



How to get your
WEDDING BUSINESS
Found in AI Search

A LITTLE ABOUT ME

Gina Ludwig

Started My First Wedding Business Over 30 Years Ago

Built multiple 6-figure businesses over that time.

Spent the last 20+ years helping wedding businesses refine & scale.

Wedding Business Specialist | Educator

Social Media Specialist | Author

AGA BUSINESS SOLUTIONS

SOCIAL MEDIA | WEBSITE DESIGN | VIRTUAL ASSISTANTS | BLOG WRITING

#1 New Release
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HOW PEOPLE USE AI SEARCH

PEOPLE ARE GOING TO AI

ChatGPT, Perplexity, Gemini, etc.

AI IS COMING TO TRADITIONAL SEARCH

Google AI summaries and AI Mode.

MORE THAN HALF OF ADULTS UNDER 50 ARE USING AI CHATBOTS TO SEARCH FOR INFORMATION.

This number will continue to grow.

GOOGLE SEARCH VS. AI SEARCH

Traditional Google Search helps you find information.

AI Search gives you the answer.

Google Search: Malibu wedding planner

Here are some Malibu wedding planners, do your research.

AI Search: I'm planning a 150-person outdoor wedding in Malibu. I want something elevated but not stuffy, and I need a planner who has experience with private estates.

I've done the research, here is what I found.

GOOGLE SEARCH IS NOT DEAD

The good news?

Most of what helps you show up in AI search also helps you show up in Google.

And the same specific, useful content that helps search engines and AI search understand you also helps build **trust** with your potential clients.

I'VE BEEN SAYING THIS FOR YEARS

**THE MOST IMPORTANT ELEMENT TO BUILDING TRUST
IS ALSO THE MOST IMPORTANT ELEMENT TO AI SEARCH**

SPECIFICITY

GENERIC WON'T CUT IT ANYMORE

GETTING CRYSTAL CLEAR

How do you expect AI to know what makes you unique...
if **YOU** don't know what makes you unique?

If AI is going to match you with a very specific search, it needs
very specific information about your business.

What You Do

Who You Serve

Where You Work

What You Specialize In

What You're Known For

What Makes You Different

Your Unique Perspective

What Experience You Bring

What Types Of Weddings You Want More Of

WHERE AI GETS INFORMATION

AI pulls from multiple sources to understand who you are, what you do, where you work, and whether you are a credible match.

Website

Blog

Google Business Profile

Reviews

Social Media

Other Websites That Mention You

YOUR WEBSITE

Make it easy for AI AND your ideal client to understand **exactly** who you are.

Speak Directly To Your Ideal Client

Your dream wedding, brought to life.

Because your love story deserves a celebration as unique as you are.

We create beautiful, unforgettable weddings tailored to reflect your vision, style, and personality.

Champagne polish. Tequila energy.

Because luxury and questionable decisions are not mutually exclusive.

We cater to couples who want the details to feel elevated, the experience to feel effortless, and the night to get a little out of hand.

YOUR WEBSITE

Keep It Current and Easy to Navigate

Be Specific About Where You Work

Create Dedicated Service Pages

Use FAQs Strategically

Show Your Expertise & Point of View

Use Testimonials Strategically

Include Real Weddings Strategically

You do not need to be for everyone.

You need to be **unmistakable** to the
right people.

**Specificity feels risky until you
realize generic is riskier.**

YOUR BLOG

Answer the questions your **ideal client** is already **asking**.

WHAT SHOULD YOU WRITE ABOUT?

Answer **real** client questions.

Solve **specific** problems.

Go **narrow** instead of generic.

Write for the client you **actually** want.

Share your **first-hand** experience.

Show your personality and give **your perspective**.

Use **real** examples, stories, and lessons learned.

YOUR BLOG

MAKE IT EASY TO READ + UNDERSTAND

Clear, specific & searchable title.

Answer the main question **early**.

Short paragraphs.

Clear headings and subheadings.

Bullet points and numbered lists.

Table of contents for longer posts.

Use **FAQs**.

Make it **easy** to skim.

BEST TYPES OF BLOGS

Listicles

10 Best Beach Front Wedding Venues in Orange County

How-To Guides

How to choose the best makeup artist for a minimal look.

Comparison Posts

DJ vs. band, first look vs. no first look, full planning vs. coordination.

Questions

How Much Photography Coverage Do We Need?

Location + Venue Guides

What to Know Before Getting Married at [Venue]

Real Weddings + Case Studies

How We Planned a 200-Person Tented Wedding at a Private Malibu Estate

Expert Opinions + Advice

What Couples Actually Need to Know Before Booking a Photographer

GOOGLE BUSINESS PROFILE

Complete Every Relevant Section

Give AI as much accurate information about your business as possible.

Add Accurate Services

List the services you want to be found for, not just broad descriptions.

