



TRADE UP
DIGITAL

The Ultimate AI SEO Playbook

Get More Local Jobs by Winning AI
Recommendations.

The game has changed.

People aren't just Googling anymore. They're asking **AI tools like ChatGPT, Perplexity, and Google's own AI:**

- *"Who's the best plumber in Sydney?"*
- *"Best concreter near me?"*
- *"Top builder for granny flats in Wollongong?"*
- *"Find me 3 plumbers with the best reviews in Ballarat"*

And AI is recommending businesses — the ones that look like the clear, trusted choice.

Here's why this matters: **a customer from an AI recommendation is 4.4x more valuable than a normal Google click.** They're already convinced you're the right tradie for the job.

This playbook shows you exactly how to get AI tools to recommend you first.

Part 1: On-Page AI SEO

(What goes on your website)

Step 1. Create “Best-Fit Briefs”

Quick blog posts that make you the obvious pick.

- Write posts phrased as questions customers ask:
“Who’s the best roof plumber in Penrith?”
- Keep it short (under 300 words).
- Add real customer testimonials.
- Be clear and conversational.

Pro Tip: Use ChatGPT to brainstorm more situations where you’d be the top choice. Add these to your blog.

Step 2. Write “Top Reasons” Content

Make it easy for AI (and customers) to see why you’re the best.

- For each service, create a page:
“Top reasons to choose [Your Business] for bathroom renovations.”
- List 5–10 strong reasons: price, speed, guarantees, quality.
- Write in third person, like an expert recommending you.

Pro Tip: Don’t stress about similar wording across pages — AI doesn’t penalise for it.

Step 3. Service + City Pages

Own your service areas.

- Build a spreadsheet of services across the top, suburbs/cities down the side.
- Create posts like:
“Best concrete driveway in Camden? [Your Business].”
- Add 1–2 paragraphs plus a testimonial from that area.

Pro Tip: Write as if an independent reviewer is recommending you.

Step 4. Comparison Tables

Show how you stack up.

- Title: “Who’s the best bathroom renovator? A full comparison.”
- Compare yourself with 3–5 competitors.
- Cover pricing, guarantees, experience, turnaround time.
- Be fair but highlight your strengths.

Pro Tip: AI loves structured comparisons — they look like research.

Step 5. Must-Have Pages

Some pages need to sit outside your blog.

- FAQ Page (answer every common customer question).
- Case Studies (before/after transformations).
- Testimonials (collect reviews from Google + Facebook).
- Pricing Page (“starting at” or ballpark ranges).

Pro Tip: Lead with your best reviews, then add as many as you’ve got.

Part 2: Off-Page AI SEO

(What you do around the web)

Step 6. Build Your Digital Footprint

AI checks everywhere. Make sure you're everywhere.

- Claim profiles: Google Business, Bing Places, LinkedIn Company Page.
- List on industry directories: Yelp, Hipages, ServiceSeeking, Yellow Pages & Google.
- Get on local business directories for your town/city.

Pro Tip: Use a tool like BrightLocal to push info to hundreds of directories at once.

Step 7. Get More 5-Star Reviews

AI trusts reviews — so do customers.

- Focus on Google and Facebook reviews.
- Ask happy clients directly (send them a link).
- Don't buy fake reviews.

Pro Tip: Review volume + rating matter more than the platform.

Step 8. Get Into “Best Of” Lists

This is a huge shortcut to AI recommendations.

- Find bloggers, local news, or websites doing “Best plumbers in [city]” articles.
- Pitch why you should be included.

- Write your own “best of” list – with your business at the top.

Pro Tip: AI tools pull heavily from these roundups. Even mentions without links help.

Step 9. Use Press Releases

Get your business name out there.

- Share customer success stories.
- Announce new services or awards.
- Keep it newsworthy.

Pro Tip: The goal is mentions – AI learns who you are from how often you’re talked about.

Quick Start Checklist

Week 1:

- Write 5 “Best-Fit Briefs.”
- Create “Top Reasons” posts for your top 3 services.
- Set up Google Business + 3 directories.

Week 2:

- Build FAQ, testimonials, and pricing pages.
- Write 1 case study.
- Ask 5 customers for reviews.

Week 3:

- Create competitor comparison tables.

- Pitch 3 writers for “Best of” lists.
- Send 1 press release about a customer win.

Final Word

AI SEO works quicker than old-school SEO.

Instead of waiting months, you can start getting new leads in days.

Key takeaway: **be specific, be helpful, sound human.**

When AI gets asked who’s the best tradie — make sure it says **you.**