

THE AI VISIBILITY PRIORITY DECISION TREE

The "Stop Overthinking" Decision Framework for AI Search Engine Optimisation for Local Websites

Get Your Answer in 5 Minutes, Not 5 Weeks

WEB DESIGN IMAGINEERS

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HOW TO USE THIS DECISION TREE

This decision tree eliminates AI Search Engine Optimisation for local websites analysis paralysis.

What you need:

- 5 to 10 minutes
- Honest answers
- Pen and paper

How it works:

1. Start at Node 1
2. Follow the arrows
3. Answer honestly
4. Continue until you reach an END NODE
5. Execute the recommendation immediately

Rules:

- Do not overthink
- Do not skip nodes
- Follow the logic

THE DECISION TREE

NODE 1: DO YOU HAVE A GOOGLE BUSINESS PROFILE?

Question:

Do you currently have a verified Google Business Profile?

→ YES = Node 2

→ NO = End Node A

NODE 2: DO YOU HAVE CUSTOMER REVIEWS?

Question:

Do you have 10 or more reviews?

→ YES = Node 3

→ NO = End Node B

NODE 3: DO YOU HAVE SERVICE PAGES?

Question:

Do you have a dedicated page for each service?

→ YES = Node 4

→ NO = End Node C

NODE 4: DO YOU HAVE LOCATION PAGES?

Question:

Do you have dedicated pages for each target town?

→ YES = Node 5

→ NO = End Node D

NODE 5: DO YOU PUBLISH CONTENT MONTHLY?

Question:

Have you published at least one article this month?

→ YES = Node 6

→ NO = End Node E

NODE 6: DO YOU TRACK PERFORMANCE?

Question:

Is Google Search Console installed?

→ YES = Node 7

→ NO = End Node F

NODE 7: DO YOU HAVE CASE STUDIES?

Question:

Do you have three or more case studies?

→ YES = Node 8

→ NO = End Node G

NODE 8: DO YOU HAVE INDUSTRY CITATIONS?

Question:

Do you appear on at least ten relevant websites?

→ YES = Node 9

→ NO = End Node H

NODE 9: ARE ENQUIRIES GROWING?

Question:

Have enquiries increased in the last 90 days?

→ YES = Node 10

→ NO = End Node I

NODE 10: DO YOU ANSWER CUSTOMER QUESTIONS?

Question:

Do you have an FAQ section?

→ YES = Node 11

→ NO = End Node J

NODE 11: DO YOU HAVE AUTHOR INFORMATION?

Question:

Does your website show expertise and authorship?

→ YES = Node 12

→ NO = End Node K

NODE 12: IS YOUR BUSINESS INFORMATION CONSISTENT?

Question:

Does your name, address and phone number match everywhere?

→ YES = Node 13

→ NO = End Node L

NODE 13: DO YOU COLLECT REVIEWS MONTHLY?

Question:

Have you gained at least one review this month?

→ YES = Node 14

→ NO = End Node M

NODE 14: ARE YOU EXPANDING CONTENT?

Question:

Have you added new content during the last 30 days?

→ YES = Node 15

→ NO = End Node N

NODE 15: IS ORGANIC TRAFFIC GROWING?

Question:

Has organic traffic increased over the last 90 days?

→ YES = End Node O

→ NO = End Node P

END NODE A: BUILD YOUR FOUNDATION

✓ YOUR DECISION:

Create and verify your Google Business Profile immediately.

Why this is right:

- No local visibility foundation exists
- AI systems need business validation
- Everything else depends on this

IMMEDIATE NEXT STEPS

1. Create profile
2. Verify ownership
3. Add services
4. Add photographs
5. Add opening hours

Avoid:

- Building content first
- Ignoring verification

END NODE B: REVIEW ACQUISITION SPRINT

✓ YOUR DECISION:

Focus exclusively on review generation.

IMMEDIATE NEXT STEPS

1. Contact past clients
2. Create review request template
3. Request five reviews weekly
4. Add review page
5. Monitor growth

END NODE C: SERVICE PAGE EXPANSION

✓ YOUR DECISION:

Build dedicated service pages.

IMMEDIATE NEXT STEPS

1. List services
2. Create page for each
3. Add FAQs
4. Add reviews
5. Add call to action

END NODE D: LOCATION DOMINATION PLAN

✓ YOUR DECISION:

Create location pages.

IMMEDIATE NEXT STEPS

1. List target towns
2. Build dedicated pages
3. Add local references
4. Add projects
5. Add testimonials

END NODE E: AUTHORITY CONTENT SYSTEM

✓ YOUR DECISION:

Publish expert content monthly.

IMMEDIATE NEXT STEPS

1. List customer questions
2. Write first article

3. Publish FAQ page
4. Add case examples
5. Schedule monthly publishing

END NODE F: MEASUREMENT FIRST

✓ YOUR DECISION:

Install Search Console before continuing.

IMMEDIATE NEXT STEPS

1. Install Search Console
2. Verify property
3. Submit sitemap
4. Record baseline traffic
5. Monitor weekly

END NODE G: CASE STUDY AUTHORITY BUILD

✓ YOUR DECISION:

Build proof and credibility.

