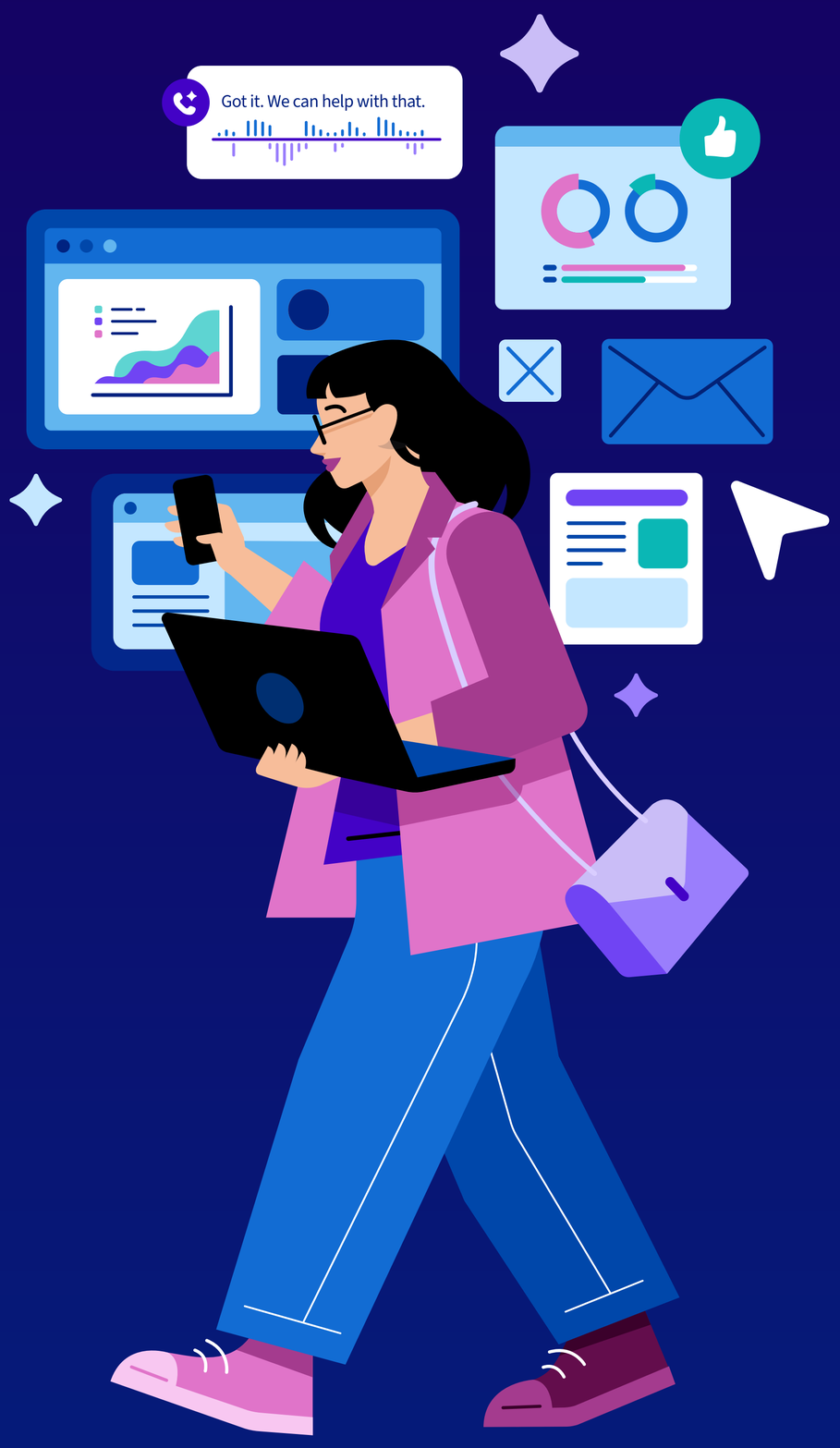


CallRail

12 steps to find out if AI search is sending you customers

Find your AI search traffic, build content that answers customer questions, and track the calls it brings

Zero-click searches made up 68% of US Google searches from January through April 2026, according to SparkToro's analysis of Similarweb data. And with customers increasingly turning to AI assistants like ChatGPT, Perplexity, and Gemini to research businesses, those visits can be harder to spot in your reports.

