

P A R K E R W E B

2026 Website Readiness Report

*How AI is changing the way customers find your business —
and what you can do about it.*

AI & Voice Search Optimization

Prepared by Parker Web • parkerweb.com

T H E P R O B L E M N O B O D Y W A R N E D Y O U A B O U T

Something Has Shifted

You did everything right. You built a great website. You kept your content up to date. You invested in SEO. And for years, it worked — people searched, Google sent them your way, and the phone rang.

But something has shifted. Maybe you've noticed it already: traffic is softening. Leads that used to come in from your website are tapering off. The phone isn't ringing quite the way it used to. And the unsettling part? You haven't changed anything.

“We’re doing the same things we’ve always done. Why is it slowing down?”

Here's what's happening

The way people find businesses like yours is fundamentally changing — and it's happening fast. Your customers are no longer just typing keywords into Google and clicking through a list of blue links. They're asking questions out loud to Siri and Alexa. They're typing full sentences into ChatGPT. They're getting instant answers from Google's AI Overviews before they ever see a single search result.

And here's the part that stings: **those AI tools are answering your customers' questions right now — without ever mentioning your business.**

What This Looks Like in Practice

Think about what your best customer does when they need what you offer. They don't open a browser and type three keywords anymore. They pick up their phone and say:

"Hey Siri, who's the best [your service] near me?"

Or they open ChatGPT and type: "What should I look for when hiring a [your industry]?"

The AI gives them a confident, polished answer. It lists criteria. It might even recommend specific businesses. But if your website isn't structured in a way that AI can read, understand, and trust — your name isn't in that answer. Your competitor's might be.

"If ChatGPT answers my customer's question, does it mention me?"

For most small businesses right now, the honest answer is no. Not because your business isn't great. But because your website is speaking a language that AI doesn't understand yet.

This Isn't Coming — It's Already Here

This isn't a prediction about what search might look like in five years. This is what's happening right now:

- **Google AI Overviews** now appear above traditional search results, giving users a synthesized answer before they click anything.
- **ChatGPT, Perplexity, and Claude** are becoming the first place millions of people go for recommendations and research.
- **Voice assistants** handle a growing share of local "near me" searches — and they only give one answer, not a list of ten.
- **Traditional organic traffic** is declining across almost every industry as AI answers keep users from clicking through.

"AI is changing search much faster than most businesses realize."

The businesses that get found tomorrow are the ones preparing today. **We can get you ready.**

THE SOLUTION

What We'll Do For You

Our AI & Voice Search Optimization Starter Program is a focused engagement designed to make your website visible and authoritative to the AI systems that are quickly becoming your customers' first stop. Here is where we focus:

01

AI Search Content Optimization

Making your content speak AI's language

Right now, AI tools scan millions of pages to find content they can trust and cite. The difference between being included and being ignored comes down to how your content is structured. We'll transform your key pages so that AI systems see your business as a credible, quotable source.

WHAT WE DO

- Restructure your pages with “answer-first” formatting — clear definitions, concise summaries, and scannable content that AI tools prefer to quote
- Expand content depth so each page fully addresses what your customer actually wants to know — not just a keyword, but the full question and the natural follow-ups
- Strengthen internal linking to connect related topics and demonstrate to AI that your site is a comprehensive authority on your subject matter
- Build trust signals through E-E-A-T principles — adding examples, original insights, credentials, testimonials, and proof of expertise that both humans and AI rely on

WHAT YOU GET

- ✓ Higher likelihood of being cited as a source in AI-generated answers
- ✓ Stronger performance in both traditional Google results and AI search
- ✓ Content that AI tools can easily understand, trust, and recommend to your customers

Flat rate program includes up to 3 AI Search Optimized pages

02

Voice Search Optimization

Showing up when customers ask out loud

“When customers use voice search, our business doesn’t show up.”

Voice search is a different animal. People don’t say “plumber Boston.” They say “Who’s the best plumber near me that can come today?” If your website doesn’t speak in that natural, conversational language, voice assistants will never find you.

