

FREE GUIDE FOR DMV SERVICE PROS

25 Ways to Get Found Online Before Your Competitors Do

Simple moves that build your authority on Google, in the media, and in AI answers. Pick three. Start this week.

mediamell Qn

Start here.

Ideally, when someone near you needs what you do, your name comes up. On Google. In a local article. On a podcast they listen to. And now, in the answer ChatGPT or Google's AI gives them.

That's what being found looks like today. Most buyers look around before they reach out. They search, they check reviews, and more of them are asking AI who to hire. They want to see that other people trust you first.

The good news? You don't need a big budget or a marketing department to show up in those places. You need a few simple moves, done consistently.

That's what this guide is. 25 practical ideas in six sections, each with a quick action you can do this week.

How to use this guide

- 1 Don't try to do all 25. Pick three.
- 2 Start with number 20. It shows you where your gaps are in about ten minutes.
- 3 Put your three on the calendar this week, so they actually happen.

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Your Google presence

Your Google Business Profile is often the first thing a local buyer sees, before your website ever loads. These five fixes make sure your profile and your website are both working for you.

1

Pick the right main category on your Google Business Profile.

Your main category should match what people actually search for. Estate planning attorney works better than law firm. Once the main one is right, add the other categories that truly fit.

Do it this week: Open your profile and check your main category. Change it if it's too general.

2

List every service by name.

Add each service you offer with a short, plain description, and mention the cities and neighborhoods you serve. If a service isn't listed, it's harder for Google to connect you to it.

Do it this week: Add your top three services with a sentence or two each.

3

Match your details everywhere.

Use the exact same business name, address, and phone number on your Google profile, your website, and every directory. An old number on one site and a new one on another makes you harder to trust.

Do it this week: Google your business name and check the first five listings for old info.

4

Make the first line of your homepage answer the question.

Buyers land on your site because they have a problem. If the first line is a mission statement, they're still wondering if you can help. Lead with who you help, where you work, and what you fix, then give them one clear button to call or book.

Do it this week: Read your first line out loud. Would a stranger know you can help them?

5

Do the phone test on your own website.

Open your site on your phone the way a stranger would. Does it load fast? Can you tell what the business does in five seconds, and can you call with one tap?

Do it this week: Tap your own phone number and fill out your own contact form. Make sure both reach you.

Reviews and proof

Reviews have two audiences now. The people reading them, and the AI tools that read them too. Here's how to make every review count.

6

Ask for reviews that name the service and the city.

A review that just says great job doesn't tell anyone much. A review that says she set up payroll for our dental office in Bethesda tells buyers and AI exactly who you help and where. When you ask, suggest they mention what you did and where they're located.

Do it this week: Text three happy clients and ask for a review that names the service and their city.

7

Reply to every review.

A reply shows buyers there's a real person behind the business. Thank them, and mention the service and the neighborhood naturally in your reply. It takes two minutes and keeps your profile active.

Do it this week: Reply to every review you haven't answered yet.

8

Skip bought reviews and build real ones.

Buying reviews is tempting when you're starting out, but fake reviews break Google's rules and can be taken down. Real buyers can usually tell, too. My recommendation is to make asking for a review a normal step at the end of every project, so they build up on their own.

Do it this week: Add a review request to your wrap-up email or your final invoice.

9

Turn one happy client into four pieces of proof.

Ask permission first, and let them choose whether their name is used. Then write a short story for your website about the problem, what you did, and what changed. Ask for a review, share the story on LinkedIn, and offer it to a local newsletter as an example of your work.

Do it this week: Pick one happy client and ask for permission by Friday.

Content that answers questions

Every question a client asks you is a question someone else is typing into Google or ChatGPT right now. If you publish the answer, you're the one who gets found.

10

Keep a client question list for seven days.

Every call, email, and DM, write the question down exactly the way the client said it. Their words are the words other buyers type into search. That list becomes your content plan.

Do it this week: Start the list today. A note on your phone works fine.

11

Give each big question its own page.

One question, one page, answered in plain language with your city included. That's a page Google can show and AI can quote. If you never publish your answer, AI pulls somebody else's.

Do it this week: Pick one question from your list and publish the answer on your website.

12

Add a short FAQ to your service pages.

