



## **Advice Local Debuts AI Presence Amplifier – AI Optimization Solution Measures & Fixes Business Data**

*Advice Local's new AI optimization solution flags for consistent, inconsistent or missing business data, provides an AI Publisher Score and order options to correct the data.*

MCKINNEY, Texas, Sept. 9, 2025 /PRNewswire/ -- Advice Local is proud to introduce [AI Presence Amplifier](#), a next-generation generative engine optimization (GEO) solution designed to help agencies measure and improve how businesses are represented across AI-powered answer engines.

The AI Presence Amplifier, an AI optimization solution for answer engines, provides an AI Publisher Score (APS), and shows whether a business' data is consistent, inconsistent, or missing in leading AI agents. Within the partner dashboard, Advice Local enables agencies to place orders to correct the data directly from the dashboard.

AI Presence Amplifier reviews structured business data across key attributes, and applies a dynamic scoring algorithm that updates the APS based on the attributes that are detected during scans. For active orders, scores are automatically refreshed each month.

"GEO is the evolved, supercharged version of local SEO. Our latest offering, AI Presence Amplifier, complements traditional listings management by unifying and enhancing the data AI engines use to generate answers and citations," said Bernadette Coleman, CEO of Advice Local.

As consumers continue to shift to AI-native and AI-assisted search, having consistent and structured data is fundamental. [Local SEO isn't dead](#), though it is evolving, and the agencies and local marketers that take action now can help their local business clients stay ahead of the competition.

### **Key Capabilities of AI Presence Amplifier**

- AI Publisher Score with baseline and progress scoring, refreshed monthly for active listings.
- Seven monitored attributes flagged as consistent, inconsistent, or missing: description, location/business name, address, phone number, website, primary category, secondary category.
- Dynamic scoring algorithm that adjusts to the attributes detected at scan time, and tracks improvements over time.
- Coverage of leading AI agents today – ChatGPT, Gemini, CoPilot and Perplexity – with expansion planned.
- Integrated corrections workflow inside the partner dashboard, with updates completed via API or manual request once an order is placed.

## **Availability**

The AI Presence Amplifier is already available within the Advice Local partner dashboard. Existing partners can contact their account manager for activation. New users can [request a demo by visiting AdviceLocal.com](https://www.advicelocal.com) or by calling Advice Local at (214) 310-1356.

## **About Advice Interactive Group**

Advice Interactive Group is a local search technology and digital marketing solution provider. More than 500,000 businesses use Advice Local's local presence management solution to take control of their data, keep their location information current, and optimize and syndicate their business profiles. This drives face-to-face and digital interactions intended to boost customer engagement, build audiences and increase sales through an all-inclusive, white-labeled SaaS-based dashboard and marketing platform.

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