Clearly Define Your Service Area

Make it obvious where you actually work.

Keep Your Information Consistent With Your Website

Your services, location, business name, and contact details should be the same everywhere.

Use High-Quality, Recent Photos

Show that your business is active, current, and aligned with the clients you want.

Collect Consistent Reviews

Reviews help reinforce what you do and what clients value about working with you.

Respond To Reviews

It shows activity, builds trust, and gives you another chance to reinforce your expertise.

SOCIAL MEDIA

Make Your Bio Specific

Clearly say what you do, who you serve, and where you work.

Highlight Your Specialties and Expertise Often

Give both people and search engines repeated context about what you want to be known for.

Create Helpful, Searchable Content

Answer questions, explain decisions, share tips, and solve real problems your ideal client has.

Add Context To Your Posts

Tell people what they are looking at and why it matters.

Be Specific About Locations And Venues

Mention cities, regions, and venues naturally when they are relevant.

Keep Your Messaging Consistent

Your social media should reinforce the same unique messaging found on your website.

Keep Your Profiles Active And Current

Consistent content shows that your business is active and reinforces what you are known for.

REVIEWS

Make Reviews Part Of Your Process

Don't rely on having to remember. Create a system.

Encourage Specific Reviews

The more specific the feedback, the more clearly it reinforces what your business is known for.

Build Reviews Where Clients Look

Relevant industry sites and trusted platforms can add outside validation.

Respond To Your Reviews

Your response is another opportunity to reinforce your service, expertise, and client experience.

Look For Patterns

Repeated praise often reveals your strongest positioning.

Use Reviews Strategically on Your Website

Pair strong testimonials with the services or benefits they validate.

THIRD-PARTY MENTIONS

The more credible places your business shows up online, the more outside information AI potentially has to confirm who you are and what you're known for.

Wedding Directories

The Knot, WeddingWire, Zola, local wedding directories, and niche vendor directories.

Wedding Blogs + Editorial Features

Style Me Pretty, Green Wedding Shoes, real wedding features, and styled shoot features.

Other Vendor Websites

Preferred vendor lists, recommended professionals, and real wedding features.

Wedding Publications + Media

Real wedding features, expert articles, interviews, local publications, and industry press.

Community Discussions

Reddit threads, public forums and other searchable conversations.

WHERE AI GETS INFORMATION

Website

Blog

Google Business Profile

Reviews

Social Media

Other Websites That Mention You

HOW AI DECIDES

What Business to Recommend

Relevance

How closely does your business match what the person actually asked for?

Clarity

Can AI clearly understand what you do, who you serve, and where you work?

Specificity

Do you provide enough detailed information to match very specific searches?

Expertise

Do you demonstrate real knowledge and first-hand experience?

Consistency

Consistent information across the web makes it easier for AI to understand and trust you.

Outside Validation

Are outside sources backing up what you say about yourself?

USING AI TO WRITE CONTENT

AI Is a Tool, Not The Expert

AI has information but you have the experience.

Feed It Specific Information

The quality of the output depends heavily on the context you provide.

Add Your Unique Perspective

Bring in the advice and personality your clients could only get from working with you.

Use First Hand Experience

Situations, client questions, challenges, and lessons learned make content uniquely yours.

Add Your Voice

Read it out loud. If it does not sound like something you would say, keep editing.

Write For Your Ideal Client First

Write for the person first. Search visibility should support the content, not dictate it.

TEST YOUR BUSINESS

Ask AI About Your Business And What It Is Known For

Check whether the answer matches how you actually want to be positioned.

Search Like Your Ideal Client

Ask the exact kinds of questions a potential client might use to find someone like you.

See Who AI Recommends

Pay attention to which businesses appear and what information AI uses to describe them.

Ask AI What Is Missing

Ask what information about your business seems unclear, incomplete, or difficult to verify.

Ask How You Could Improve Your Visibility

“Review my website and online presence from the perspective of someone searching for [type of wedding vendor] in [location]. What is unclear, missing, too generic, or difficult to verify? What information could I add to make it easier for AI search tools to understand when my business is a good match?”

YOUR AI CHECKLIST

Get Crystal Clear On Who You Serve

Make Your Messaging More Specific

Update Your Website

Blog Strategically

Update Your Google Business Profile

Get Consistent On Social Media

Build A Review System

Build Visibility Beyond Your Own Website

Test How AI Sees Your Business

The same things that have always helped the right client understand, trust, and choose you are now helping AI know, trust and recommend you.

AI Did Not Change The Fundamentals

It Just Raised The Stakes

HOW WE HELP

Custom Website Design

Starting at \$349 a Month

Social Media Management

Starting at \$249 a Month

Strategic Blogging

Starting at \$349 (\$199 For Current Social Media Clients)

Virtual Assistant Support

Starting at \$11 an Hour



BOOK A CLARITY CALL