IMMEDIATE NEXT STEPS

1. Document projects
2. Create case studies
3. Add photographs
4. Add testimonials
5. Publish results

END NODE H: CITATION EXPANSION PROGRAMME

✓ YOUR DECISION:

Increase trusted mentions.

IMMEDIATE NEXT STEPS

1. Join directories
2. Join associations
3. Build citations
4. Record listings
5. Verify consistency

END NODE I: VISIBILITY DIAGNOSTIC

✓ YOUR DECISION:

Audit content performance.

IMMEDIATE NEXT STEPS

1. Review pages
2. Identify weak content
3. Update pages
4. Expand FAQs
5. Monitor results

END NODE J: CUSTOMER QUESTION STRATEGY

✓ YOUR DECISION:

Create FAQ content immediately.

IMMEDIATE NEXT STEPS

1. Gather questions
2. Write answers
3. Create FAQ section
4. Link internally
5. Monitor engagement

END NODE K: EXPERTISE SIGNAL BOOST

✓ YOUR DECISION:

Show expertise clearly.

IMMEDIATE NEXT STEPS

1. Create author page
2. Add credentials
3. Add biography
4. Link content
5. Update profiles

END NODE L: CONSISTENCY CORRECTION

✓ YOUR DECISION:

Standardise all business information.

IMMEDIATE NEXT STEPS

1. Audit listings
2. Correct differences
3. Update profiles
4. Verify details
5. Recheck monthly

END NODE M: REVIEW MOMENTUM SYSTEM

✓ YOUR DECISION:

Build ongoing review collection.

IMMEDIATE NEXT STEPS

1. Create process
2. Automate requests
3. Track reviews
4. Follow up
5. Review monthly

END NODE N: CONTENT MOMENTUM SYSTEM

✓ YOUR DECISION:

Implement monthly publishing.

IMMEDIATE NEXT STEPS

1. Create calendar
2. Plan topics
3. Write articles
4. Publish consistently
5. Review results

END NODE O: SCALE WHAT WORKS

✓ YOUR DECISION:

Double down on successful activities.

IMMEDIATE NEXT STEPS

1. Identify winners
2. Replicate content
3. Expand locations
4. Increase authority signals
5. Scale effort

END NODE P: ADVANCED CONTENT OPTIMISATION

✓ YOUR DECISION:

Improve existing assets.

IMMEDIATE NEXT STEPS

1. Audit top pages
2. Expand content

3. Improve structure
4. Add authority signals
5. Monitor changes

EXAMPLE WALKTHROUGHS

SCENARIO 1: New Local Business

Node 1 → No

Result:

End Node A

Outcome:

Complete foundation built in one week.

Time Saved:

Four weeks of confusion.

SCENARIO 2: Established Business With Few Reviews

Node 1 → Yes

Node 2 → No

Result:

End Node B

Outcome:

20 new reviews in 60 days.

Time Saved:

Three weeks of research.

SCENARIO 3: Good Reviews But Weak Pages

Node 1 → Yes

Node 2 → Yes

Node 3 → No

Result:

End Node C

Outcome:

Service visibility increased.

Time Saved:

Two weeks.

SCENARIO 4: Strong Website But No Content

Node 1 → Yes

Node 2 → Yes

Node 3 → Yes

Node 4 → Yes

Node 5 → No

Result:

End Node E

Outcome:

Authority growth accelerated.

Time Saved:

One month.

SCENARIO 5: Mature Business Ready To Scale

Node 1 → Yes

Node 2 → Yes

Node 3 → Yes

Node 4 → Yes

Node 5 → Yes

Node 6 → Yes

Node 7 → Yes

Node 8 → Yes

Node 9 → Yes

Node 10 → Yes

Node 11 → Yes

Node 12 → Yes

Node 13 → Yes

Node 14 → Yes

Node 15 → Yes

Result:

End Node O

Outcome:

Scaled visibility rapidly.

Time Saved:

Months of uncertainty.

VISUAL PATH MAP

PATH 1: Foundation Route

1 → A

Leads to: Local visibility setup.

PATH 2: Review Route

1 → 2 → B

Leads to: Trust signal growth.

PATH 3: Service Route

1 → 2 → 3 → C

Leads to: Better service visibility.

PATH 4: Location Route

1 → 2 → 3 → 4 → D

Leads to: Town level dominance.

PATH 5: Authority Route

1 → 2 → 3 → 4 → 5 → E

Leads to: Content authority growth.

PATH 6: Scale Route

1 → 2 → 3 → 4 → 5 → 6 → 7 → 8 → 9 → 10 → 11 → 12 → 13 → 14 → 15 → O

Leads to: Maximum growth.

DECISION CONFIDENCE CHECK

My recommended path is:

I'm confident because:

- The logic fits my situation
- The actions are clear
- The resources are available
- The timeline is realistic
- I am ready to begin

If four or more boxes are checked:

EXECUTE IMMEDIATELY

BONUS: DECISION VALIDATION CHECKLIST

- My decision is based on facts
- I have the resources available
- I can start within 48 hours
- I am not avoiding difficult work
- This moves me towards my goals
- I understand the next steps
- I am committed to execution

If all boxes are checked:

GO

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