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AI Visibility & Recommendation Report

SAMPLE REPORT
Fictional business · illustrative data

How AI assistants see Example Plumbing Co.

Why ChatGPT, Google AI, Gemini, Perplexity and other assistants do, or do not, recommend the business when customers ask, and exactly what to fix.

prepared for Example Plumbing Co., Springfield

416	5	16	45
AI answers analysed	competitors benchmarked	customer questions	foundation checks

Prepared by
Your Agency Name

Test period
14 Sep 2026 to 18 Sep 2026

Report
NS-SAMPLE-001 Full report

Confidential. Prepared exclusively for Example Plumbing Co.. AI answers change over time; results reflect the test period above.

Inside this report

1 **Executive summary**
The whole report on one page

2 **Business snapshot & what we tested**
Who, where, when and how many times

3 **Why AI recommendations matter**
How customers now choose

4 **AI visibility results**
How often AI names the business

5 **What AI says about you**
Accuracy and reputation

6 **Competitor benchmark**
Who AI recommends instead

7 **The sources AI trusts**
Where AI gets its information

8 **Foundation audit**
45 checks, 100 points

9 **Score summary**
All results in one place

10 **Action plan**
What to do, in what order

11 **Tracking progress**
How improvement is measured

A–F **Appendices**
Method, raw results, listings, screenshots, glossary, limitations

How to read this report

Every check gets one of four labels:

Good Working well · Needs work Present but weak · Missing Fix first · N/A Does not apply

Every action gets a priority:

P1 This week · P2 Next 30 days · P3 Next 90 days

the short version

Sections 1 to 3 explain the situation. Sections 4 to 7 show the evidence from real AI answers. Sections 8 and 9 diagnose the causes. Sections 10 and 11 are the plan. Only have five minutes? Read Section 1 and Section 10.

1 Executive summary

The whole report on one page



Overall AI Visibility Score

Rating: Weak

Invisible	Weak	Competitive	Leading
0–24	25–49	50–74	75–100

AI mention rate	Share of AI voice	Named in top 3	Engines naming you
9%	**2.4%**	**4%**	**6 of 7**
leader: 41%	leader: 11.4%	leader: 34%	AI tools tested

the main finding

When people ask AI for a plumber in Springfield, Example Plumbing Co. was named in 9% of answers. Copperline Plumbing was named in 41%.

Top 3 problems holding you back

1. **Too few reviews**: 46 Google reviews against 312 for the most-recommended competitor (check B1)
2. **AI is repeating an old phone number**: Yelp, Apple Maps and Bing still show (555) 010-0117, and two assistants gave it to customers (check C7, Section 5.1)
3. **Missing from the sites AI reads**: Bing Places is unclaimed, there is no Angi or HomeAdvisor profile, and the business is in none of the local "best plumbers" lists (checks C1, C6, F1)

Top 3 quick wins this week

1. **Unblock the two AI crawlers in robots.txt** (about 15 minutes)
2. **Correct the phone number on Yelp, Apple Maps and Bing** (about 1 hour)
3. **Claim and complete the Bing Places listing** (about 30 minutes)

What this means for the business

Customers who ask an AI assistant for a plumber in Springfield are sent to Copperline Plumbing, Tidewell Plumbing & Drain or Ironbridge Plumbers in most answers, and this business is left out of 9 in every 10. When it is named, some customers are given a phone number that no longer works.

2 Business snapshot & what we tested

Who we tested and how

This section answers **Exactly what was tested, where, when and how many times?**

Business snapshot

Business name	Example Plumbing Co.
Type / category	Plumber (residential plumbing and drain service)
Address	1200 Example Street, Springfield
Areas served	Springfield and suburbs within about 15 miles
Phone	(555) 010-0142
Website	www.exampleplumbing.example
Google profile	Claimed and verified (link omitted in this sample)
Core services tested	water heater replacement, drain cleaning, sewer line repair
Competitors named by AI	Copperline Plumbing, Tidewell Plumbing & Drain, Ironbridge Plumbers

How we tested

AI engines	ChatGPT, Google AI Overviews, Gemini and Perplexity (5 runs per question); Google AI Mode, Microsoft Copilot and Claude (2 runs per question). Other assistants are added on request.
Discovery questions	16
Brand questions	4 (not counted in the visibility numbers)
Runs per question, per engine	5 on the four main assistants, 2 on the others
Total answers analysed	416 (16 questions × 26 runs)
Test dates	14 Sep 2026 to 18 Sep 2026
Location used	Springfield (city named in every question)
Sessions	Fresh sessions, no personal history, web search on where available

Why each question is asked several times: AI assistants give a different answer almost every time, even to the same question. Asking repeatedly and counting how often a business appears is the only fair way to measure visibility.

