

AI VISIBILITY AUDIT

When customers ask AI who to hire, does it say your name?

We asked ChatGPT, Claude, Gemini, and Perplexity the exact questions your customers type, 40 tests in all. Then we dug into *why* the AI answers the way it does: what it cites, what it believes about you, and the invisible factors quietly costing you jobs.

PREPARED FOR

Summit Plumbing & Heating

Denver, Colorado · Residential plumbing & HVAC · September 29, 2026

EXECUTIVE SUMMARY

The short version: you're invisible half the time, and you don't know why.

Summit Plumbing was recommended in **22 of 40 tests (55%)**. That sounds okay until you see the rest: your top competitor shows up in 33 of 40, the AI quotes a two-star Yelp review about you on Perplexity, and your own services page is invisible to every AI we tested because it's built as a single image.

58/100

Your visibility score

55%

Tests where you were recommended

#3.4

Average position when mentioned

6

Invisible factors found working against you

WHAT THIS REPORT COVERS THAT NOBODY ELSE DOES

- **Per-platform deep dive.** Not just whether you appeared, but where you ranked, what tone the AI used, and what it said about you, on each of the four platforms.
- **Citation forensics.** The exact sources each AI pulled from when deciding whether to recommend you, and which ones are hurting you.
- **Competitor intelligence.** Why Mile High Plumbing beats you 33 to 22, in concrete terms you can act on.
- **The invisible factors.** Six things about your online presence you almost certainly had no idea about, each one quietly costing you recommendations.
- **A 30-60-90 day roadmap.** What to fix first, second, and third, ranked by impact.

HOW YOUR SCORE IS CALCULATED

58 out of 100.

Here's exactly what that means.

Your score blends four things. No black box, no mystery number.

COMPONENT	WEIGHT	YOUR RESULT	WHAT IT MEASURES
Mention rate	40%	22/40 · 55%	How often you appear at all across 40 buyer-intent prompts.
Position quality	25%	Avg #3.4	When mentioned, do you lead the list or trail at the bottom?
Sentiment	20%	Mostly positive	Does the AI praise you, stay neutral, or raise doubts?
Source strength	15%	Weak	Are the sources AI cites about you strong, current, and consistent?

HOW WE RAN THE TESTS

- **10 buyer-intent prompts**, written the way real customers phrase questions: emergencies, "best of" searches, price shopping, and specific services.
- **Each prompt run on all four platforms** (ChatGPT, Claude, Gemini, Perplexity) in fresh sessions, same day, same phrasing: 40 tests total.
- **Every result screenshotted and archived** with date, platform, and prompt wording, so the findings are checkable.
- **Competitors tested with identical prompts** so the comparison is apples to apples.

An honest note: AI answers shift day to day. This audit is a snapshot of September 29, 2026, not a permanent grade. What doesn't shift is the underlying pattern: the businesses AI trusts share the same foundations, and this report shows you exactly which ones you're missing.

Each AI judges you differently. Here's the breakdown.

Same 10 prompts, four very different results. This is why testing one platform tells you almost nothing.

CHATGPT

YOUR BEST PLATFORM

6/10

Prompts mentioned

#3.2

Avg position

Positive

Tone

ChatGPT leans heavily on Google reviews and your Google Business Profile. It describes you as "well-reviewed" and usually places you mid-list. It **never** mentioned you for price-shopping prompts: your site lists no prices or ranges, so ChatGPT fills the answer with competitors who do.

GEMINI

STRONG SECOND

7/10

Prompts mentioned

#2.4

Avg position

Positive

Tone

Gemini pulls hardest from Google's own ecosystem, which favors you: your Business Profile is complete and your review count is solid. Twice it named you **first**, both times for emergency prompts. Weakness: it skipped you entirely on "best plumber Denver" style prompts, where editorial-style sources (Reddit, local blogs) outweigh listings.

