WATERFRONT
BIA

Have Your Business Discovered in AI Search

Prepared by the Waterfront BIA

An Actionable Checklist for Toronto Waterfront Businesses



Your AI Search Visibility Checklist

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Want your business to appear when someone asks ChatGPT, Google or another AI-powered search tool for reccommedations?

Use this checklist to improve your business's online visibility and make it easier for AI search tools to discover, understand and potentially recommend your services.



Make Your Business Easy to Understand

Clarity & Consistency

- [ ] Write a clear business description. Explain what you offer, where you're located and what makes your business unique.
- [ ] Update your online profiles. Make sure your website, Google Business Profile, social media and business directories have accurate, consistent information.
- [ ] Be specific about your services. Clearly list your products, experiences, amenities and the customers you serve.

Create Helpful, Relevant Content

Content & Topical Relevance

- [ ] Answer common customer questions. Add an FAQ section to your website that addresses what customers frequently ask.
- [ ] Share your local expertise. Publish helpful content related to your business, such as neighbourhood guides, seasonal experiences, local attractions and practical tips.
- [ ] Make your content easy to read. Use descriptive headings, short paragraphs, bullet points and natural language.
- [ ] Keep information current. Regularly update your website with accurate hours, services, pricing and seasonal offerings.

Build Your Online Credibility

Trust & Third-Party Recognition

- [ ] Get featured in relevant publications. Pitch your business to local media, tourism publications, bloggers and neighbourhood guides.
- [ ] Explore tourism promotion opportunities. Look into business listings, event calendars and promotional opportunities through Destination Toronto and other local organizations.
- [ ] Encourage authentic customer reviews. Keep your Google Business Profile active and respond professionally to reviews.
- [ ] Build relationships with local creators and organizations. Collaborate on experiences, events and content that can generate credible mentions of your business.



Make Your Website Easy to Access

Technical SEO & Extractability

- [ ] Check your website's structure. Use clear page titles, descriptive headings and organized content.
- [ ] Ask about schema markup. Work with your website developer to add relevant structured data, such as LocalBusiness schema, where appropriate.
- [ ] Check technical accessibility. Make sure your important business information is visible, mobile-friendly and accessible to search engines.

Measure Your AI Visibility

Track Your Progress

- [ ] Create 10–20 relevant AI search questions. Test your questions monthly. Check whether your business appears, is recommended or has its website cited.
- [ ] Monitor your website traffic. Use Google Analytics to track identifiable visits from AI tools and Google Search Console to monitor search visibility.
- [ ] Review and improve. Compare your results each month, identify content gaps and update your online presence accordingly.



Start with what you can control, and build from there!

AI search recommendations aren't guaranteed. However, a clear digital identity, helpful content, credible third-party mentions and an accessible website can improve your business's overall online discoverability.

About the Waterfront BIA

Representing businesses along the Queens Quay corridor, the Waterfront Business Improvement Area (WBIA) is committed to supporting businesses, unifying the Waterfront and engaging the community.

Activities of the WBIA include representing the area on key policy and advocacy issues, making targeted public realm improvements and highlighting the area's vibrancy with activations and daily promotion online.

