

State Your Services in Plain Language

If a stranger can't tell what you do in five seconds, neither can an AI.

TIME	COST	DIFFICULTY	AUDIT SIGNAL
45 minutes	Free	Easy	services_stated_plainly

WHAT WE MEASURED

We checked whether your services are stated clearly enough for a customer — or an AI assistant — to understand what you offer.

WHY IT MATTERS

When an AI assistant is asked to recommend "someone who can fix a water heater in Springfield," it has to decide whether you're that someone. It makes that decision from your page text.

Marketing language defeats this. *"Delivering excellence in home comfort solutions"* tells a machine nothing. *"We repair and replace gas and electric water heaters"* tells it everything.

The same is true for the customer. Vague beats nothing, but specific beats both.

FIX IT YOURSELF

1 Write your services as a plain list

Open a blank document and list everything you actually do, in the words a customer would use.

Not: *"Comprehensive residential solutions"* Instead: *"Water heater repair," "Water heater replacement," "Drain cleaning," "Leak detection," "Toilet repair," "Sewer line inspection"*

Use the customer's vocabulary, not the trade's. People search for "clogged drain," not "hydro-jetting."

2 Put that list on your homepage in text

Not in an image. Not in a slideshow. Not in a PDF. Plain text on the page.

A simple heading and a bulleted list is fine. This is one of the highest-value ten minutes you can spend on your website.

3 Give your main services their own page each

For your three to five biggest revenue services, create a page each. Each page should say, in complete sentences:

- What the service is
- Who it's for
- What it typically costs, or a range
- How long it typically takes
- What area you cover
- How to book it

Complete sentences matter. Write *"Acme Plumbing repairs and replaces water heaters in Springfield, Ohio"* — not just a heading that says "Water Heaters." When an AI extracts a fragment, it loses the subject.

4 Add the services to your Google Business Profile

Edit profile → **Services**. Add each one. Google lets you add a short description to each — use it.

This is separate from your category (see the *Choose the Right Business Category* guide). Category is what you *are*; services are what you *do*.

5 Write a real FAQ page

Ten to fifteen questions customers actually ask, each with a complete-sentence answer. Examples:

- *Do you offer free estimates?*
- *What areas do you serve?*
- *Do you charge for emergency calls?*
- *Are you licensed and insured?*
- *How soon can you come out?*
- *What payment methods do you accept?*

AI assistants extract question-and-answer pairs extremely reliably. This one page does more for AI visibility than most of your website.

CHECK YOUR WORK

- ☐ Your homepage lists your services as plain text.
- ☐ Your top services each have their own page.
- ☐ Each service page uses complete sentences naming the service and the area.
- ☐ Your GBP Services section is filled in.
- ☐ You have an FAQ page with at least ten real questions.

COMMON MISTAKES

- **Services trapped in images or slideshows.** Invisible to machines.
- **Industry jargon instead of customer words.** Match how people actually search.
- **A services page that's one paragraph of adjectives.** Be specific or be skipped.

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

Google Business Profile — Services

Based on how AI systems extract and cite business information