Answer the questions clients ask most, right on the page where you describe the service. Keep each answer short and clear. Search tools and AI can read those answers, and buyers get what they need without having to call.

Do it this week: Write three FAQ answers for your most popular service.

13

Say the same answer on video.

You don't need a studio. A phone, decent light, and a quiet room will do. Good starters are the question clients ask most, one myth people believe about your field, and what working with you looks like step by step.

Do it this week: Record a two minute answer, say your city early, and post it to YouTube with the question as the title.

14

Refresh your oldest content before you write anything new.

Old posts with outdated dates or broken links tell buyers nobody's home. That old content also has a head start because it's been online longer. Update it, add your city and a fresh example, and link it to your contact page.

Do it this week: Pick your oldest post or page and refresh it before Sunday.

Other people talking about you

Your website is always going to say you're great. A mention on someone else's site is proof, and proof is what buyers, Google, and AI look for.

15

Pitch local outlets first.

Community papers, local news sites, and neighborhood newsletters across DC, Maryland, and Virginia need local experts. Tie a helpful tip to what's happening now, like tax season, winter prep, or hiring season. Timely and useful is easier to say yes to.

Do it this week: Pick one local outlet and send one short pitch by Friday.

16

Answer reporter requests.

Free services send out daily questions from journalists who need an expert quote. Answer the ones in your field with a short, useful reply and a line about your background. One good quote can turn into a mention that keeps working for you.

Do it this week: Sign up for one free reporter request service and answer one request.

17

Be a guest on podcasts.

A podcast puts you in front of listeners who already trust the host, and the episode keeps getting found long after it airs. Start with local business shows, chamber podcasts, and shows in your niche. Pitch one clear topic, like the question your clients always ask.

Do it this week: Find three podcasts your buyers listen to and send one pitch.

18

Get listed where trusted groups vouch for you.

Your chamber of commerce, professional associations, and respected industry directories are real places that say you exist. Each listing is one more spot buyers and search tools can find you. Keep your details matching everywhere, just like number 3.

Do it this week: Join or update one directory or association listing.

19

Swap features with your referral partners.

Think of the realtor who sends you clients, or the CPA you refer people to. Feature each other on your websites, or trade short guest articles for each other's newsletters. It helps both of you get found.

Do it this week: Message one referral partner and suggest a swap.

AI search readiness

Buyers are starting to ask ChatGPT and Google's AI who to hire. Those tools answer by pulling from what's published about you, on your site and everywhere else.

20

Ask ChatGPT four questions about your business.

Ask who you are (your business name and city), who's the best in your field in your city, what people say about you, and why a competitor came up instead of you. If it doesn't know you, there isn't enough published about you yet. If a competitor keeps showing up, look at where AI says it found them. That's your map.

Do it this week: Run all four questions and screenshot the answers. Run them again in 30 days.

21

Write one clear sentence and use it everywhere.

I help this type of client, in these places, with this problem. Put that same sentence on your Google profile, your website, your LinkedIn, and your Instagram bio. When your description matches everywhere, it's easier for AI to match you to the right question.

Do it this week: Write your sentence and paste it into three places by Friday.

22

Make your LinkedIn say what you do now.

If you came out of corporate, your old network looks you up on LinkedIn before they refer you, and your profile often shows up when someone Googles your name. Rewrite your headline to say who you help and where. Then pin your best proof in your Featured section.

Do it this week: Rewrite your headline and send one former colleague a note about what you do now.

23

Publish the draft.

AI and search tools can only work with what's published. The drafts in your notes app don't count. Clear and helpful is ready, and you can always update it later.

Do it this week: Pick the draft that's closest to done and publish it.

A simple weekly routine

Marketing usually falls off when you get busy. That's normal. So let's make it small enough to survive a busy week.

24

Block 30 minutes a week for visibility.

One small block, same time every week, is what keeps all of this going. Follow the four steps in the routine below. Over a year, that's 52 answers out there working for you and a steady stream of fresh reviews.

Do it this week: Put 30 minutes on your calendar for this Friday. Same time every week.

25

Ask every new client how they found you.

If every answer is a referral, people love your work, and strangers probably can't find you yet. If someone says they searched, ask where. Google, ChatGPT, a podcast, a directory? Keep a simple tally for 30 days, then put more effort into what's working.

