AI Visibility Report SAMPLE · fictional business

Lakeside Roofing

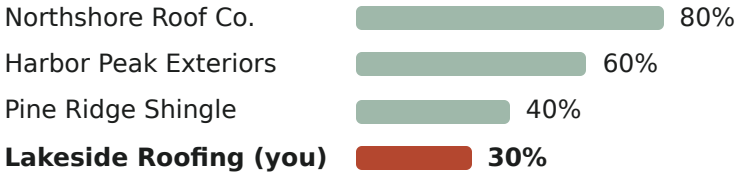
Roof repair and replacement · Port Huron, MI · Checked with ChatGPT and Perplexity · 5 customer questions × 2 engines = 10 answers

34

out of 100

AI named you in **3 of 10** answers, never first.

Who AI recommends instead (share of answers)



Competitor names are made up for this sample.

Question by question

What a customer asked	ChatGPT	Perplexity
Best roofer in Port Huron?	Not named	Named #3
Who fixes roof leaks fast near Port Huron?	Not named	Not named
Affordable roof replacement St. Clair County	Named #4	Not named
Storm damage roof repair near me (Port Huron)	Not named	Named #2
Roofing company with financing Port Huron	Not named	Not named

Why AI skips you

- Only 14 Google reviews; the most-named competitor has 160+.
- Your website doesn't say "Port Huron" or list services on separate pages.
- Not listed on BBB, Angi or the chamber directory, which AI often cites.

3 fixes for the next 30 days

1. **Ask every customer for a review**, mentioning the job ("leak repair", "new roof"). Goal: 40 reviews.
2. **Add a page per service** (leak repair, storm damage, financing) with "Port Huron" in the title.
3. **Claim 3 free listings**: BBB, Angi, Blue Water Area Chamber.

Track it: run the same 5 questions weekly and watch the score. Re-check after each change to see whether it moved the score.

AI answers vary between runs; trends matter more than one check.