

Can customers actually find you?

When someone in your town asks ChatGPT, Google or Perplexity for a business like yours, a name comes back. This is how to make sure it is yours.

A GUIDE FOR NEW ZEALAND BUSINESS OWNERS • SEPTEMBER 2026

People do not search any more. They ask. And the answer names businesses.

For twenty years, being found meant a list of ten links. That list is disappearing. Google now answers most local questions itself, at the top of the page, before anyone scrolls. ChatGPT, Perplexity, Gemini and Siri never showed a list at all. Someone types *best coffee in Mount Maunganui*, and two or three businesses are named. Those businesses get the visit. The rest do not exist in that conversation.

We ask the engines these questions every day, live, and keep what they say with the date. Here is one from this week.

“The strongest names in the results are Wildflour, Fusion Coffee, The General, **Eightyeight**, and Deckchair. Wildflour is singled out as the best coffee overall in one local guide...”

Question: “Best coffee in Mount Maunganui?” · Perplexity, 4 September 2026 · Eightyeight was also named by ChatGPT and Gemini

“Several trusted, EWRB-registered electricians service the Raglan area... Top locally-based options include: **Morrie's Electrical**. Located on Oporu Road, they offer free quotes and charge no call-out fees...”

Question: “I’m looking for an electrician in Raglan” · Google AI Overview, 2 July 2026 · Morrie’s is a List-It Max customer

Why some businesses are named and most are not

An AI assistant cannot recommend what it cannot verify. It reads the public web looking for facts that agree with each other: what you do, where, when you are open, how to reach you. If your website says one thing, your Google profile another, and nothing structured backs either up, the assistant moves on to a business it can check. This is not about being good at your trade. It is about being **legible**.

Most New Zealand small businesses have given the engines almost nothing to work with. That is fixable, and most of the fix is free.

Your page already exists. It is just not finished.

List-It is built from the New Zealand business register. Every registered business, all 750,000 of them, already has a page on list-it.nz with its legal name, its NZBN, its town and its category, written in the structured form AI engines read. Yours is there right now. What it does not have is the eight things only you can add.

THE EIGHT SWITCHES ON EVERY PAGE

- ☒ Your story is told
- ☒ Website connected
- ☒ Your logo is on your page
- ☐ Opening hours listed
- ☐ Phone number listed
- ☐ Your services spelled out
- ☐ Photos show your work
- ☐ Social pages linked

Every switch is a fact an assistant can check and quote. Each one you flip on is a reason to be named. The count is shown publicly on every page.

THE FREE CHECK

See what AI says about you, in about ten seconds.

Type your business name at list-it.nz. We ask Perplexity, ChatGPT, Claude and Gemini live, show you whether you are in the answer, name who is named instead, and list exactly which switches your page is missing. No login, no email, no card.

Every check is a live query to the real engines, labelled honestly when an engine cannot be reached.

WHY THIS IS DIFFERENT

The only tool in New Zealand that checks whether AI recommends you, and has already built the page that fixes it.

Overseas AI-visibility tools tell you that ChatGPT does not know you, and charge from US\$20 a month for the news. None of them is attached to a directory, and none has already built the page the engines could read. On List-It the fix is one claim away, and claiming is free.

Seven things. All included.

Claiming your page and flipping the switches is free, forever. List-It Max is for the owner who wants it done for them, checked every month, and kept current as the engines change. Here is exactly what turns up.

- 01

Your page built for you, from your own website, within minutes of paying.

About, hours, phone, logo, services, an FAQ, the map pin. We do the typing and email you what we filled in.
- 02

A live score out of 100 for your listing, and one for your website.

Every point is a real, checkable fact. Not a vibe.
- 03

Every fix explained, with the code written for you.

Paste it into your site. No web developer. It is generated from your verified listing, so it is right for you specifically.
- 04

A monthly watch across Google, ChatGPT, Claude, Gemini and Perplexity.

We run the searches your customers run and tell you who got named. An alert when something slips.
- 05

A do-follow link from a verified NZ directory to your website.