This checklist covers how to see that traffic, learn from it, build for it, and prove it worked.

How to use this:
Work through the checklist from top to bottom. Start by reviewing the data you already have, then use what you learn to prioritize improvements to your website.

- [ ] **1. Look for AI assistants in your web traffic report**
Open GA4 and go to Reports → Acquisition → Traffic acquisition. Switch to “session source/medium” and search for chatgpt.com, perplexity.ai, claude.ai, and gemini.google.com. Note the visits and leads from each. GA4 lists AI visits that arrive without source information as Direct, so your totals may be higher.

- [ ] **2. Give AI traffic its own line in your reports**
Go to Admin → Data display → Channel groups and copy the default group. Add a channel named “AI assistants” that includes the four domains from step 1, and move it above Referral. Save it and select it in Traffic acquisition.

- [ ] **3. Track calls as well as forms**
Customers who phone instead of filling out a form still count. Set up call tracking that shows which source each caller came from, including AI assistants whenever that source is available. Do a test call to confirm the number rings through, and the source appears.

Stage 1:

See the AI traffic you already have

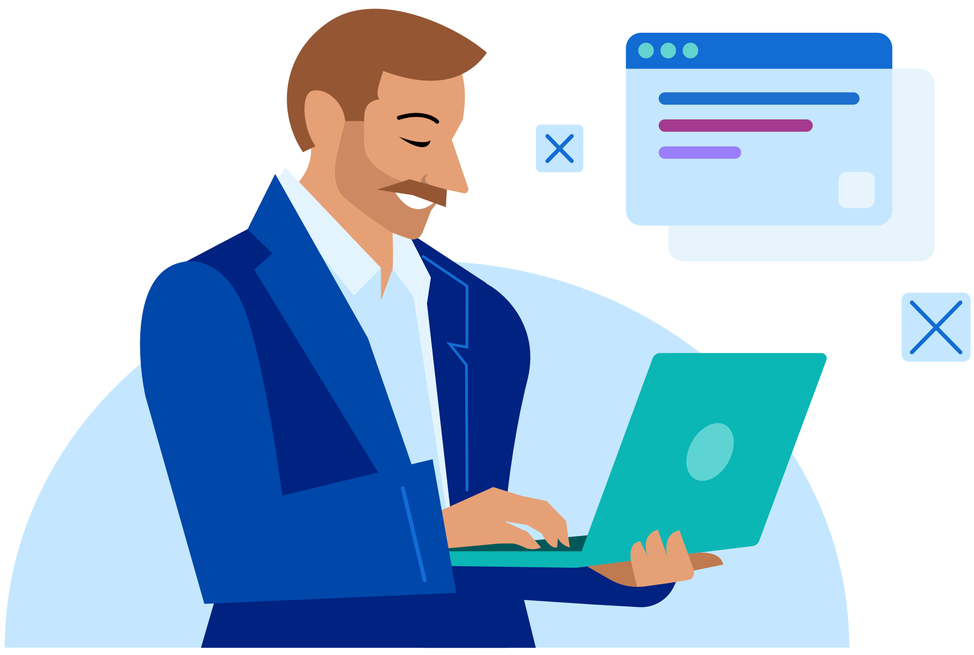
Your reports may already include people who clicked through from an AI answer, even if Google Analytics 4 (GA4) files them under another source.



Stage 2:

Read what your visitors and callers are telling you

The questions visitors ask and the pages they use show you what to fix first.



- **4. Find pages that turn visitors into leads**
  Look at which pages receive AI-referred traffic and generate leads through form submissions or tracked calls. Note which pages perform best, and compare results across traffic sources.

- **5. Check calls that come in after hours**
  Review calls outside your opening hours, including AI-referred calls. AI-sourced calls tend to follow decision moments, not office hours. See which calls your team answered, missed, or turned into appointments to learn how much phone coverage you need.

