

How To Get Your Business Recommended in AI Tools like ChatGPT and More

By *Lisa Mazzuca*

When it comes to search engines, business owners want their website to appear at the top of results when potential customers are looking for what they do and where they do it. This is because of “search intent”. These people need what they have to offer and are more likely to buy. What good is a website if no one can find it when they need it?

The recent widespread availability, ease of use, and public adoption of AI tools have changed search significantly. As with any new technology, there will be people who resist using and understanding it, but the functionality is rapidly being integrated into so many platforms now that avoidance is becoming nearly impossible.

Some users prefer to consult AI to make purchasing decisions rather than rely on the search engines they would have turned to previously. So, how do business owners ensure these tools choose to recommend them instead of their competitors?

Fortunately, many of the strategies used in traditional SEO (search engine optimization) are also effective in getting a small business noticed in AI. Websites should have detailed and helpful content, FAQ pages, a page explaining each service, information about company leadership and target customers, clear contact information, and more.

While we are all still learning and there is a great deal of testing happening to establish proven methods, digital marketing experts agree that there are some traditional SEO strategies that are more important than ever to establish the credibility required to win recommendations. Some important factors that make an impact include:

- Online reviews and customized review replies
- Social proof, like case studies and brand mentions by people in the community you serve
- Relevant and localized awards, certifications and memberships
- Press releases and digital PR (public relations)
- Published pricing and package options

Rather than trying to manipulate a system or play an algorithm, business owners should focus on doing great work as well as community outreach. Seek opportunities to collaborate with relevant local businesses and organizations - and don't keep what you are doing a secret! Update your website and social media often and ask for public feedback. May you all enjoy greater local visibility in 2026.

Lisa Mazzuca is owner/operator of On Your Mark Designs, an award-winning, digital marketing agency helping businesses in Ocean and Monmouth counties to get more leads online. Learn more at oymdesigns.com



Helping Our Community Work Better, Together

By *Diana Monti*

Ocean County's economy doesn't run on spreadsheets or statistics alone—it runs on people. From healthcare and construction, to logistics, manufacturing, and hospitality, local businesses depend on a workforce that is skilled, adaptable, and ready to meet changing demands. At the same time, residents are looking for pathways that lead to steady careers and long-term security for their families. Ocean County Career Center is the hub where all of these people connect.

Behind the scenes, workforce development in Ocean County follows a national framework known as the American Job Center network. Since 1998, federal workforce policy has emphasized the role of job training and adult education in supporting economic growth. Over time, this approach has shifted toward employer-driven strategies that better align education and training with real workforce needs. Collaboration has become a defining feature of this model, helping simplify access to resources and supporting initiatives such as apprenticeships, industry-recognized credentials, and structured career pathways.

Local businesses play an essential role in shaping workforce demand. Many small- and mid-sized employers face familiar challenges, including recruiting qualified candidates, addressing skills gaps, and adapting to evolving industries. When training and education efforts reflect local labor-market needs, businesses benefit from a stronger talent pipeline, while workers gain skills

that support long-term career advancement.

Community partnerships further strengthen this ecosystem. Collaboration among workforce organizations, educational institutions, nonprofit groups, and supportive service providers helps residents access more than just job leads. These connections support individuals as they explore career options, pursue education, and address barriers that can affect employment decisions.

For residents, gaining new skills or credentials can lead to better wages, greater stability, and more opportunity close to home. When people are able to build careers locally, the impact reaches far beyond individual households. Businesses benefit from a stronger workforce, families gain financial security, and the local economy becomes more resilient as a result.

Diana Monti is an operator at Ocean County Career Center based in Toms River, New Jersey. Learn more at oceancountycareers.com



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