SAMPLE — simulated data, not real AI answers

Bluebonnet Digital (sample agency)

AI Visibility Report: Lone Star Roofing Co.

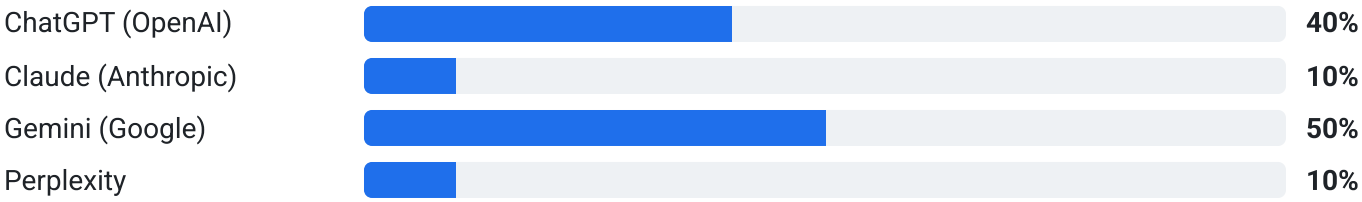
Roofing Contractor · Austin, TX · lonestarroofing.example · 2026-11-06

Headline results

28%	4	10	2.5
OVERALL MENTION RATE	AI ENGINES CHECKED	QUESTIONS CHECKED	AVG. POSITION WHEN LISTED

Lone Star Roofing Co. was named in 11 of 40 AI answers.

Mention rate by AI engine



Question × engine matrix

Question	ChatGPT (OpenAI)	Claude (Anthropic)	Gemini (Google)	Perplexity
What is the best roofing contractor in Austin, TX?	✗	✗	✓ #4	✗
Who is the most trusted roofing contractor near Austin, TX?	✓ #2	✓ #2	✗	✗
Affordable roofing contractor in Austin, TX with good reviews?	✗	✗	✗	✓ #3
I need an emergency roofing contractor in Austin, TX today. Who should I call?	✗	✗	✗	✗
Compare the top 5 roofing contractor companies in Austin, TX.	✗	✗	✓ #4	✗
How much does a roofing contractor cost in Austin, TX, and which companies offer fair prices?	✗	✗	✗	✗
Roofing contractor near me in Austin, TX	✗	✗	✓ #2	✗
Can you recommend a reliable roofing contractor in Austin, TX for a homeowner?	✓ #1	✗	✗	✗
Which licensed and insured roofing contractor businesses in Austin, TX do you recommend?	✓ #1	✗	✓ #3	✗
Top-rated local roofing contractor in Austin, TX that is family-owned or locally owned?	✓ #4	✗	✓ #2	✗

✓ #n = named, at position n in the answer's list. ✗ = not named.

Top competitors named

#	Business	Answers naming it	Share of voice
—	**Lone Star Roofing Co. (you)**	11	6%
1	Granite Crest Roofing Group	30	16%
2	Copper Line Roofing Group	25	13%
3	Prairie Point Roofing Co.	20	11%
4	Willow Grove Roofing Services	19	10%
5	Harbor Field Roofing & Sons	17	9%
6	Oak Point Roofing Services	16	8%
7	Cedar Peak Roofing & Sons	16	8%
8	Oak Field Roofing Services	15	8%
9	Blue Point Roofing & Sons	12	6%
10	Harbor Leaf Roofing	8	4%

Share of voice = share of all business mentions across all answers.

Cited sources

Domain	Answers citing it
home-services-guide.example	9
neighborhood-forum.example	7
local-reviews-directory.example	7
harborfieldroofingsons.example	4
granitecrestroofinggroup.example	4
prairiepointroofingco.example	3
oakpointroofingservices.example	3
willowgroveroofingservices.example	2
copperlineroofinggroup.example	2
oakfieldroofingservices.example	2
contractor-ratings.example	2
city-business-listings.example	2
lonestarroofing.example	1
bluepointroofingsons.example	1
cedarpeakroofingsons.example	1

Recommendations

1. **Close the gaps on high-intent questions.** Competitors were named but Lone Star Roofing Co. was not for 2 of 10 questions, e.g. “I need an emergency roofing contractor in Austin, TX today. Who should I call?”; “How much does a roofing contractor cost in Austin, TX, and which companies offer fair prices?”. Publish service pages and FAQ answers that address these questions directly (pricing ranges, emergency availability, licensing) so AI assistants have clear source material to draw on.
2. **Learn from the most-named competitors.** Granite Crest Roofing Group, Copper Line Roofing Group, Prairie Point Roofing Co. were named most often. Compare their Google Business Profile categories, review volume, service pages and directory presence with Lone Star Roofing Co.'s to find concrete gaps.
3. **Get listed on the sources AI assistants cite.** Answers cited home-services-guide.example, neighborhood-forum.example, local-reviews-directory.example, harborfieldroofingsons.example. Make sure Lone Star Roofing Co. has an accurate, complete listing on relevant directories and review sites, with consistent name, address and phone (NAP).
4. **Complete and maintain the Google Business Profile.** Use “roofing contractor” as the primary category, list every service and the Austin, TX service area, add photos, hours and regular posts.
5. **Grow recent, detailed reviews.** Ask satisfied customers for reviews that mention the specific service and neighborhood; respond to every review. Review volume and recency are visible signals for many sources.
6. **Add FAQ content and schema markup.** Add LocalBusiness and FAQPage structured data and keep NAP identical on the website, Google Business Profile and directories.

These are suggestions to improve the information available about the business. No specific placement in AI answers can be guaranteed.

Methodology & limitations

- 10 buyer-intent questions were sent to 4 AI engine(s) (40 answers total). Each answer was checked for the business name (fuzzy match) and website domain.
- Answers were collected through the providers' official APIs. API answers can differ from what consumers see in the ChatGPT, Claude, Gemini or Perplexity apps (different models, settings, location and personalisation).
- AI answers vary from run to run; a single run is a snapshot, not a stable ranking.
- Sample size is small (40 answers), so percentages are indicative only.
- Business names are extracted automatically from list-style answers and may occasionally be missed or mis-parsed.
- **This is a sample report generated from simulated data.** All competitor names and URLs are fictional.