

Alpha Tax

AI search visibility audit

Example Roofing Co | roofing | Austin, TX | exempleroofing.example

Prepared 2026-10-14

This is a sample for a fictional business. No assistant was asked these questions for this report. Answers, names and sources in the results sections are made-up placeholders that show the format. The fix list is real general advice.

What we checked

In a real audit we ask AI assistants 20 questions a customer in Austin, TX might ask when looking for roofing. For each answer we record which businesses were named, which websites were cited as sources, and whether Example Roofing Co is named or cited.

[EXAMPLE DATA] Visibility score

16 / 100

Named in 12 of 60 answers. Cited as a source in 6 of 60 answers. Score = 60% weight on being named + 40% on being cited.

ChatGPT (OpenAI): [EXAMPLE DATA] score 16, named 4/20, cited 2/20

Perplexity: [EXAMPLE DATA] score 16, named 4/20, cited 2/20

Gemini (Google): [EXAMPLE DATA] score 16, named 4/20, cited 2/20

[EXAMPLE DATA] Question by question

Question	ChatGPT (OpenAI)	Perplexity	Gemini (Google)
emergency roof repair Austin	Named + cited	Not named	Not named
who fixes hail damage near me in Austin	Not named	Not named	Not named
roof replacement cost Austin	Not named	Named	Not named
roof leak repair Austin	Not named	Not named	Not named
best roofing company in Austin	Not named	Not named	Named + cited
top rated roofing company in Austin	Named	Not named	Not named
roofing near me in Austin	Not named	Not named	Not named
emergency roofing Austin	Not named	Named + cited	Not named
who is the most reliable roofing company in Austin	Not named	Not named	Not named
affordable roofing in Austin	Not named	Not named	Named
roofing company with the best reviews in Austin	Named + cited	Not named	Not named
licensed and insured roofing company Austin	Not named	Not named	Not named
how much does roofing cost in Austin	Not named	Named	Not named
who can I call for same day roofing in Austin	Not named	Not named	Not named
recommend a roofing company in Austin	Not named	Not named	Named + cited
roofing free estimate Austin	Named	Not named	Not named
which roofing company in Austin offers financing	Not named	Not named	Not named
family owned roofing company in Austin	Not named	Named + cited	Not named
what should I look for when hiring a roofing company in Austin	Not named	Not named	Not named
roofing for insurance claims Austin	Not named	Not named	Named

[EXAMPLE DATA] Businesses the assistants named

Sample Competitor A Roofing (30 answers)
Sample Competitor B Exteriors (30 answers)
Sample Competitor D Restoration (30 answers)
Sample Competitor C Roofing (30 answers)
Example Roofing Co (12 answers)

[EXAMPLE DATA] Websites the assistants cited

directory-one.example (30 answers)
local-guide-three.example (30 answers)
trade-association.example (30 answers)
review-site-two.example (30 answers)
exampleroofting.example (6 answers)

Fix list

1. Add LocalBusiness schema to the homepage

Add JSON-LD using the most specific type for roofing (for example RoofingContractor, Plumber, HVACBusiness) with name, address, phone, URL, opening hours, areaServed (Austin, TX), geo, and sameAs links to your Google Business Profile and main directory listings.

2. Add Service schema for each core service

Give each main service its own page with a Service JSON-LD block (serviceType, provider, areaServed). Assistants answer service-specific questions from service-specific pages.

3. Publish FAQ pages that answer the audited questions

Write short, direct answers to the questions in this report on your site, mark them up with FAQPage schema, and name Austin, TX and nearby areas in the answers. Start with: "emergency roof repair Austin", "who fixes hail damage near me in Austin", "roof replacement cost Austin", "roof leak repair Austin", "best roofing company in Austin".

4. Complete and maintain your Google Business Profile

Pick the right primary category, list every service, set service areas and hours, add real job photos, post updates, and answer the Q&A. Gemini and Google results lean heavily on this profile.

5. Ask every finished customer for a review

Send a review link by text after each job and reply to every review. Recent reviews that mention the service and the neighborhood give assistants concrete language to quote.

6. Make your name, address and phone (NAP) identical everywhere

Use one exact spelling of the business name, address and phone number on your site, Google, Bing Places, Apple Business Connect, Yelp, BBB, Facebook and trade directories. Fix old listings with old numbers.

7. Get listed on the sites the assistants cite

The assistants in this audit cited these sources most: directory-one.example, local-guide-three.example, trade-association.example, review-site-two.example, exempleroofing.example. Claim or create a complete profile on each directory or review site in that list, and pitch local news or guide sites for a mention.

8. Allow AI crawlers and keep the site fast and readable

Check robots.txt does not block OAI-SearchBot, PerplexityBot or Google-Extended unless you mean to. Put key facts (services, area, phone, license number) in plain HTML text, not only in images.

Method and limits

AI answers change from day to day and differ by account, location and phrasing. This report is a snapshot of the answers we received on the date above, using each provider's official API with web search turned on where offered. Providers marked not configured were not asked. Business names are extracted automatically from answer text and may include partial matches.