3 Why AI recommendations matter

The shift in how customers find businesses

This section answers **Why should a business care what ChatGPT or Google AI says about it?**

More customers now ask an AI assistant *"Who should I call?"* instead of scrolling through search results. A search page shows ten or more options. An AI assistant

10+

3–5

usually names only **three to five businesses**. If you are not on that short list, the customer may never know you exist.

options on a search page	names in a typical AI answer

How AI assistants decide who to recommend

No AI company publishes its exact rules. Based on public testing by industry researchers, these signals consistently matter:

Business listings
Is the business listed, complete and verified?
Google Business Profile, Bing Places, Apple Maps

Reviews
How many, how good, how recent, what customers say
Google, Yelp, Facebook, industry sites

Third-party sites
Is the business on the sites AI trusts?
Directories, BBB, industry sites

Your website
Can AI read it and understand what you do and where?
Website content and structured data

Mentions
Do others talk about you?
"Best of" lists, local news, Reddit, forums

Consistency
Are your details the same everywhere?
All of the above

Different AI tools lean on different sources. Google's AI relies heavily on Google's own business data; ChatGPT and others draw more on web search results, directories and review sites. That is why this report checks all of them.

4 AI visibility results

The evidence from real AI answers

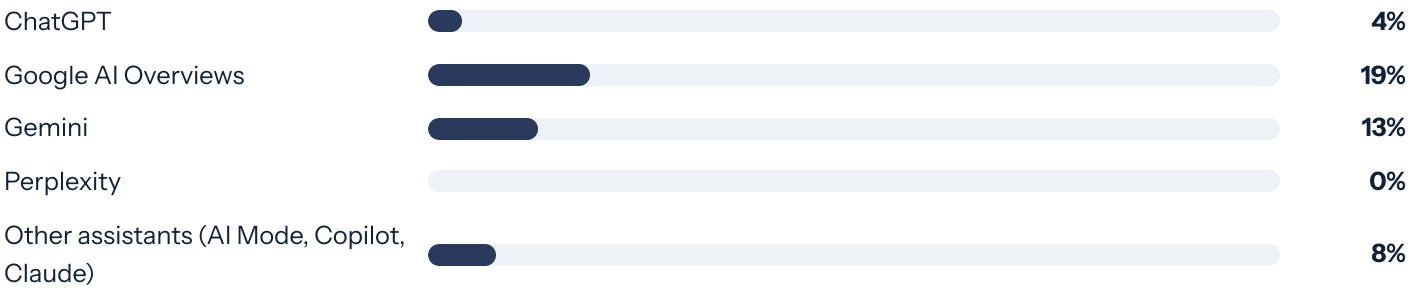
This section answers **When customers ask AI for a recommendation, how often is this business named?**

4.1 Headline results

Mention rate	Top-3 rate	First position	Share of voice	Visibility index
9%	**4%**	**1%**	**2.4%**	**21**
answers naming you	named in first three	named first	of all names given	vs. the leader, 0–100

How to read these: a mention rate of 10% means the business was recommended in 10 out of every 100 AI answers. The visibility index compares you with the most-recommended competitor (100 = as visible as the leader). Formulas are in Appendix A.

4.2 Results by AI engine



AI engine	Answers	Times named	Usual position	Named most instead
ChatGPT	80	3	4th or lower	Copperline Plumbing
Google AI Overviews	80	15	2nd or 3rd	Copperline Plumbing
Gemini	80	10	4th or lower	Tidewell Plumbing & Drain
Perplexity	80	0	—	Copperline Plumbing
Other assistants (AI Mode, Copilot, Claude)	96	8	4th or lower	Copperline Plumbing
Total	**416**	**36**	**—**	**Copperline Plumbing**

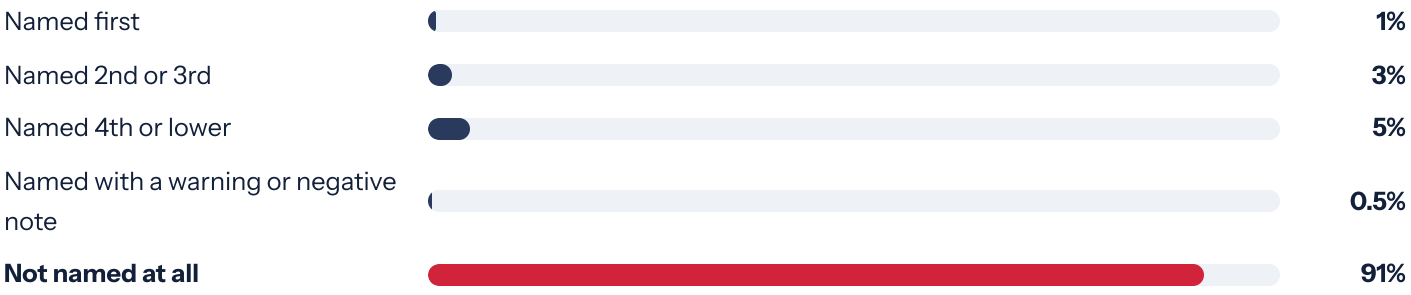
What this shows: Google AI Overviews name the business most often (19%), which fits a Google profile that is claimed and well rated. ChatGPT (4%) and Perplexity (0%) lean more on web search, directories and review sites, where the business is thin or missing. Perplexity did not name it once in 80 answers.