CLAUDE**YOUR BLIND SPOT****5/10**

Prompts mentioned

#4.1

Avg position

Neutral

Tone

Claude is cautious and citation-heavy. It favors businesses with clear, text-readable websites and BBB accreditation, both areas where you're thin. When it does mention you, it's usually fourth or fifth with flat, factual language: no praise, no warning, just a name in a list. Claude is also the platform most likely to note your **missing service-area detail**, hedging with "verify they serve your area."

PERPLEXITY**NEEDS ATTENTION****4/10**

Prompts mentioned

#3.8

Avg position

Mixed

Tone

Perplexity cites its sources inline, which makes its reasoning visible, and the picture isn't flattering. It draws heavily on **Reddit and Yelp**, where your presence is thin and one two-star Yelp review from March keeps surfacing. On one test it quoted that review directly next to your name. Perplexity users are researchers: they read the citations. This is your highest-leverage fix.

WHAT THE AI ACTUALLY SAYS ABOUT YOU

Representative summaries from the test transcripts (paraphrased, September 29, 2026):

"Summit Plumbing & Heating is a well-reviewed Denver option with strong ratings for emergency work. Confirm they cover your neighborhood before booking." — typical ChatGPT framing

"Several Denver-area plumbers offer 24/7 service, including Summit Plumbing & Heating and Mile High Plumbing." — typical Claude framing: you, buried mid-list, no differentiator

"Summit Plumbing (4.6 stars, 187 reviews) ... note one reviewer reported a pricing dispute in March 2026." — Perplexity, citing your Yelp page unprompted

Where the AI learns about you. And what's poisoning the well.

Every recommendation is built on sources. We traced every citation across all 40 tests. This is the layer nobody looks at, and it explains nearly everything.

SOURCES CITED ABOUT YOUR BUSINESS, ALL PLATFORMS

SOURCE	CITED	HELPS / HURTS	WHAT WE FOUND
Google reviews	14×	Helps	4.6 stars, 187 reviews. Your single strongest asset. AI trusts it and quotes it.
Your website	5×	Hurts	Services page is one big image. AI can't read images, so it cites you less and guesses more.
Yelp	6×	Hurts	Old phone number listed. One 2-star review from March gets quoted by Perplexity.
BBB	4×	Neutral	Listed but not accredited. Claude notices; competitors with accreditation get preference.
Reddit (r/Denver)	3×	Hurts	You're named in 1 thread. Competitors are recommended in 9. Perplexity treats Reddit as ground truth.
Angi	2×	Neutral	Profile exists, 12 reviews, last updated 2024. Looks dormant next to active competitors.

KEY INSIGHT

Google reviews carry you. Everything else drags.

14 of your 34 total citations come from one source. That's concentration risk: if a competitor passes your review count, or a bad review lands, you have no second pillar. Mile High Plumbing gets cited from six strong sources. You get cited from two.

Why they beat you, in concrete terms.

We ran the identical 40 tests against your three most-mentioned competitors. Here's the gap, and what creates it.

BUSINESS	SCORE	MENTIONED	REVIEWS	WHY THE AI PREFERS THEM
Mile High Plumbing	81/100	33/40	412 · 4.9	Text-readable site with suburb pages, 9 Reddit recommendations, BBB accredited, responds to every review.
Denver Pro Rooter	74/100	29/40	268 · 4.8	Dominates Reddit threads, FAQ page answers the exact questions AI users ask, publishes price ranges.
Front Range Plumbing Co	69/100	26/40	195 · 4.7	Schema markup on every page, consistent listings everywhere, strong Angi presence.
Summit Plumbing (you)	58/100	22/40	187 · 4.6	Strong Google reviews, but thin everywhere else. One pillar holding up the whole roof.

KEY INSIGHT

The gap isn't quality. It's legibility.

Your ratings are within a tenth of theirs. Customers who hire you are happy. The AI doesn't know that, because the *evidence* it can read favors them: readable websites, answered reviews, suburb pages, Reddit presence. None of that is about doing better work. It's about being easier for a machine to trust.

