

## AI VISIBILITY AUDIT · WHAT IT IS AND WHAT YOU GET

# When a customer asks an AI who to call, does it say your name?

More people now ask ChatGPT, Gemini or Google's AI answer box for a plumber, a roofer or a sprinkler company instead of scrolling a results page. Those engines answer with a short list. This audit asks the engines directly, through their developer interfaces, and records who is on that list, who is not, and what to change. It is a dated record of one day, not a promise about where you will rank; the app on a phone is a different instrument and can answer differently.

**12**

BUYER QUESTIONS, WRITTEN  
FOR YOUR TRADE AND AREA

**3**

ENGINES · CHATGPT API · GEMINI API  
· GOOGLE AI OVERVIEWS

**1**

DATE · EVERY QUESTION ASKED  
ON ONE DAY, ONE SAMPLE EACH

### HOW IT IS RUN

- 01 Twelve questions, phrased the way a customer types them.**  
"Who repairs a leaking water heater in Boise, today?"; not a keyword string. Written for your trade and the towns you serve, not a template with the city swapped.
- 02 Each question put to three engines on one day.**  
ChatGPT and Gemini through their APIs, one scored sample each; Google AI Overviews on a standard search. The apps on your phone are a different instrument and may answer differently. Where Google serves no Overview the cell reads "not generated", never a zero.
- 03 Every answer kept, with the date on it.**  
Every business named in every answer is written down on the day, and the answers themselves are kept as the engines wrote them, unedited. That record is the proof; a finding with no answer behind it is worth nothing.
- 04 Read, then turned into a fix list.**  
What the businesses that got named have in place that you do not yet, ordered so the cheapest changes with the most effect sit at the top.

### WHAT YOU RECEIVE

- **A results grid.** Twelve questions by three engines, each cell named, absent, not generated, or unknown. Unknown means the engine failed on the day; it is never counted as absent.
- **Who was named instead.** The competing businesses in the answers where you were absent, reconciled by hand.
- **The answers, kept as written.** Every engine answer stays with the report as a dated record, unedited; at least one is shown whole inside it.
- **A fix list in order.** Each item traced to something in the record, not to a template.

### WHAT WE NEED FROM YOU

- Your business's legal name and any trading name customers know it by.
- Your trade, the services you want to be found for, and the towns you serve.
- Optional, but it helps: two or three questions you already know your customers ask.

No logins, no website access, no Google Business Profile access. The audit is run from the outside, the way your own customers see you.

### WHAT HAPPENS NEXT

Give us the items above. If anything is missing we ask before the run starts, and the run does not start until the intake is complete. The report comes back to you from us, and questions about it come to us.

### WHAT THIS AUDIT IS NOT

**It does not promise a ranking, because none can be promised.** No engine sells placement, and AI answers change from run to run: one run is one draw, not a fixed property of your business. This audit is one dated run at one sample a question, and running it again does not measure movement. Movement is measured only by two runs at five samples a question, at least a month apart, and no verdict is drawn before that. Nothing is re-run to get a better-looking result.