4.3 Results by type of customer question

Question type	Example	Questions	You	Leader
"Best" / discovery	Best plumber in Springfield?	3	12%	55%
Urgent / right now	I need an emergency plumber today in Springfield	2	0%	62%
Specific service	Who does water heater replacement in Springfield?	3	8%	38%
Problem-based	My water heater is leaking. Who can help in Springfield?	2	2%	44%
Trust & reviews	Most trusted plumber in Springfield	2	2%	46%
Price & value	Affordable plumber in Springfield	2	21%	12%
Audience-specific	Best plumber in Springfield for older homes	2	15%	27%

What this shows: The business does best on price questions (21%, ahead of the leader's 12%) and worst on urgent ones (0% against 62%). AI does not connect it with emergency work, even though it runs a 24/7 line, because no page or listing says so clearly.

4.4 How you are mentioned



4.5 Where you lose the most

#	Customer question	Engine	Who AI recommended	You named?
1	I need an emergency plumber in Springfield right now	Perplexity	Copperline Plumbing, Tidewell Plumbing & Drain, Ironbridge Plumbers	0 of 5
2	Burst pipe, who can come today in Springfield?	ChatGPT	Copperline Plumbing, Ironbridge Plumbers, Clearway Plumbing	0 of 5
3	Who does sewer line repair in Springfield?	Gemini	Tidewell Plumbing & Drain, Copperline Plumbing, Fairmont Rooter & Drain	0 of 5
4	Which Springfield plumbers have the best reviews?	Google AI Overviews	Copperline Plumbing, Tidewell Plumbing & Drain, Ironbridge Plumbers	0 of 5
5	Most trusted plumber in Springfield?	ChatGPT	Copperline Plumbing, Tidewell Plumbing & Drain	0 of 5

The full question-by-question grid is in Appendix B.

5 What AI says about you

Accuracy and reputation

This section answers **When AI does talk about the business, is it correct and positive?**

We also asked each engine directly about Example Plumbing Co. by name, for example *"What do people say about Example Plumbing Co. in Springfield?"*. These answers are not counted in the visibility numbers. They show whether AI describes you correctly.

5.1 Fact accuracy check

Fact	Correct value	What AI said	Engine	Status
Business name	Example Plumbing Co.	Example Plumbing Co.	All	Correct

Fact	Correct value	What AI said	Engine	Status
Address / service area	1200 Example Street; serves Springfield and suburbs	Springfield; suburbs not mentioned	Gemini	Partial
Phone number	(555) 010-0142	(555) 010-0117 (old number)	ChatGPT, Copilot	Wrong
Opening hours	Mon–Fri 7am–6pm, Sat 8am–2pm, 24/7 emergency line	Mon–Fri 8am–5pm, no emergency service	Perplexity	Wrong
Services offered	Water heaters, drain cleaning, sewer repair, leak detection, repiping, emergency call-outs	Drain cleaning and general repairs	ChatGPT	Partial
Years in business	Since 2011	Not mentioned	All	Partial
Licences / certifications	State-licensed, bonded and insured	Licensed and insured	Google AI Overviews	Correct
Prices	Not published	No pricing given	All	N/A
Website	www.exampleplumbing.example	www.exampleplumbing.example	All	Correct
Still open / operating	Open	Open	All	Correct

why wrong facts matter

If AI gives a customer the wrong phone number or says you do not offer a service, that customer is lost, and you never find out. Wrong facts usually come from outdated or conflicting listings (see Section 8.3).

5.2 How AI describes you

Overall tone	Neutral
Words AI uses for you	local, family-run, fair prices, small
Words AI uses for your top competitor	top-rated, fast response, 24/7, highly reviewed
Strengths AI mentions	Fair pricing, polite technicians, tidy work
Weaknesses or complaints AI mentions	Hard to reach by phone (linked to the old number); few reviews
Sources AI quoted about you	Google Business Profile, Yelp, BBB

5.3 Real examples from AI answers

ChatGPT

15 Sep 2026

Best plumber in Springfield?

> For plumbing in Springfield, Copperline Plumbing is the most widely reviewed, with strong ratings for response time. Tidewell Plumbing & Drain and Ironbridge Plumbers are also well regarded for drain and sewer work.

so what? Three competitors named. The business does not appear at all.

Perplexity

16 Sep 2026

What do people say about Example Plumbing Co. in Springfield?

