

EXCLUSIVELY FOR JAMAICAN BUSINESS OWNERS · 2026

Is Google's AI Hiding Your Business?

The Jamaican Business Owner's Guide
to AI Search Visibility

7 actionable steps, no tech jargon

7

Practical Steps

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Tech Jargon

JM

Market Specific

— INTRODUCTION

Search Just Changed. Most Businesses Don't Know It Yet.

A few years ago, getting found online meant one thing: rank on Google's first page. You needed a website, some keywords, and ideally a Google Business Profile with good reviews.

That still matters, but it's no longer the whole picture.

Google has fundamentally changed how it answers questions. When someone types "**best accountant in Kingston**" or "**most reliable plumber in Montego Bay**," Google increasingly generates a direct AI answer at the top of the page, before showing any website links at all.

That AI answer pulls from specific sources. It looks at your website structure, your Google Business Profile, your reviews, your schema markup, and your page speed. Businesses that have these signals in place get recommended. Businesses that don't get skipped entirely.

This isn't a future trend. It's happening right now. And most Jamaican businesses have no idea their digital presence is failing this new test.

This guide walks you through seven practical steps to make your business visible to AI search, written specifically for the Jamaican market, with no tech jargon.

"The businesses showing up in AI search aren't luckier. They're structured differently."

STEP 1 OF 7

Claim and Fully Optimise Your Google Business Profile

The #1 source AI uses to recommend local businesses.

Your Google Business Profile (GBP) is the single most important thing you can optimise right now. It is the primary source Google's AI uses when recommending local businesses in response to a question.

Here's what "fully optimised" actually means, most profiles are only halfway there:

Business name, address & phone	Exactly consistent with how your business is listed everywhere else online. Even small differences (Street vs. St.) confuse AI systems.
Category selection	You get one primary category and up to nine secondary categories. Most businesses only pick one. Add every relevant category.
Business description	Should read like an answer to a question, not "We are a leading provider of..." but "We help Kingston homeowners with emergency plumbing repairs... Available 7 days a week."
Photos	Upload at least 10 high-quality photos, your team, your location, your work. AI-powered search includes visual signals.
Q&A section	Manually add your own questions and answers. Write them as: "Do you offer same-day appointments?" then "Yes, we offer same-day appointments Monday through Saturday..." This is directly ingested by AI.

Quick check: Search your business name on Google right now. Does your profile show up? Is it complete? If you don't see a profile, claim it immediately at business.google.com

Structure Your Website Pages to Answer Specific Questions

Answer-First Formatting: what AI search actually reads.

Traditional web pages were built to impress human visitors. Long introductions, brand story paragraphs, and carefully crafted marketing copy. These pages often rank on Google, but they struggle in AI search.

AI search engines are looking for pages that directly answer questions. If the answer is buried in paragraph 4 after a brand story, the AI skips it and finds someone who answered it faster.

This is what **Answer-First Formatting** means, you restructure your service pages so the most important information appears at the top, in a format AI can extract and cite.

H1 (main heading)

Make it a question or a direct answer. Instead of "Our Accounting Services" → "Accounting Services for Jamaican Small Businesses: Monthly, Quarterly, and Annual Packages."

Opening paragraph

Answer the core question in the first 2–3 sentences. "We provide bookkeeping, VAT filing, and payroll management for Jamaican SMBs. Services start at \$15,000 JMD/month."

Subheadings as questions

Use H2/H3 as questions: "How much does bookkeeping cost in Jamaica?" These become the exact questions AI answers for your customers.

Lists over paragraphs

AI extracts and summarises structured content far more easily than dense paragraphs. Use bullets and numbered lists wherever possible.

Priority pages to rewrite first:

Homepage · Your main service page · Contact page

These three are responsible for 80% of your AI visibility.

Add FAQ Sections to Every Service and Product Page

AI loves structured Q&A. Give it exactly that.

Frequently Asked Questions are no longer just a convenience for website visitors. They are one of the most powerful signals you can send to AI search engines.

When someone asks Google's AI a question, AI looks across the web for a page that directly answers it. A business with an FAQ section giving a direct, accurate answer is far more likely to get cited than one that buries the answer in a paragraph.

Aim for **6–10 questions per service page**, questions a real customer actually asks. For each question, write a direct answer in 1–3 sentences. Specific answers get cited. Vague answers get skipped.

ACCOUNTING FIRM

"Do you file taxes for self-employed individuals in Jamaica?"

"What documents do I need to bring to my first appointment?"

SALON

"How long does a full set of acrylics take?"

"Do you offer appointments on Sundays?"

CONTRACTOR

"Do you work in parishes outside Kingston?"

"Do you provide written quotes before starting work?"

ANY BUSINESS

"What are your payment methods?"

"How quickly can you respond to a new enquiry?"

Important: Add this FAQ section to every service page on your website, not just your

dedicated FAQ page. AI checks the page that's most relevant to the question being asked.

STEP 4

OF 7

Add Schema Markup: The Invisible Code That Tells AI Who You Are

You don't need to code this yourself. But you do need it.

