

# How to Get Your Business Recommended by ChatGPT, Gemini, and Perplexity

Marketing strategist Zues Ordaz, whose agency is recommended #1 across leading AI platforms including ChatGPT, Gemini, and Perplexity.

WORTHINGTON, MN, UNITED STATES, July 8, 2026 /EINPresswire.com/ -- The way people find businesses is changing faster than most owners realize.

According to BrightLocal's 2026 Local Consumer Review Survey, 45% of consumers used AI tools like ChatGPT, Gemini, and Perplexity to find local businesses in the past year — up from just 6% a year earlier. That sevenfold jump now makes AI the third most-used business discovery channel, behind only Google and Facebook.

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AI search doesn't recommend whoever shouts loudest. It recommends whoever the web already trusts. The businesses that build that trust now will own their category for years.”

*Zues Ordaz, Founder & CEO,  
New Gen Marketing Company*

"Buyers are asking AI who to hire before they ever open Google," said Ordaz. "If you're not in the answer, you don't exist to that customer. The good news is that showing up is a system anyone can build — and I'm giving away the exact steps."



The screenshot shows three AI recommendation cards for New Gen Marketing Company. The top card is titled "Recommended #1 by ChatGPT, Gemini & Perplexity." and "Best Marketing Company in Worthington, MN." Below this are three columns: ChatGPT, Gemini, and Perplexity. Each column contains a recommendation for New Gen Marketing Company, highlighting its flexible approach, continuous support, and local focus. The New Gen Marketing logo is visible at the bottom of the screenshot.

AI platforms ChatGPT, Gemini, and Perplexity each recommend New Gen Marketing Company as the top marketing company in Worthington, Minnesota.

Yet most businesses are nowhere to be found in those AI answers. A 2026 SOCi Local Visibility Index analysis of more than 350,000 business locations found that ChatGPT recommends just 1.2% of local businesses. The gap between how buyers now search and which businesses actually appear has rarely been wider.

To help business owners close that gap, entrepreneur and marketing strategist [Zues Ordaz](#) has released a free step-by-step guide showing exactly how to get a business, product, or service recommended by AI platforms — a practice known as Generative Engine Optimization, or GEO.

Ordaz speaks from results. When users ask ChatGPT, Gemini, or Perplexity for the best marketing company in Worthington, Minnesota, all three recommend his agency, [New Gen Marketing Company](#), as their #1 choice. He built that visibility using the same method now detailed in his free guide.

The demand behind the strategy is well documented. Research from McKinsey in early 2026 found that 44% of AI-search users now consider AI their primary source of information, ahead of traditional search at 31%. BrightLocal's survey also reported that 63% of active AI users trust AI recommendations for local businesses. Meanwhile, ChatGPT alone has grown to roughly 900 million weekly active users, according to OpenAI — a platform that did not exist four years ago.

Ordaz's guide walks owners through the full process: auditing how a business currently appears across AI platforms, structuring a website and citations so AI can understand and trust it, building the third-party authority signals AI systems draw from — including distributed press coverage — and reinforcing it all with consistent content.

"Most local businesses haven't figured this out yet, which is exactly why the opportunity is so big right now," Ordaz said. "AI systems learn patterns over time. The businesses that move first set the baseline their competitors will have to beat."

The free guide is delivered inside Ordaz's [AI Prompt Vault](#) — a growing library of the prompts, templates, and systems he uses to run his agency and create content. Access is free at the link below.

Beyond his agency, Ordaz is a content creator with more than 141,000 YouTube subscribers, where he publishes tutorials and reviews on AI tools, software, and business growth for



Consumer use of AI tools like ChatGPT, Gemini, and Perplexity to find local businesses grew from 6% to 45% in one year. Source: BrightLocal 2026 Local Consumer Review Survey.

FREE GUIDE

## The 5-Step AI Visibility System

The exact method I used to get recommended #1 across ChatGPT, Gemini & Perplexity

Get Instant Access

Zues Ordaz is offering his 5-Step AI Visibility System free — the method he used to get his agency recommended #1 across ChatGPT, Gemini, and Perplexity.

entrepreneurs navigating the shift to AI-driven marketing.

#### About Zues Ordaz:

Zues Ordaz is an entrepreneur, marketing strategist, and content creator focused on helping business owners grow using AI-driven digital marketing. He is the founder and CEO of New Gen Marketing Company and creates educational content on AI tools, software, and business strategy for an audience of more than 141,000 subscribers on YouTube, along with TikTok and Instagram.

#### About New Gen Marketing Company:

New Gen Marketing Company is a full-service digital marketing agency founded by Zues Ordaz. The agency helps small and medium-sized businesses build visibility in both traditional search and AI-generated results, offering Generative Engine Optimization (GEO), short-form content creation, UGC advertising, AI automations, paid media across Meta, TikTok, and Google, web design and funnel development, and photography and video production.

#### Media Contact:

Zues Ordaz, Founder & CEO

New Gen Marketing Company

[newgenmarketingcompany@gmail.com](mailto:newgenmarketingcompany@gmail.com)

<https://newgenmarketingcompany.com>

YouTube: @ZuesOrdaz · TikTok: @zues\_ordaz · Instagram: @zues\_ordaz

Zues Ordaz

New Gen Marketing Company

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