> Example Plumbing Co. is a small local plumber with a handful of positive reviews that mention fair prices. It is open Monday to Friday, 8am to 5pm, and does not appear to offer emergency service.

so what? Wrong hours, and it tells customers there is no emergency service. There is a 24/7 line.

Google AI Overviews

17 Sep 2026

Affordable plumber in Springfield?

> Example Plumbing Co. is often mentioned by customers for fair, upfront pricing on repairs. Clearway Plumbing is another budget-friendly option.

so what? This is the pattern to repeat: where reviews mention a strength, AI repeats it.

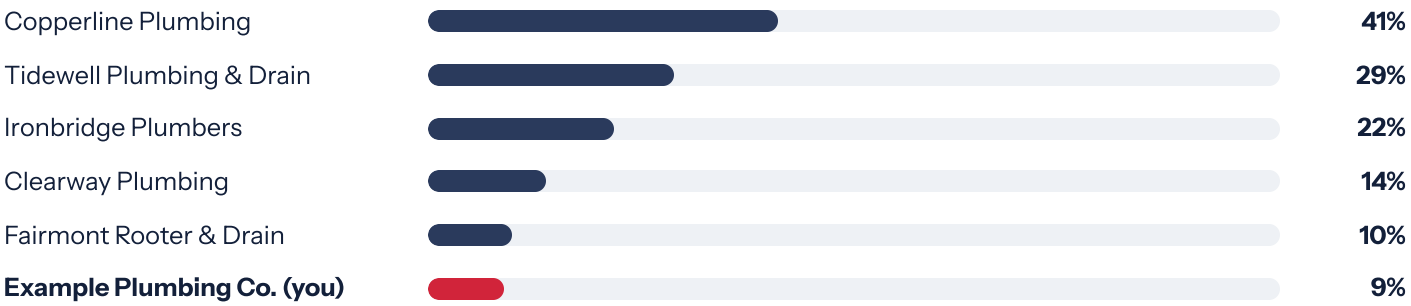
6 Competitor benchmark

Who wins instead, and why

This section answers **Which competitors does AI recommend instead, and what do they have that you do not?**

6.1 Who AI names most

Share of the 416 answers that named each business. By share of AI voice (all names given), the leader holds 11.4% and this business 2.4%.



Rank	Business	Times named	Mention rate	Engines naming them
1	Copperline Plumbing	172	41%	7 of 7
2	Tidewell Plumbing & Drain	121	29%	7 of 7
3	Ironbridge Plumbers	92	22%	6 of 7
4	Clearway Plumbing	58	14%	5 of 7
5	Fairmont Rooter & Drain	41	10%	4 of 7
6	**Example Plumbing Co. (you)**	**36**	**9%**	**6 of 7**

6.2 Head-to-head comparison

Competitor 1 = Copperline Plumbing, Competitor 2 = Tidewell Plumbing & Drain, Competitor 3 = Ironbridge Plumbers.

Signal	You	Competitor 1	Competitor 2	Competitor 3
Google rating	4.6	4.8	4.7	4.5
Google review count	46	312	208	171
New reviews, last 90 days	3	41	22	17
Google profile completeness (x/20)	13	19	17	16
Bing Places listing	Not claimed	Claimed	Claimed	Claimed
Apple Maps listing	Listed, old phone	Correct	Correct	Not listed
Yelp (rating / reviews)	3.5 / 11	4.5 / 96	4.0 / 61	4.0 / 38
Industry directories listed	0 of 2	2 of 2	2 of 2	1 of 2
Details consistent everywhere	No (two phone numbers)	Yes	Yes	Minor differences
Structured data on website	Partial	Yes	Yes	No
Separate page per service	2 of 6 services	Yes	Yes	Partial
In "best of" lists	0	3	2	1

Signal	You	Competitor 1	Competitor 2	Competitor 3
Reddit / forum mentions	1	6	4	2

6.3 Why they are winning

1. Reviews. Copperline Plumbing has almost seven times as many Google reviews (312 against 46) and gains about 14 a month. This business gains about one.
2. Presence on the sites AI quotes. The top two competitors are on Yelp, Bing, Angi and HomeAdvisor with matching details, and appear in two or three local "best plumbers" lists. This business is in none of those lists.
3. Clearer websites. Both leaders have a page for every service, including emergency work, with complete structured data. This business has pages for 2 of its 6 services.

7 The sources AI trusts in your market

Where AI gets its information

This section answers **Which websites shape AI recommendations in this market, and are you on them?**

When AI engines answer, they often show the websites they used ("citations"). These are the sites shaping who gets recommended in your category and city. Being present and well-reviewed on them is one of the fastest ways to improve.