WHAT WE DO

- Weave conversational, long-tail phrases into your copy (“How do I...” “What’s the best...” “Who should I call for...”)
- Add targeted Q&A within your headers and body content that mirrors how real people actually ask questions
- Convert dense paragraphs into short, natural-language snippets that voice assistants can read aloud as answers
- Optimize for local “near me” voice queries — the highest-converting searches for local businesses

WHAT YOU GET

- ✓ Your content aligned with how people actually speak when searching
- ✓ Improved presence across Siri, Google Assistant, Alexa, and mobile voice search

Flat rate program includes up to 3 voice search optimized pages

03

FAQ Schema Implementation

Structuring your answers so AI can find them

“Competitors are winning featured snippets because their content is structured — ours isn’t.”

You might have great answers to your customers’ most common questions scattered throughout your website. But if those answers aren’t formatted in a way that search engines and AI tools can instantly recognize, you’re invisible — while competitors who’ve done this simple step get featured front and center.

WHAT WE DO

- Create or refine FAQs built around the high-intent questions your customers are actually asking
- Add FAQ schema markup — the behind-the-scenes code that tells AI and voice assistants “this is a question, and here’s the answer”
- Set up easy-to-use templates so you can add new FAQs in the future without calling us

WHAT YOU GET

- ✓ Higher visibility in AI overviews and “spoken answer” voice responses
- ✓ Content formatted for direct use by search engines and AI models

Flat rate program includes up to 10 FAQs

04

llm.txt File Deployment

Telling AI exactly where to find your best content

“We’re not implementing emerging AI standards, and I worry we’re falling behind.”

This is a brand-new best practice in AI-era search. A llm.txt file is like a roadmap you place on your website that tells AI crawlers: “Here’s who we are, here are our most important pages, and here’s why you should trust us.” Businesses adopting this now are getting an early-mover advantage before it becomes standard.

WHAT WE DO

- Create a custom llm.txt file outlining your key content, priority pages, and authoritative references
- Provide clear guidelines for AI crawlers so they know which pages best represent your business
- Install and verify file placement to ensure AI platforms can access it immediately

WHAT YOU GET

- ✓ Early adoption advantage as AI platforms increasingly consult llm.txt for site information
- ✓ Confidence that AI models are pulling from your most current and relevant pages

PROGRAM DETAILS

Work Summary

Everything included in our AI & Voice Search Optimization Starter Program:

Service	Included
AI Search Content Optimization	Up to 3 pages
Voice Search Optimization	Up to 3 pages
FAQ Schema Implementation	Up to 10 FAQs
llm.txt File Deployment	1 file, installed & verified

Optional Add-Ons

Because AI search is evolving rapidly, staying ahead requires ongoing attention. We offer:

- **Quarterly optimization updates** — keep your content aligned with the latest AI search behaviors as they evolve
- **Continuous FAQ expansion** — add new questions and answers as your customers' needs change
- **AI search performance monitoring** — analytics review tracking how your content performs in AI-powered search surfaces

Is This Right For You?

This work is designed for businesses that:

- ✓ Depend on their website to bring in leads and customers
- ✓ Have noticed organic traffic softening without an obvious explanation
- ✓ Face increasing competition online and want to stay ahead rather than catch up
- ✓ Serve a local market where voice search and “near me” queries drive real revenue
- ✓ Publish educational content, resources, or articles that should be getting referenced — but aren’t

The Bottom Line

The shift to AI-powered search isn’t slowing down. Every day your website sits unoptimized for these new systems is another day your competitors have the chance to become the answer AI gives to your customers.

If you are on a webkeeping plan with us, you can do any part or all this work under your normal hourly work. If you would prefer to fix your costs, we are offering a flat rate of \$1,495 for non-ecommerce websites. This work will prepare your website for the new reality of search — so that when your customers ask, your business is the answer they get.

Ready to get started?

Talk to your Parker Web team today.

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