Real SEO value the free listing does not carry.
- 06

Recommended across up to ten towns and regions, not one.

A Mount Maunganui sparkie shows up for Pāpāmoa, Tauranga and Te Puke too.
- 07

Kept current as the engines change, all year.

When Google or OpenAI change what they read, we change your page. This is the reason it renews.

\$149 /year +GST

First 14 days free.

A card is required to start. You are not charged for 14 days, then \$149 +GST a year unless you cancel first. Cancel any time from your dashboard, including during the trial. About 41cents a day. Your free listing and everything you filled in stays yours either way.

FOR COMPARISON

TOOL	FROM, PER YEAR	BUILDS YOUR PAGE
Rankscale	US\$240	No
Otterly.ai	US\$348	No
Semrush AI Toolkit	US\$1,188	No
List-It Max	NZ\$149	Yes

Overseas prices are the vendors’ published entry tiers, September 2026, monitoring only.

Get AI-Ready: the done-for-you overhaul. \$999, once.

Max tells you what to fix and hands you the code. Some websites need more than a paste: they are slow, half the links are broken, images are enormous, nothing is structured. For those, a developer of ours does the work across the whole site: speed and Core Web Vitals, broken links, image optimisation, accessibility, on-page SEO, and AI-readable schema on every page, plus your List-It listing finished to top standard.

This is the one with the guarantee.

Because our person does the work, we guarantee the result on every page we touch: Google's Core Web Vitals in the green (LCP, CLS and INP) and the website half of your List-It AI-Ready score green, or we keep working until they are. It includes a full year of List-It Max. \$999 +GST, one-off. Max on its own does not carry this guarantee, because on Max you do the website work, not us.

HOW TO START

STEP 1 • TEN SECONDS

Run the free check

list-it.nz. Type your business name. See what the engines say and which switches are off.

STEP 2 • FIVE MINUTES

Claim your page, free

Prove the business is yours with an email at your own domain or one published on your website. Flip the switches yourself, for nothing.

STEP 3 • OPTIONAL

Start 14 days of Max

We build the rest for you within minutes, then watch it every month. Cancel any time.

Three questions we are always asked

Can you guarantee ChatGPT will recommend me? No, and nobody honest can. What we can do is make sure every fact an assistant needs is where it can read it, and show you, monthly, what it actually said.

I already have a Google Business Profile. Is that not enough? It is essential and it is one source. Assistants trust facts that agree across several. A verified listing that says the same as your website and your Google profile is what turns one source into a citation.

What if I have no website? Your List-It page is free and can be your first structured presence. Max and the overhaul are for businesses that have a website to connect.

WHO IS BEHIND IT

Built in the Bay of Plenty, for every business in New Zealand.

List-It is made by Bay Web Co, a website development and repair business in Mount Maunganui. We spent years fixing small-business websites and watching the same thing happen: the work was good, the site was fine, and the phone still did not ring, because the way people find businesses had changed underneath everyone. List-It is our answer to that. It is New Zealand's AI-native business directory: every business on the register, one page each, built to be read and recommended by the engines people actually ask.

750,000

business pages, one for every registered NZ business

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AI engines asked live on every check: Perplexity, ChatGPT, Claude, Gemini

Daily

the NZ AI-Findability Index, by region, trade and town, free to quote

GET IN TOUCH

list-it.nz · info@list-it.nz

Run the free check, claim your page, or ask us anything. Associations, accountants and business networks: ask about a member-wide Findability report for your people, free.

All prices in New Zealand dollars, plus GST. List-It Max is a subscription of \$149 a year after a 14-day free trial; a card is required to start the trial and you may cancel at any time, including during the trial, from your dashboard. Get AI-Ready is a one-off service of \$999 and its guarantee is described on page 5. AI engine answers quoted are genuine captures on the dates shown; engines change their answers over time and no outcome from any engine is guaranteed. Overseas tool prices are the vendors' published entry tiers at the time of writing. List-It is operated by Bay Web Co Ltd, Mount Maunganui, New Zealand. Full terms at list-it.nz/legal/terms. September 2026.