Website / source	Times cited	Type	Are you on it?	Action
Yelp	41	Review site	Weak	Claim the page, correct the phone number, reply to reviews
Local "best plumbers in Springfield" list	33	"Best of" list	No	Ask the publisher how businesses are chosen; send licence and review details
BBB	27	Directory	Yes	Keep details current
Angi	19	Directory	No	Create a profile with matching details
copperlineplumbing.example	18	Competitor website	N/A	None. Shows why a page per service matters
HomeAdvisor	14	Directory	No	Create a profile with matching details
Local Reddit thread on plumbers	12	Forum / Reddit	Weak	One old mention. Do not post adverts; earn mentions through good jobs
exampleplumbing.example	6	Your website	Yes	Add service pages so AI has more to cite

Types: directory, review site, "best of" list, news, forum / Reddit, competitor website, your website.

What this shows: AI answers in this market lean on a small set of sites. Yelp, one local "best plumbers" list, BBB and Angi account for most citations, and the business is absent or weak on three of those four. Its own website was cited 6 times, against 18 for the leader's.

8 Foundation audit

45 checks across six areas, 100 points

This section answers **What exactly is causing the result, and what is already working?**

We checked the six groups of signals AI relies on. Each check is scored against fixed rules, so the result can be re-measured fairly after improvements.

A 8.1 Google Business Profile

Google's AI answers (AI Overviews, AI Mode, Gemini) lean heavily on Google's own business data. An incomplete profile is the most common reason a good business is skipped.

13 / 20

#	Check	Status	What we found	Points
A1	Profile is claimed and verified	Good	Claimed and verified	3 / 3
A2	Primary category is the most specific correct one	Good	Primary category is "Plumber"	3 / 3
A3	Relevant secondary categories added	Missing	No secondary categories (for example drainage service, water heater installation)	0 / 1
A4	Business description is complete and specific	Needs work	Two-sentence description; no services or areas named	1 / 2
A5	Services / products listed	Needs work	4 of 9 services listed	1 / 2
A6	Opening hours complete, including holiday/special hours	Needs work	Regular hours set; no holiday hours; 24/7 line not shown	1 / 2
A7	Photos: 20+ real photos, newest within 90 days	Needs work	14 photos; newest is 7 months old	1 / 2
A8	An update/post published in the last 30 days	Missing	Last post was 11 months ago	0 / 1
A9	Customer questions on the profile answered (if this feature is shown)	Good	3 questions, all answered	1 / 1
A10	Website, phone and booking links correct and working	Good	Website and phone correct and working	2 / 2
A11	Attributes filled (payments, accessibility, service options, etc.)	Missing	No attributes set	0 / 1

#	Check	Status	What we found	Points
	Section total			**13 / 20**

B 8.2 Reviews & Reputation

Reviews act as a filter. AI assistants rarely recommend businesses with few or poor reviews, and they quote what customers say.

7 / 20

#	Check	Status	What we found	Points
B1	Google review count compared with the top AI-named competitor	Needs work	46 reviews against 312 for the leader (15%). Under the 25% mark, so no points	0 / 6
B2	Google average rating	Good	4.6 average	4 / 4
B3	Newest review is recent	Needs work	Newest review is 5 weeks old	1 / 3
B4	Review pace (reviews per month, last 6 months) vs. leader	Missing	About 1 a month against about 14 for the leader	0 / 2
B5	Owner responds to reviews	Needs work	Owner replied to 9 of 46 reviews	1 / 2
B6	Good reviews on at least 2 other platforms	Needs work	BBB A+ with few reviews; Yelp 3.5 from 11	1 / 3
	Section total			**7 / 20**

C 8.3 Listings & Consistency

AI assistants cross-check your details across many sites. Missing listings and conflicting details reduce their confidence in recommending you.

4 / 15

#	Check	Status	What we found	Points
C1	Bing Places listing claimed and complete	Missing	Listing exists but is not claimed; old phone, no hours	0 / 4
C2	Apple Maps / Apple Business Connect listing correct	Needs work	Listed; shows the old phone number	1 / 2
C3	Yelp listing claimed and accurate	Needs work	Page not claimed; old phone number	1 / 2
C4	BBB profile accurate (US/Canada only)	Good	Accredited; details correct	1 / 1
C5	Facebook page with correct details	Good	Details correct	1 / 1
C6	Listed on the top 2 industry-specific directories	Missing	Not on Angi or HomeAdvisor	0 / 2
C7	Name, address, phone (NAP) identical everywhere	Missing	Two phone numbers in use; 3 of 7 listings show the old one	0 / 3
	Section total			**4 / 15**

Name, address & phone consistency

Platform	Name shown	Address shown	Phone shown	Match?
Website	Example Plumbing Co.	1200 Example Street	(555) 010-0142	Yes
Google	Example Plumbing Co.	1200 Example Street	(555) 010-0142	Yes
Bing	Example Plumbing	1200 Example St	(555) 010-0117	No
Apple Maps	Example Plumbing Co.	1200 Example Street	(555) 010-0117	No
Yelp	Example Plumbing Company	1200 Example Street	(555) 010-0117	No
Facebook	Example Plumbing Co.	1200 Example Street	(555) 010-0142	Yes
BBB	Example Plumbing Co.	1200 Example Street	(555) 010-0142	Yes
Angi	Not listed	—	—	No
HomeAdvisor	Not listed	—	—	No

8.4 Website: Technical Access for AI

If AI search tools cannot reach or read your website, they fall back on other sites — often your competitors'.