VISIBILITY BY QUESTION TYPE

You're winning emergencies. You're losing everything else.

Not all questions are equal. We grouped the 10 prompts by what the customer actually wants.

QUESTION TYPE	EXAMPLE PROMPT	YOUR HIT RATE	NOTES
Emergency	"Emergency plumber Denver, pipe burst"	67%	Your best category. "24/7" is clear on your profile and AI repeats it.
Best-of	"Best plumber in Denver"	25%	Your worst. These answers come from Reddit and editorial sources where you're absent.
Price shopping	"How much does a plumber cost in Denver"	40%	You publish no prices or ranges, so AI answers with competitors who do.
Specific service	"Water heater installation Denver"	55%	Middle of the pack. Your image-based services page means AI guesses at your offerings.

KEY INSIGHT**Emergency work is a fraction of the market.**

Most customers ask AI *before* there's a crisis: researching, comparing, price-checking. You're strongest exactly where customers are most desperate and weakest where they're most deliberate. The deliberate shoppers are the higher-value jobs.

Your website, read by a machine.

We checked [summitplumbingdenver.com](#) the way an AI does: no eyes, no design sense, just text extraction.

CHECK	RESULT	DETAIL
Can AI read your services?	Fail	Services page is a single image. AI extracts zero text from it. It literally cannot see what you offer.
Service area stated in text?	Fail	"Serving the Denver metro" appears once, in a footer graphic. No suburb names anywhere in text.
FAQ content?	Fail	No FAQ page. The questions customers ask AI have no answers on your site.
Price signals?	Fail	No prices, no ranges, no "starting at." AI fills price answers with competitors.
Reviews on your own site?	Partial	Testimonials page exists but hasn't been updated since 2023. AI discounts stale content.
Schema markup?	Fail	No LocalBusiness schema. Competitors have it; it's how AI confirms hours, area, and services.
About page credibility?	Pass	Clear text: family-owned, 15 years, licensed. This is your best page and AI quotes it.

What the internet says when you're not in the room.

AI cross-checks you across directories before recommending you. Inconsistencies read as untrustworthy.

DIRECTORY	STATUS	FINDING
Google Business Profile	Strong	Complete, 187 reviews at 4.6, current hours. Your anchor.
Yelp	Problem	Old phone number from 2022. One 2-star review (March 2026) quoted by Perplexity. No owner response.
BBB	Thin	Listed, not accredited. Two competitors are accredited and Claude prefers them.
Angi	Dormant	12 reviews, untouched since 2024. Looks inactive next to competitors' live profiles.
Facebook	Thin	Page exists, 89 likes, last post 6 months ago. AI treats dead pages as weak signals.
Reddit	Absent	Named in 1 thread in 2 years. Competitors recommended by name in 9. Perplexity weighs this heavily.

Six things you had no idea about. Each one is costing you jobs.

This is the section that makes this audit different. Everything below is invisible to you as the business owner, but fully visible to the AI deciding whether to recommend you.

INVISIBLE FACTOR #1 · HIGH IMPACT

Your services page is a picture, not a page.

It's one big designed image. Humans see a beautiful list of services. AI sees a blank rectangle. Every competitor we tested has plain-text service lists the AI can read, quote, and match to customer questions. Yours contributes zero words to your visibility. This single issue suppresses you on roughly a third of our tests.

INVISIBLE FACTOR #2 · HIGH IMPACT

Yelp still shows your phone number from 2022.

You changed numbers four years ago and updated Google, but not Yelp. When AI cross-checks your details and finds two different phone numbers, it doesn't guess which is right. It trusts you less. Claude explicitly hedged on two tests with "contact details vary across sources."

INVISIBLE FACTOR #3 · MEDIUM IMPACT

You've never replied to a single review.

187 reviews, zero owner responses. AI models are trained on the pattern that responsive businesses are more reliable, and several now factor it in. Mile High Plumbing replies to every review within days. It's free, it takes minutes, and it's a trust signal you're leaving on the table.

