

Let an AI Assistant Complete the Job for a Customer

Increasingly, the thing trying to book you isn't a person.

TIME	COST	DIFFICULTY	AUDIT SIGNAL
1 hour	Free	Moderate	agent_journey_completes

WHAT WE MEASURED

We had an automated agent attempt the full journey — find you, understand your services, and reach a booking or contact point — and recorded where it stopped.

WHY IT MATTERS

More customers now start with an assistant. They ask ChatGPT or Google for a plumber, and the assistant tries to gather enough to make a recommendation — or increasingly, to complete a booking on the customer's behalf.

If the journey breaks halfway, you're dropped and the next business is named. And unlike a human visitor, an assistant never calls to ask.

The good news is that everything that makes this work for an AI also makes it work better for a human in a hurry.

FIX IT YOURSELF

1 Make sure the facts are machine-readable

An assistant can't recommend what it can't read. Three prerequisites, each with its own guide:

1. **Server-rendered content** — your phone, address, hours and services must be in the raw page source. (*See: Make Your Website Readable by AI Assistants.*)
2. **Valid structured data** — JSON-LD in the raw HTML. (*See: Add Structured Data to Your Website.*)
3. **Clear service names in plain text** — in customer vocabulary. (*See: State Your Services in Plain Language.*)

If any of those three fail, the journey ends before it starts.

2 Make the decision facts findable in one place

An assistant needs to answer four questions before recommending you:

1. **Do they do this?** → services list
2. **Do they cover my area?** → service-area page
3. **What does it cost?** → a price, a range, or at minimum "free estimates"
4. **How do I get them?** → phone, booking link, or form

Put all four on your homepage in text. Not spread across five pages. Not in a PDF.

3 Give a price signal — any price signal

This is the step most businesses skip and it costs them recommendations. An assistant comparing three businesses where one shows "\$149 drain clearing" and two show nothing will lean toward the one it can describe.

You don't have to publish a rate card. Any of these work:

- *"Diagnostic visit: \$89, applied to the repair"*
- *"Most drain clearings run \$150–\$300"*
- *"Free estimates — most jobs quoted same day"*

A range beats silence. Silence reads as "can't be evaluated."

4 Make the booking path reachable without JavaScript

If your only booking route is a chat widget or a JavaScript modal, an assistant can't see it.

Give your booking page a **real, plain URL** — `yoursite.com/book` — and link to it as an ordinary text link from your homepage and every service page. The widget can stay; just don't let it be the only door.

5 Write an FAQ that answers the objections

Question-and-answer pairs in plain text are the format assistants extract most reliably. Cover:

Are you licensed and insured? · What areas do you serve? · How much does [main service] cost? · How soon can you come out? · Do you charge for estimates? · What payment methods do you take? · Do you offer emergency service?

Answer in complete sentences that name the subject. *"Acme Plumbing is licensed and insured in the state of Ohio, license #12345"* — not *"Yes, we are."* An extracted fragment loses its subject.

6 Test it yourself

Ask an AI assistant: *"Find me a [your trade] in [your city] and tell me their phone number, hours, service area, and how to book."*

Whatever it gets wrong or can't answer is exactly what's missing from your site. Repeat monthly — it's the cheapest audit you'll ever run.

CHECK YOUR WORK

- ☐ Your facts are in the raw page source.
- ☐ Services, area, price signal, and contact are all on your homepage in text.
- ☐ Your booking page has a plain URL linked as normal text.
- ☐ You have an FAQ with complete-sentence answers.
- ☐ You've asked an AI assistant about your business and checked its answer.

COMMON MISTAKES

- **Everything living inside a chat widget.** Invisible.
- **No price signal anywhere.** You get skipped in comparisons.
- **Fragments instead of sentences.** They lose their subject when extracted.
- **A booking flow requiring an account.** Ends the journey.

This fix is free. You can earn and keep any Agenarys Seal tier — including Platinum — without paying Agenarys anything beyond the audit itself. If you would rather have help doing it, we sell that. We never sell passage.

SOURCES & FURTHER READING