10 / 15

#	Check	Status	What we found	Points
D1	AI and search crawlers are not blocked (robots.txt / firewall)	Needs work	robots.txt blocks GPTBot and PerplexityBot; other crawlers allowed	2 / 4
D2	Website indexed in Google and Bing	Good	Indexed in both	3 / 3
D3	Secure (HTTPS) and mobile-friendly	Good	HTTPS on; pages work on mobile	2 / 2
D4	LocalBusiness structured data (schema) present and correct	Needs work	Schema present; hours, area served and phone missing	1 / 3
D5	Mobile page speed acceptable	Missing	Mobile pages load slowly (large uncompressed images)	0 / 1
D6	XML sitemap exists	Good	sitemap.xml found	1 / 1
D7	Key information is real text, not only images or scripts	Good	All key details are real text	1 / 1
	Section total			**10 / 15**

8.5 Website: Content Clarity

AI assistants recommend businesses they can clearly describe. Vague websites give them nothing to quote.

7 / 15

#	Check	Status	What we found	Points
E1	Homepage states what you do and where, in the first screen	Good	Headline reads "Plumber in Springfield"	3 / 3
E2	A dedicated page for each core service	Needs work	Pages for 2 of 6 core services	1 / 3
E3	Real service-area or location pages	Needs work	One "areas we serve" page that only lists suburbs	1 / 2
E4	FAQ answering real customer questions	Missing	No FAQ	0 / 2
E5	Trust proof: licences, certifications, insurance, years in business, guarantees	Needs work	Licence number in footer; no insurance, years or guarantee	1 / 2
E6	Prices or price ranges shown	Missing	No prices or price ranges	0 / 1
E7	Proof of real work on the site (testimonials, case studies, project photos)	Good	8 testimonials and project photos	1 / 1
E8	Content updated in the last 6 months	Missing	Last content change over 12 months ago	0 / 1
	Section total			**7 / 15**

8.6 Authority & Mentions

AI assistants repeat what other trusted sites say. Businesses named in local "best of" lists, news and forums get recommended more.

8 / 15

#	Check	Status	What we found	Points
F1	Named in third-party "best [business type] in [city]" lists	Missing	In none of the 3 local lists AI cited	0 / 4
F2	Local press, chamber of commerce or trade association mentions	Good	Chamber of commerce member page; one local news story	3 / 3
F3	Positive mentions on Reddit, local forums or Nextdoor	Needs work	One positive Reddit mention, 2 years old	1 / 3
F4	Active social profiles linked from the website	Good	Facebook and Instagram linked and active	2 / 2
F5	Awards, badges or certifications from recognised bodies	Missing	None found	0 / 1
F6	Consistent brand name and description across the web	Good	Same description on main profiles; name varies slightly	2 / 2
	Section total			**8 / 15**

9 Score summary

All results in one place

This section answers How strong is the business overall, area by area?



Part	Weight	Your value	Contribution
Visibility Index (real AI recommendations, Section 4.1)	40%	21	8.4
Foundation Score (the signals AI relies on, Section 8)	60%	49	29.4
Overall AI Visibility Score	**100%**		**38**

Score	Rating	What it means
0–24	Invisible	AI almost never recommends you. Customers asking AI are sent elsewhere.
25–49	Weak	You appear occasionally. Competitors are clearly preferred.
50–74	Competitive	You are in the running but not the default choice.
75–100	Leading	AI regularly recommends you. Focus on keeping it that way.

This is our own transparent scoring model, not an industry standard. It exists so progress can be measured the same way each time.

10 Action plan

What to do, in what order

This section answers What should be done this week, this month and this quarter?

Actions are ordered by expected impact versus effort. Start with P1: low effort, and each one directly fixes a problem found in this report.

10.1 This week (P1)

P1 **Remove the blocks on GPTBot and PerplexityBot in robots.txt**
Why: D1 Two AI crawlers are blocked; Perplexity never named the business
Effort Low | Impact High | Agency

P1 **Replace the old phone number on Yelp, Apple Maps and Bing**
Why: C7 AI is giving customers a number that no longer works
Effort Low | Impact High | Agency

P1 **Claim and complete the Bing Places listing**
Why: C1 Unclaimed; Copilot and ChatGPT's web search draw on Bing
Effort Low | Impact High | Agency

P1 **Add secondary categories, attributes, holiday hours and the 24/7 line to the Google profile**
Why: A3 Also A6 and A11: 4 of 20 profile points lost on basics
Effort Low | Impact Medium | Agency