INVISIBLE FACTOR #4 · MEDIUM IMPACT

AI doesn't know you serve Lakewood or Aurora.

You do half your work in the suburbs, but no page on your site says so in text. When someone in Lakewood asks AI for a plumber, the AI recommends businesses with Lakewood pages. Mile High Plumbing has one for every suburb. You have zero. You're losing jobs in neighborhoods you already drive to.

INVISIBLE FACTOR #5 · MEDIUM IMPACT

Reddit is voting, and you're not on the ballot.

In the last two years, Denver homeowners asked Reddit for plumber recommendations 11 times. Your competitors were named in 9 threads. You were named once. Perplexity treats Reddit threads as ground-truth human opinion and cites them inline. You can't buy this presence, but you can earn it, and right now you're earning nothing.

INVISIBLE FACTOR #6 · LOWER IMPACT, EASY WIN

The questions customers ask AI have no answers on your site.

"Do plumbers charge to come look?" "Tank or tankless in a Denver winter?" These are real questions real customers ask AI every day. Denver Pro Rooter's FAQ page answers 30 of them, and AI quotes those answers, with his business name attached. Your site answers none of them, so AI answers with his name instead.

The pattern: none of these six is about doing better work. Your work is excellent, your reviews prove it. Every one of these is about being *legible* to the machines now standing between you and your next customer. Legibility is fixable, and most of it is cheap.

PRIORITIZED FIX LIST

What to fix, in order. Ranked by impact, not by cost.

Eight fixes. Do the top three and you'll move more than the bottom five combined.

#	FIX	IMPACT	EFFORT	WHY
1	Rebuild services page as real text	High	Medium	Unlocks a third of your tests. AI can finally read what you sell.
2	Fix Yelp phone number + respond to the 2-star review	High	Low	Kills the inconsistency penalty and the quoted bad review in one move.
3	Add suburb pages (Lakewood, Aurora, Littleton)	High	Medium	Captures the suburban searches you're currently invisible for.
4	Start replying to Google reviews	Med	Low	Free trust signal. 10 minutes a week.
5	Write a 30-question FAQ page	Med	Medium	Puts your name on the answers AI gives every day.
6	Add LocalBusiness schema markup	Med	Low	Helps AI confirm your hours, area, and services. Your web person can do it in an hour.
7	Publish price ranges for common jobs	Med	Low	Stops AI from filling price answers with competitors.
8	Earn Reddit presence (answer questions, don't pitch)	Med	High	Slowest win, biggest long-term moat. Genuine helpfulness only.

YOUR 30-60-90 DAY ROADMAP

The order we'd do it in.

DAYS 1-30

- › Fix Yelp listing and answer the 2-star review
- › Start replying to every new Google review
- › Add LocalBusiness schema to the site
- › Publish price ranges for your 5 most common jobs

DAYS 31-60

- › Rebuild services page as readable text
- › Launch Lakewood, Aurora, and Littleton pages
- › Refresh the testimonials page
- › Revive the Angi profile

DAYS 61-90

- › Publish the 30-question FAQ page
- › Begin genuine Reddit participation
- › Re-run the full 40-prompt test and measure the lift

WANT IT DONE FOR YOU?

We'll implement the top fixes for you.

\$597, one time.

FAQ page written from real buyer questions. Homepage and service pages rewritten so AI can read them. Ready-to-paste profiles for Google, Yelp, BBB, Facebook, and Angi. Schema markup your web person can drop in. Reply to this report and we'll start this week.

Or keep us watching it monthly: \$147/mo, full re-test every month, competitor alerts, one new recommendation each month.

Method note: 40 prompt tests across ChatGPT, Claude, Gemini, and Perplexity, run September 29, 2026 in fresh sessions with identical phrasing. Every result screenshotted and archived. AI answers change over time, so treat this as a snapshot, not a permanent grade. No ranking or placement is guaranteed. All business data in this sample report is fictional and illustrative.