Schema markup is structured data, a piece of code you add to your website that tells search engines and AI systems exactly what your business is, what it does, who it serves, and where it's located.

Think of it as a **business card for AI**. Without it, AI has to guess. With it, AI knows instantly, and is far more likely to cite you accurately.

**LocalBusiness**

Name, address, phone, hours, website.
The minimum every business needs.

**FAQPage**

Marks up Q&A so AI can extract individual questions and answers. One of the most cited schema types.

**Service**

Describes specific services you offer, including price ranges where relevant.

**AggregateRating**

Shows AI your review count and average rating, a strong trust signal.

How to add it without coding: WordPress users, install [Rank Math](#) or [Yoast SEO](#). Both generate schema automatically. Then verify at search.google.com/test/rich-results.

Start with: LocalBusiness + FAQPage schema. These two alone will meaningfully improve how AI interprets and cites your business.

STEP 5

OF 7

Get Consistent Reviews and Respond to Every Single One

Review sentiment is now an AI ranking signal.

Reviews have always mattered for trust. Now they matter for AI visibility too. Google's AI factors in review quantity, recency, average rating, and whether the business responds.

The gap in Jamaica is significant. Most Jamaican businesses have fewer than 10 Google reviews. Many have zero. This isn't because customers aren't satisfied, it's because no one is asking them to leave a review.

- 1 Get your review link.** In your Google Business Profile, go to "Get more reviews" and copy your direct review link. This takes customers straight to the review page.
- 2 Ask after every transaction.** The best time is immediately after a positive interaction, after completing a job, at checkout, or at the end of a service call.
- 3 Send via WhatsApp.** Send your review link to every customer whose number you have. Include a brief, genuine message, don't copy-paste the exact same text to everyone.
- 4 Respond to every review.** Every single one, positive and negative. AI systems read your responses as a signal of business quality and engagement.

Target: 5 new reviews per month as a baseline. 20+ reviews with a 4.5+ average before you run any paid advertising.

One review request message, sent consistently after every job, will double your review count within 90 days. That's not marketing. That's a system.

Make Your Website Load in Under 3 Seconds on Mobile

Slow sites get skipped. By customers. And by AI crawlers.

In Jamaica, most customers browse on mobile, often on a 4G connection that may not always be fast. If your website takes more than 3 seconds to load, a significant portion of your visitors leave before seeing a single word.

AI crawlers have the same impatience. A slow site signals lower quality, and gets ranked and cited less often as a result.

Check your score now: Go to pagespeed.web.dev. A score above 70 on mobile is your target.

Uncompressed images

The most common culprit. Images from a phone are often 3–5MB. All images should be compressed to under 150KB before uploading.

Too many plugins

Each WordPress plugin adds load time. Audit your plugins and remove anything that isn't actively needed.

No caching

Caching stores a "ready" version of your site. Install WP Rocket, W3 Total Cache, or similar, required for any WordPress site.

No CDN

Cloudflare offers a free tier that significantly improves load times. One of the best free investments for a small business website.

If your mobile score is below 70, fixing this one thing may be the single highest-return improvement you make. It affects both real visitors and AI crawler frequency.

STEP 7

OF 7

Build Local Citations: Be Listed Consistently Everywhere AI Reads

AI cross-references your business data. Inconsistency costs you.

A citation is any mention of your business name, address, and phone number on another website. AI uses citations to verify your business is real and accurately described.

The problem most Jamaican businesses have isn't a lack of citations, it's **inconsistent citations**. "Brown's Auto Repairs" vs "Brown Auto Repair" vs "Browns Auto Repairs Ltd" look like three different businesses to AI. None gets full citation credit.

- Google Business Profile

- Jamaica Yellow Pages

- Facebook Business Page

- LinkedIn Company Page

- Apple Maps / Bing Places

- Yelp

- TripAdvisor

- Industry Directories

The consistency rule: Every citation must use exactly the same business name, address (including parish), phone number (with +1-876), and website URL (always https://). Decide on one official version and never deviate.

Action: Do a Google search for your business name right now. Click every listing that appears. Check that your NAP is identical on each one. Fix any inconsistency immediately.

Set a reminder to audit your citations every 6 months. Businesses move, numbers change, uncorrected citations quietly cost you AI visibility.

— FREE SESSION FOR JAMAICAN BUSINESSES

Ready to Get Your Business Found by AI?

Let's build your AI visibility strategy together, free.

You've read the seven steps. Now let's apply them to your business specifically.

Book a free session with the DigiSolly team. We'll review your current AI visibility, identify your biggest gaps, and walk you through exactly what to fix first, tailored to your industry and your market in Jamaica.

Stop guessing. Start getting recommended.

In one free session, we'll show you exactly where your business stands with ChatGPT, Google Gemini, and Perplexity, and give you a clear, prioritised action plan to get in front of the right customers.

 [Book your free session →](#)

digosolly.com/book

Free for Jamaican business owners. No obligation.
No pressure, just clarity on where you stand and what to do next.



Answer Architecture & AI Share of Voice for Jamaican Businesses

We help Jamaican businesses get recommended by AI search engines: ChatGPT, Google Gemini, Perplexity, and beyond.

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