

Google Search Just Became an AI Gatekeeper

The search bar you relied on for 25 years now picks winners for you — here are the three fastest ways to get your business mentioned in those AI-written answers.

Source: The Verge / Google Blog

— THE NEWS, IN ONE BREATH

Google replaced the classic ten-blue-links Search page with Gemini 3.5 Flash. Every search query now returns an AI-generated summary that picks which businesses to mention — and which to ignore. It rolled out globally the week of June 30, 2026. If your business relies on local search, referrals, or content-driven discovery, you now compete for a mention in an answer Google writes, not a spot on a list Google ranks.

— SO WHAT — IF YOU OWN THE BUSINESS

3 WAYS TO USE IT THIS WEEK

1 *Claim & optimize your Google Business Profile for AI citation*

15 MIN

LOCAL SEO

NO CODE

Do it: Claim your profile at business.google.com. Fill every field — services, hours, description, photos, posts. AI pulls from complete profiles first. Add a Q&A section answering your top 5 customer questions. Update weekly.

Where DIY stops: This gets you cited in local searches. It won't help if you need to be discovered nationally, ranked for a product category, or mentioned as an authority. That requires structured schema markup, a citation-optimized content layer, and real-time monitoring of which AI systems are ignoring you — which is where building begins.

2 *Add FAQ schema to your site so AI systems parse your answers*

2 HOURS

TECHNICAL SEO

NEEDS WIRING

Do it: Use Google's Schema Markup Helper or a WordPress plugin like Yoast to add FAQPage schema to your most-visited pages. Write 5-7 questions your customers actually ask. AI models scrape this structured data when generating answers.

Where DIY stops: Schema helps, but it's passive. You're hoping AI notices. You can't see if it worked, you can't update it when Google's model changes, and you can't respond when a competitor starts outranking you in AI answers. Real monitoring + iteration requires a feedback loop you build.

3 *Build an AI search monitor that alerts you when you're not mentioned*

1 WEEK

AGENT BUILD

NEEDS WIRING

Do it: Set up a daily agent that searches your core business queries via Google's API, parses the AI Overview, and flags when your business isn't cited or a competitor is. Logs results to a dashboard. You can act on it the same day.

Where DIY stops: This is the beginning of a real SEO-for-AI system. The ceiling is building the content-optimization layer — automatically drafting better-cited answers, testing them, and feeding the loop. That's a 2-3 week build with schema automation, content-gen agents, and ranking validation. It's what I'd map in a Teardown.

Google didn't announce this as a big shift — they just flipped the switch. Most small business owners won't notice until their traffic drops or their competitor starts showing up in the AI answer and they don't. By then, six months of leads are gone. The businesses that win in the next 12 months are the ones that treat AI citation like they treated page-one ranking in 2010: you either show up or you don't exist.

That's why ProofWright exists. I'm not a developer — I'm an operator who runs five companies and built the tools I needed when no one else would. I built 10 production AI systems, zero engineers hired, and every one of them works because I had to use it myself. If you're tired of vendors who demo but don't deploy, I'll build the system that actually runs in your business.

BUILD

Tell me what your business does — reply right here — and I'll map which of these three plays is cheapest to wire up for you now. No pitch, no deck.

Ready to build? Book a Teardown → proofwright.ai/teardown — 90 min, \$500, credited toward any build in the next 30 days.

→ Reply with your industry. Worst case, you get a straight answer for free.