P1 **Send a review link by text after every finished job**
Why: B1 46 reviews against 312; about one new review a month
Effort Low | Impact High | Client

10.2 Next 30 days (P2)

P2 **Build pages for the 4 services without one, starting with emergency plumbing**
Why: E2 0% on urgent questions; AI has no page to read
Effort Medium | Impact High | Agency

P2 **Add an FAQ and typical price ranges to the website**
Why: E4 Also E6: price is where AI already favours the business
Effort Medium | Impact Medium | Agency

P2 **Complete the LocalBusiness structured data (hours, area served, phone)**
Why: D4 AI stated the wrong opening hours
Effort Low | Impact Medium | Agency

P2 **Create Angi and HomeAdvisor profiles with matching details**
Why: C6 33 citations between them; the business is on neither
Effort Medium | Impact Medium | Agency

P2	**Reply to every review and post one Google update a month** Why: B5 Also A8: 9 of 46 reviews answered; last post 11 months ago	Effort Low	Impact Medium	Client

10.3 Next 90 days (P3)

P3	**Ask to be considered for the local "best plumbers in Springfield" lists** Why: F1 Second most-cited source; competitors appear in 2 or 3	Effort Medium	Impact High	Agency
P3	**Reach 100 Google reviews at 4.6 or better** Why: B4 Review pace is the largest gap to the leader	Effort Medium	Impact High	Client
P3	**Compress images and speed up mobile pages** Why: D5 Slow mobile pages	Effort Medium	Impact Low	Agency
P3	**Earn a recognised trade badge and add it to the site and profiles** Why: F5 No awards or badges found	Effort Medium	Impact Medium	Client

10.4 What we do not recommend

- ✕ **Buying or faking reviews.** Breaks platform rules, risks suspension, and AI tools increasingly spot patterns.
- ✕ **Mass directory submission packages.** A few accurate, relevant listings beat hundreds of low-quality ones.
- ✕ **Treating one trick as a magic fix.** An llms.txt file or similar will not replace listings, reviews, clear content and mentions.
- ✕ **"Guaranteed AI ranking" services.** No one controls AI answers. Guaranteed positions are guesses.
- ✕ **Copy-paste location pages or keyword stuffing.** Thin, repetitive content does not help and can hurt.

11 Tracking progress & next steps

How improvement will be measured

This section answers How will we know the fixes are working?

AI answers change often, so results are re-measured on a schedule using the same questions and method.

What we track	Today	90-day target	How it is measured
AI mention rate	9%	15%	Same questions, same engines

What we track	Today	90-day target	How it is measured
Share of AI voice	2.4%	4%	Same questions, same engines
Top-3 rate	4%	8%	Same questions, same engines
Facts AI gets wrong	2	0	Brand questions (Section 5)
Google reviews (count / rating)	46 / 4.6	100 / 4.6 or better	Google Business Profile
Foundation Score	49	68	Same 100-point checklist
Overall AI Visibility Score	38	55	Same formula

Recommended re-test date: **17 Dec 2026**, about 90 days after this report.

Next steps

Reply to book a 20-minute walkthrough of this report and agree which fixes we handle for you.

let's talk

Your name
you@youragency.example
(555) 010-0199

Method & scoring model

How every number was produced

Questions

Questions were written the way real customers ask, across seven types: discovery ("best"), urgent, specific service, problem-based, trust, price and audience-specific. Every question names the city so answers reflect the local market. Separate questions about the business by name were used only for the fact and tone checks in Section 5.

Measurements

Measure	Formula
AI mention rate	Discovery answers naming the business ÷ all discovery answers × 100
Top-3 rate	Answers naming the business in positions 1–3 ÷ all discovery answers × 100
First-position rate	Answers naming the business first ÷ all discovery answers × 100
Share of AI voice	Times the business is named ÷ all business names across all discovery answers × 100
Visibility index	Your mention rate ÷ the highest competitor mention rate × 100, capped at 100

Measure	Formula
Foundation score	Sum of points from the 100-point checklist (Section 8)
Overall score	(Visibility index × 0.4) + (Foundation score × 0.6), rounded

Why several runs per question

Independent research in 2025–26 found that AI assistants rarely return the same list of businesses twice for the same question. A single screenshot is not a reliable measurement. Repeating each question and reporting how often a business appears gives a stable, comparable number.

B Full question results

Every question, every engine

Each cell shows how many times the business was named out of the runs. The four main assistants were run 5 times per question. "Others" covers Google AI Mode, Copilot and Claude, 2 runs each.

