



MIRT PRACTICAL GUIDE

Does your store exist for AI?

A 20-point checklist and the three-assistant test, so you get recommended when customers ask AI where to buy.

Free · use it and share it

WHY THIS GUIDE

Customers don't search the way they used to

When a customer asks an AI assistant “where can I find an optician near Porta Venezia that’s open on Saturdays?”, the answer names two or three stores, not ten. The assistant builds it from your Google profile, your website, your reviews and articles about you.

If that information is vague or out of date, it will recommend someone else. Specialist stores have exactly the expertise a good answer needs, but they often never write it down.

-15%

product discovery through traditional search in Italy, in under a year (Salesforce, 2026)

+38%

discovery through new channels such as AI assistants, over the same period (Salesforce, 2026)

34%

of Italians used an AI assistant for shopping in the past year; 52% of Gen Z (Adyen, 2026)

12%

of shoppers ask an AI assistant for advice right in the aisle (Salesforce, 2026)

HOW TO USE IT

One hour today, ten minutes a month

Tick off the 20 checklist points: the empty boxes are your to-do list. Then run the three-assistant test and repeat it every month. Almost all of it is free and needs no technical skills.

Google profile and website

Your Google profile

- ☐ The main category is precise ("optician", "niche perfumery", "hardware store"), not generic.
- ☐ I've added secondary categories that describe what else I do.
- ☐ Opening hours are correct, including holidays and December.
- ☐ There are recent photos of the window, interior, products and people.
- ☐ The description mentions services, brands and neighbourhood.
- ☐ I answer the questions customers ask in the Q&A section.

Your website

- ☐ I have a page listing services, brands and specialities.
- ☐ The neighbourhood and nearby landmarks are written out in full.
- ☐ There's a section with the questions customers really ask, in their own words.
- ☐ Address, phone and hours are in text, not only in an image.
- ☐ My main products are online, even without e-commerce.

Reviews and consistency

Reviews

- ☐ I ask happy customers for a review, in person or by message.
- ☐ I reply to every review within a few days, negative ones included.
- ☐ My replies name the service (“thanks for choosing our frame adjustment”).
- ☐ Recent reviews outnumber those older than a year.

Consistency

- ☐ Name, address and phone are identical on the website, Google, Instagram, Facebook and directories.
- ☐ Opening hours are the same on every channel.
- ☐ My Instagram and Facebook bios say what I sell and where.
- ☐ The website link works from every profile.
- ☐ I show in-store products with Google Merchant Center (optional, but useful).

YOUR SCORE

How many did you tick?

16–20: you’re readable, now measure with the test. 10–15: the basics are there, fill the gaps this month. Under 10: start with your Google profile, it’s the source assistants read most for local stores.

Ask AI who it recommends

Ask ChatGPT, Gemini and Google’s AI Mode these questions. Replace the parts in brackets.

- 01 Where can I buy [your product] near [your neighbourhood] in Milan?
- 02 What’s the best [type of store] in [neighbourhood] for [a specific need, e.g. progressive lenses]?
- 03 What do you know about [your store name] in [city]? What services does it offer and what are its hours?

Log the results every month

DATE	ASSISTANT	WHO GETS MENTIONED	WHY (WHAT IT READS)	AM I THERE?

Six moves, almost all free

01 Fix your Google profile

Precise category, correct hours, recent photos, a description with services and brands.

02 Write down your expertise

A website page with services, brands, specialities, neighbourhood and customer questions.

03 Look after reviews

Ask happy customers and reply to all of them, naming the service.

04 Make it consistent

Same name, address, phone and hours on every channel.

05 Show what you stock

Put your main products online, even if you don't sell online.

06 Run the test

The three-assistant test, once a month.

AND AI?

Retail first, then AI

None of the six moves needs artificial intelligence: they're store basics, written down well. AI comes next and saves time: it helps write descriptions, drafts review replies (which a person then checks) and tracks every month what assistants say about you and your competitors.

NEXT STEP

Want to know where to start in your store?

Book the free **MiRT Diagnosis**: a 30-minute video call. First we look at your store from the outside (Google profile, reviews, website, what AI assistants say); on the call we show you the three places where AI saves you time or wins you customers.

BOOK THE DIAGNOSIS →

Want all the trends? Comment **RADAR** under one of our posts and we'll send you the MiRT Radar 2027 (in Italian): 10 specialist retail trends, with the first move for each.

SOURCES

1. [Salesforce, State of Commerce, press release, 29 July 2026 \(Italian\)](#)
2. [Adyen, research on Italian consumers and retailers, 8 July 2026 \(Italian\)](#)

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