

7 Steps to Rank Higher in the Age of AI Search

MASTERS
OF HOME
SERVICE

52% of service pros are already using AI tools, and customer expectations are shifting with it. People want faster answers, clearer information, and an easier way to choose who to hire.

For years, showing up on Google was enough. Now, more customers are turning to AI tools like ChatGPT and Perplexity, as well as social media to find and hire service pros.

And these platforms don't just list businesses, they recommend them.

As Phil Risher of Phlash Consulting puts it:

"Your business is going to start getting more and more leads from AI... But only if you know these seven tricks on ranking high in those algorithms, because it's not just about SEO anymore."

To show up, your business needs to:

- Build trust and credibility across platforms
- Answer the questions customers are asking on search
- Give AI enough information to confidently recommend you

Read on and follow Phil's simple 7-step checklist to help you do exactly that.

HOW TO USE

Read each section and check off what's already true in your business. Any "no" answers become your next action steps. Don't try to fix everything at once. Pick the biggest gap, tighten it up, then move to the next one.



1 Build Trust with Consistent, High-Quality Reviews

AI search relies heavily on reviews to decide which businesses it can trust and recommend. The stronger and more consistent your reviews are, the better your chances of showing up.

Checklist:

- We ask every customer for a review after each job
- We respond to every review to show we care about customer experience
- We consistently generate new reviews every month

"You have to have a consistent flow of reviews so that way you're training these algorithms."

– Phil Risher, Phlash Consulting

Pro Tip: Set up automatic review requests in Jobber so no opportunity slips through the cracks. You can send review requests as soon as a job is completed or paid, no extra effort needed.

2 **Clearly Define Your Service Area**

AI can't guess where you service, so you need to clearly show it. The more specific you are about your service areas, the more likely you are to appear in local results.

Checklist:

- Our Google Business Profile lists all service areas correctly
- Our website includes dedicated pages for each city or region we serve
- Each service area page answers real customer questions

Quick Win: Write down the top 5–10 cities, towns or neighborhoods you serve and create a simple FAQ page for each one. Include common questions, services offered, and examples of work in that area.

3 **Give Formal Proof You're Qualified and Credible**

AI doesn't take your word for quality service—it looks for proof. Formal certifications, licenses, and credibility signals on your website help rank your business as a trusted expert.

Checklist:

- All licenses and certifications are clearly shown
- We show proof of insurance or coverage
- We include logos or badges for certifications

“What we found is that AI platforms love that stuff [proof]. They want to be able to recommend someone and say, ‘You should choose this company because...’”
– Phil Risher, Phlash Consulting

4 **Show You're Active in Your Local Community**

No formal credentials? AI also looks at how active and involved you are locally. Showing up in your community helps people recognize and trust your business.

Checklist:

- We share involvement in local events, sponsorships, or charities
- We highlight awards or “best of” recognitions on our website
- We post about community initiatives or partnerships on social media
- We show how we support or give back locally

“Anything that you can do from a local community perspective, it allows these [AI] platforms to recognize that you're the authority in the space.”
– Phil Risher, Phlash Consulting

5 Make It Easy for Customers to Choose You

AI favors businesses that are easy to work with and transparent. A simple, clear process makes it easier to recommend your business.

Customers are also using AI to ask detailed questions, especially about pricing and availability. Clear answers on your website boosts your chances of showing up.

Checklist:

- Our business hours (including emergency or 24/7 service) are clearly listed
- Customers can easily book or request service online
- We make it easy for customers to contact us (e.g., email, chat widget)
- We provide pricing or price ranges

Pro Tip: Adding online booking doesn't just help AI—it helps you win more jobs without back-and-forth calls. With Jobber's online booking, you capture client details 24/7 online, over email, the phone, or by text.

6 Show Your Services With Job Photos

AI (and customers) want to see the real experience of working with your business. If your website only shows stock images, there's no proof of what customers can expect. Real photos of your work, team, and jobs build credibility fast.

Checklist:

- We use real photos from actual jobs (no stock images)
- We show our team, trucks, and branding in the field
- We capture in-progress moments (not just finished work)
- We show before-and-after results

Quick Win: Take photos at every job and upload them weekly (e.g., update your website, post on social media). Don't aim for perfect, and aim for real.

7 Prove Your Local Authority with Real Jobs

AI looks for signals that you've done real work in your area. The more you show where you've worked on your website and socials, especially recognizable places or clients, the more trustworthy your business becomes.

Checklist:

- We highlight real jobs (both past and active ones) with photos, details, and specific locations
- We showcase recognizable clients or projects (when allowed)

“Put that stuff out there that you service these things because they want to see local credibility.”
– Phil Risher, Phlash Consulting

Create Content That Answers Real Customer Questions

This is the biggest shift: AI recommends businesses it understands. The more helpful content you create, the more likely you are to be recommended.

Use the prompt below to turn Phil's content tips into blog, video, or social post ideas.

“ There’s a huge land grab for this [creating unique content]... Social media is the low-hanging fruit for every business right now.”
– Phil Risher, Phlash Consulting

Content Generator AI Prompt:

Act like an experienced marketing expert who specializes in home service businesses.

My business: [Describe your business, services, ideal customers, and anything that makes you different]

My location: [City/area]

Generate 10 highly specific content ideas I can use for blogs, social posts, or videos.

Each idea should:

- Be based on real questions homeowners are already asking
- Focus on one clear topic (no vague ideas)
- Be written in plain language a homeowner would use
- Help build trust and position me as the obvious expert

Prioritize topics around:

- Pricing (what things cost, what affects cost)
- Common problems and how to fix or prevent them
- Comparisons (options, materials, methods, DIY vs pro)
- “Best” choices for homeowners in my area

For each idea, include:

1. The main question it answers
2. A quick outline of what to cover (3-5 bullet points)

Before generating ideas, ask me any questions you need to make the content more accurate and useful.

Pro Tip: The best content ideas come straight from what customers are already saying. Review call recordings, job notes, and even competitor 1-star reviews to spot customer pain points. Then turn those into content that speaks directly to the problem.

Start Answering: “Who Should I hire?”

When someone asks, “Who should I hire?” You want your business to be the answer, and that starts with Phil’s seven steps.

Jobber can help you put these steps into action:

- Automatically **request and track reviews** to build consistent, trustworthy signals.
- Offer **online booking** and **fast communication** to show you’re easy to work with.
- Capture **job details, notes, and photos** to prove real customer experience and completed work.
- Use **request forms and job history** to uncover real customer questions and turn them into content.

Build the kind of business that AI search and customers are more likely to recommend.

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