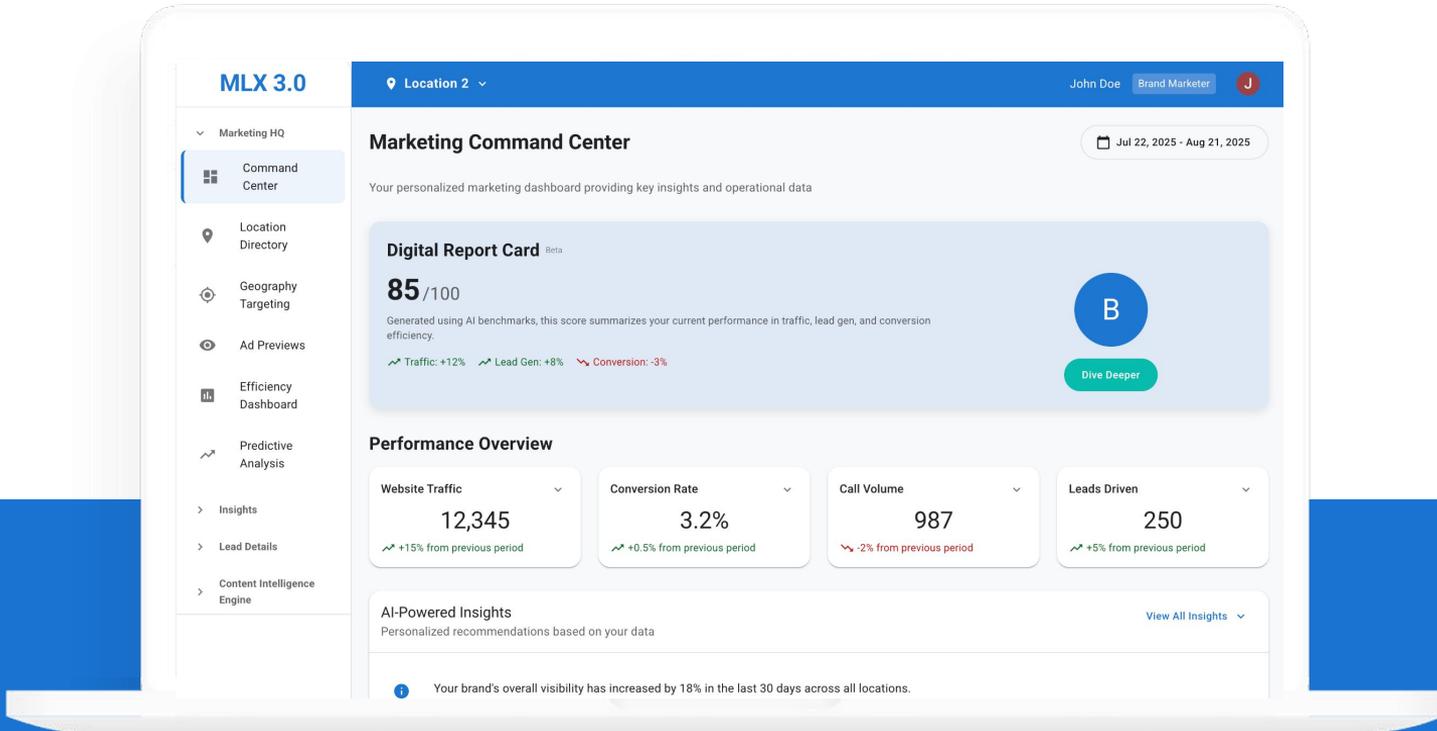
Q and A

AEO Assessment: Measuring Your AI Search Readiness

netsertive®   ANSWER ENGINE OPTIMIZATION   PROMPT MANAGER

Answer Engine Optimization

View Brand
You ▾   🔵 Show Comparison

AI Recommendations Beta

Boost coverage for info strategies

Your 3 citations represent 15.0% coverage. Target 5 citations to reach 25%. Focus on optimizing content for 'Franchise business growth strategies' because it has an AI Overview but you're not cited. Create a dedicated landing page answering this question with 1500+ words, structured data markup, and an FAQ section to improve coverage.

Capture mid-funnel expansion

Your 3 citations represent 15.0% coverage. Target 5 citations to reach 25%. Focus on optimizing content for 'Franchise expansion strategies' because it has an AI Overview but you're not cited. Develop a detailed guide of 2000 words covering this topic, including actionable steps and case studies to secure a higher citation position.

Launch success FAQ page

Your 3 citations represent 15.0% coverage. Target 5 citations to reach 25%. Focus on optimizing content for 'How to successfully launch a franchise' because it has an AI Overview but you're not cited. Create a comprehensive 2000-word guide with an FAQ section addressing common questions and update your existing FAQ page to include these insights for better visibility.

Target marketing best practices

Your 3 citations represent 15.0% coverage. Target 5 citations to reach 25%. Focus on optimizing content for 'Best practices for franchise marketing' because it has an AI Overview but you're not cited. Target franserve.com by creating content that directly answers 'Best practices for franchise marketing' better than their current offering, using competitor keyword analysis and adding unique insights.

AI Impressions ⓘ	Total Citations ⓘ	Your Citations ⓘ	Avg Position ⓘ	Prompt Coverage ⓘ
20	**228**	**3**	**6.7**	**15.0%**
AI Overviews found	citations found	frannet.com citations	average ranking	of prompts cite you

Your Citations vs. Competitors:
- franserve.com: 1 `2 ahead`
- franchoice.com: 3
- franchisegator.com: 0 `3 ahead`

Avg Position vs. Competitors:
- franserve.com: N/A (too few citations)
- franchoice.com: 7.3 `You rank higher`
- franchisegator.com: N/A

Prompt Coverage vs. Competitors:
- franserve.com: 5.0% `10.0% ahead`
- franchoice.com: 15.0%
- franchisegator.com: 0.0% `15.0% ahead`

Thank you!

Questions? Contact Jason:

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