

CAN AN AI AGENT UNDERSTAND YOUR BUSINESS?

Local AI Agent Readiness Checklist — itclub.work

IDENTIFY

UNDERSTAND

TRUST

MATCH

ACT

VERIFY

REVIEW

1 — IDENTIFY: Can Google find and recognise the business?

- %i Correct exact business name
- %i Correct primary category
- %i Accurate secondary categories
- %i Correct address or service area
- %i Business Profile claimed and verified
- %i Website URL correct and loading
- %i NAP consistent across all platforms

2 — UNDERSTAND: Can Google understand what you offer?

- %i Services clearly described with specific names
- %i Products described (where applicable)
- %i Menu current and accurate (where applicable)
- %i Facilities and attributes in Business Profile
- %i Service area defined accurately
- %i Opening hours correct incl. special hours
- %i Important restrictions explained

3 — TRUST: Is information consistent and credible?

- %i Info consistent across Profile, website, directories
- %i Recent genuine reviews present
- %i Business responds to reviews
- %i No duplicate listings
- %i Website secure (HTTPS) and mobile-friendly
- %i Structured data matches visible content

4 — MATCH: Can AI match you to a specific requirement?

- %i Service descriptions are specific, not generic
- %i Attributes accurately describe the business
- %i Photographs show the real current business
- %i Product/menu details specific enough for comparison
- %i FAQs answer common customer questions

5 — ACT: Can the customer take the next step?

- %i Booking link works and is current
- %i Ordering link works (where applicable)
- %i Appointment route easy to find
- %i Enquiry/contact form works correctly
- %i Partner integrations reviewed (Actions Center)

6 — VERIFY: Is information current?

- %i Opening hours updated after any change
- %i Menu/services updated after any change
- %i Prices updated after any change
- %i Booking links tested from external device
- %i Outdated photographs replaced
- %i Discontinued services removed

7 — REVIEW: Is this maintained actively?

- %i Regular review date scheduled
- %i Responsibility assigned to a named person
- %i Process to update after operational changes
- %i New Google features reviewed periodically
- %i Duplicate listings checked periodically

Common mistake: Failing to update information after operational changes. AI agents may exclude a business based on outdated data before the customer even sees the listing.