#	Question	Type	ChatGPT	Google AI	Gemini	Perplexity	Others	Total
1	Best plumber in Springfield?	Best	0/5	2/5	1/5	0/5	1/6	4/26
2	Who are the top-rated plumbers in Springfield?	Best	0/5	1/5	0/5	0/5	0/6	1/26
3	Which plumbing company should I use in Springfield?	Best	0/5	2/5	1/5	0/5	1/6	4/26
4	I need an emergency plumber in Springfield right now	Urgent	0/5	0/5	0/5	0/5	0/6	0/26
5	Burst pipe, who can come today in Springfield?	Urgent	0/5	0/5	0/5	0/5	0/6	0/26
6	Who does water heater replacement in Springfield?	Service	0/5	1/5	0/5	0/5	0/6	1/26
7	Who does drain cleaning in Springfield?	Service	0/5	2/5	2/5	0/5	1/6	5/26
8	Who does sewer line repair in Springfield?	Service	0/5	0/5	0/5	0/5	0/6	0/26
9	My water heater is leaking. Who can help in Springfield?	Problem	0/5	0/5	1/5	0/5	0/6	1/26
10	My kitchen drain keeps backing up. Who can fix it in Springfield?	Problem	0/5	0/5	0/5	0/5	0/6	0/26
11	Most trusted plumber in Springfield?	Trust	0/5	1/5	0/5	0/5	0/6	1/26

#	Question	Type	ChatGPT	Google AI	Gemini	Perplexity	Others	Total
12	Which Springfield plumbers have the best reviews?	Trust	0/5	0/5	0/5	0/5	0/6	0/26
13	Affordable plumber in Springfield?	Price	2/5	3/5	2/5	0/5	3/6	10/26
14	Which Springfield plumber has fair, upfront pricing?	Price	0/5	1/5	0/5	0/5	0/6	1/26
15	Best plumber in Springfield for older homes?	Audience	1/5	2/5	2/5	0/5	2/6	7/26
16	Best plumber in Springfield for landlords and rental properties?	Audience	0/5	0/5	1/5	0/5	0/6	1/26
	Totals		**3/80**	**15/80**	**10/80**	**0/80**	**8/96**	**36/416**

Brand questions (Section 5): What do people say about Example Plumbing Co. in Springfield? / Is Example Plumbing Co. a good plumber? / What are the opening hours and phone number of Example Plumbing Co.? / What services does Example Plumbing Co. offer?



Listings checked

Raw listing data

Platform	Link	Listed?	Claimed?	Details match?	Rating / reviews	Notes
Google Business Profile	omitted in sample	Yes	Yes	Yes	4.6 / 46	Basics complete; see 8.1
Bing Places	omitted in sample	Yes	No	No	—	Old phone, no hours
Apple Maps	omitted in sample	Yes	No	No	—	Old phone
Yelp	omitted in sample	Yes	No	No	3.5 / 11	Old phone; page unclaimed
Facebook	omitted in sample	Yes	Yes	Yes	4.8 / 9	Active
BBB	omitted in sample	Yes	Yes	Yes	A+ / 4	Accredited
Nextdoor	—	No	No	N/A	—	No business page
Angi	—	No	No	N/A	—	Not listed

Platform	Link	Listed?	Claimed?	Details match?	Rating / reviews	Notes
HomeAdvisor	—	No	No	N/A	—	Not listed
Thumbtack	—	No	No	N/A	—	Not listed
Chamber of commerce directory	omitted in sample	Yes	Yes	Yes	—	Member page, details correct



Screenshots of AI answers

Proof from each engine

Screenshots are left out of this sample because the business is fictional. In a client report, this page shows dated screenshots of real answers, at least one per assistant, with the question visible.



Plain-English glossary

Terms explained simply

AI assistant / engine	Tools like ChatGPT, Gemini, Perplexity and Google's AI answers that reply in sentences instead of a list of links.
AI Overview / AI Mode	Google's AI-written answers at the top of search results, or in a chat-style search mode.
GEO / AEO	Generative / Answer Engine Optimisation: improving how often AI tools recommend or cite a business.
Citation	A website an AI answer links to or relies on as a source.
Mention rate	How often AI names the business, as a percentage of answers.
Share of AI voice	Your share of all business recommendations in your category.
NAP	Name, address, phone: the basic details that must match everywhere.
Structured data (schema)	Hidden code that tells machines exactly what the business is, where, and when it is open.
robots.txt	A small file that tells automated visitors (bots) what they may read on a website.
Crawler / bot	Software that reads websites for search engines and AI tools.

Limitations & disclaimer

Read before relying on results

This document is a sample. The business, competitors, figures and AI answer excerpts in it are fictional and shown for illustration only.

- AI answers vary between runs, users, locations, accounts and dates. Results are a measured snapshot of the test period, not a permanent ranking.
- Engines were tested through their public interfaces and/or official access methods, as listed in Section 2. Results may differ slightly from what an individual customer sees.
- Recommendations are based on publicly observable signals and industry testing. No provider publishes its ranking rules, and no outcome can be guaranteed.
- Competitor information was collected only from public sources.
- ChatGPT, Gemini, Google, Perplexity and other names are trademarks of their owners. This report is independent and not affiliated with or endorsed by them.