Do it this week: Add the question to your intake form or your first call.

Your 30 minute weekly routine

MINUTES 1 TO 10

Capture one question

Pick the best question a client asked you this week. Write it down in their words.

MINUTES 10 TO 20

Answer it once

Write a short answer or record a quick phone video. Plain words, your city included.

MINUTES 20 TO 25

Put it in two places

Your website plus one more, like LinkedIn, YouTube, or your Google profile.

MINUTES 25 TO 30

Ask for one review

Text one happy client. One a week adds up fast.

CHECKLIST

Your 25 at a glance.

Check off each one as you go. Circle your first three and put them on this week's calendar.

YOUR GOOGLE PRESENCE

- ☐ **1** Pick the right main category on your Google Business Profile.
- ☐ **2** List every service by name.
- ☐ **3** Match your details everywhere.
- ☐ **4** Make the first line of your homepage answer the question.
- ☐ **5** Do the phone test on your own website.

REVIEWS AND PROOF

- ☐ **6** Ask for reviews that name the service and the city.
- ☐ **7** Reply to every review.
- ☐ **8** Skip bought reviews and build real ones.
- ☐ **9** Turn one happy client into four pieces of proof.

CONTENT THAT ANSWERS QUESTIONS

- ☐ **10** Keep a client question list for seven days.
- ☐ **11** Give each big question its own page.
- ☐ **12** Add a short FAQ to your service pages.
- ☐ **13** Say the same answer on video.
- ☐ **14** Refresh your oldest content before you write anything new.

OTHER PEOPLE TALKING ABOUT YOU

- ☐ **15** Pitch local outlets first.
- ☐ **16** Answer reporter requests.
- ☐ **17** Be a guest on podcasts.
- ☐ **18** Get listed where trusted groups vouch for you.
- ☐ **19** Swap features with your referral partners.

AI SEARCH READINESS

- ☐ **20** Ask ChatGPT four questions about your business.
- ☐ **21** Write one clear sentence and use it everywhere.
- ☐ **22** Make your LinkedIn say what you do now.
- ☐ **23** Publish the draft.

A SIMPLE WEEKLY ROUTINE

- ☐ **24** Block 30 minutes a week for visibility.
- ☐ **25** Ask every new client how they found you.

PROOF IT WORKS

What happens when it's done consistently.

These are published case studies from the delivery network that powers MediaMellon. Different industries, same approach. Useful content, published across the places buyers search, month after month.

Page 1

of Google in 3 months

A roofing contractor in Dallas, Texas.

76.7%

more organic traffic

A car dealership. Organic means from search, not paid ads.

1,100%

blog growth in 21 months

A winery store. Visibility builds when you keep feeding it.

113

pieces of content

An online medical store went from 561 organic visitors in all of 2021 to millions in sales in less than 12 months.

These studies come from a published case study library. The businesses are anonymized in the studies, and they're campaigns from the network behind MediaMellon, not MediaMellon client stories. Every business is different, and results depend on your market and how long the work runs.

Rather have this done for you?

Everything in this guide works. It also takes time, every single week. If that's time you'd rather spend with clients, there's another way.

MediaMellon publishes content about your business across high-authority media sites, so you show up everywhere your clients search. On Google, on trusted sites, and in the answers AI tools give.

How it works, in plain terms

- ✓ **It starts with your business.**
Who you serve, where you work, and what you want to be known for.
- ✓ **Content gets written and produced for you.**
Every month, so it never depends on how busy your week is.
- ✓ **It's published where buyers look.**
Across high-authority media sites your buyers, Google, and AI tools pay attention to.
- ✓ **You keep running your business.**
The campaign keeps going, even in your busiest weeks.

It's the same play as this guide. Useful answers, published in the places your buyers search. You just don't have to do it yourself.

YOUR NEXT STEP

Want to see how it works?

Reply to any of our emails and say SHOW ME, or send a DM to @mediamellon on Instagram. We'll walk you through how the done-for-you side works, what gets published, and where it shows up. Then you decide what's right for your business.

Whichever path you pick, start with three ideas from this guide this week. Getting found is a habit, and every step you take adds to the pile.

Rooting for you,

MediaMellon