- **6. Collect 90 days of customer questions**
  Pull questions from call transcripts, chat logs, and form responses, and remove personal details. Keep it natural, with filler and conversational terms included, because that's what people type into an assistant. "Can you come out today?" and "What does the first appointment cost?" are questions your website should answer.

- **7. Match each question to a page**
  Group similar questions, rank them by how often they come up, and note which page answers each. Improve existing pages first, as one clear answer often beats creating a new page.

- **8. Use your customers' words**
  Your team uses official service names, while customers describe the help they need. Use their words, such as "emergency plumbing," in your headings, and explain technical service names in plain language.

- **9. Lead with the answer**
  Use customer questions in your page headings and give a direct answer in the first two sentences. Follow with details such as hours, service areas, and typical price ranges, plus what changes the cost.

Stage 3:

Build answers AI can quote

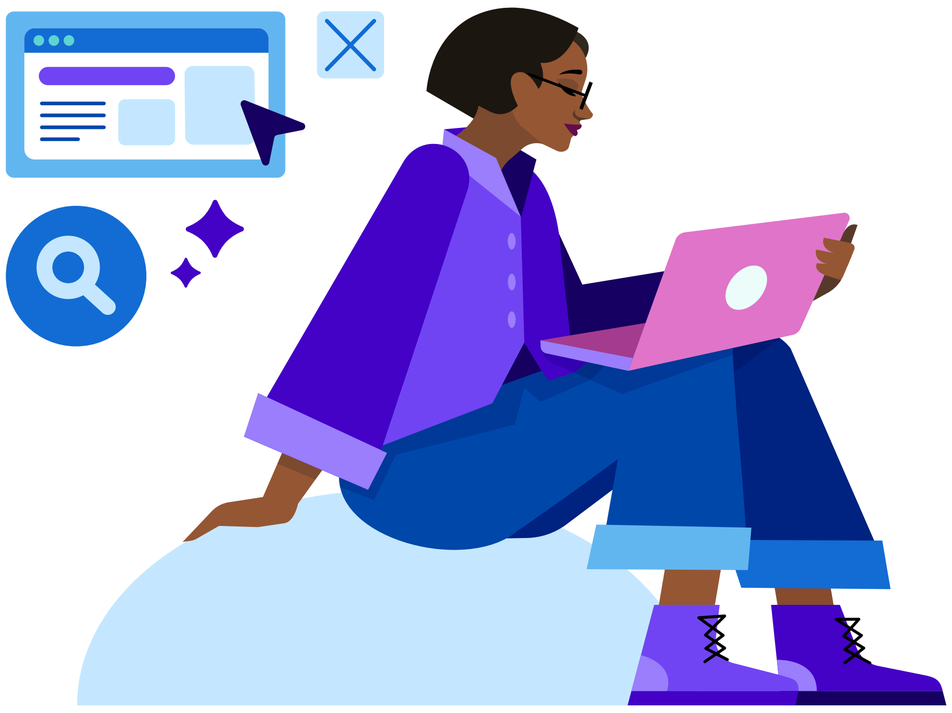
Your customers' questions tell you which pages to write or improve.



Stage 4:

Connect AI search visits to leads

To justify spending on AI search, you need to show it brings in leads. Make it easy for people to reach you, then track where those calls come from.



- **10. Put your phone number where people look first**
  Place a clickable, tracked phone number and your opening hours near the top of pages that answer customer questions. Say what happens after hours, and test the page on your phone.

- **11. Keep your business details the same everywhere**
  Check your name, address, main phone number, and hours on Google Business Profile, Bing Places, Apple Business Connect, and major directories, and update old details. Inconsistent details give engines a reason to cite someone else. Show your main number in listings and your tracking numbers on your website.

- **12. Ask AI the questions your customers ask**
  Ask ChatGPT and Perplexity, with web search on, your five most common customer questions word for word. Record the date and which pages they cite, then ask again in 30 days. Compare the results with the AI-referred visits, calls, and form submissions those pages received.

See which AI search visits turn into calls

New customer questions come up every quarter, and your website should keep up. Revisit this checklist every 30 days to see what's working, update your pages, and track which updates bring in calls.

Ready to try it on your website?

Try CallRail free for 14 days