

AI Visibility Report, where you stand today

PREPARED FOR

Brightway Plumbing & Drain

MARKET

Austin, TX

PREPARED BY

Plastorium LLC

REPORT DATE

Month 0 · baseline

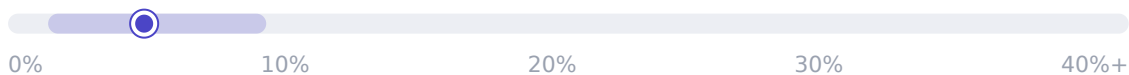
Sample report. Brightway Plumbing & Drain is a fictional business and every figure here is illustrative. Real reports use your own public data and live AI answers.

01 EXECUTIVE SUMMARY

You are barely visible to AI, in a category where buyers increasingly ask AI first.

Across the four assistants buyers use to find a plumber, **Brightway is named in about 6% of relevant answers** and ranks **#11 of 14** tracked local competitors. The good news: the gaps are specific and fixable. This report measures the baseline, names the factors holding the brand back, and lays out the sequence to close them.

6.2% overall AI visibility
rank #11 of 14 brands



Point estimate 6.2% · bootstrap 95% confidence interval 1.8-12.0% · 18 mentions across 288 AI runs

We ask AI the questions your buyers ask, and record who it names.

Visibility is measured by issuing realistic buyer prompts to each model and recording which businesses appear in the generated answers. We don't scrape rankings or read traditional search position, we observe what the assistant actually tells a prospective customer. Every prompt is run several times per model and location so a score reflects the share of runs that named the brand, which lets us attach a confidence interval to every number.

SCOPE OF THIS BENCHMARK

12 buyer prompts × 4 AI models × 3 locations, 6 iterations each, **864 total measured answers**. Aggregate intervals use a query-level bootstrap; brand themes are derived from the surrounding text of each mention.

4 models

12 buyer prompts

3 locations

6 iterations / prompt

● ChatGPT gpt-5.2

● Claude opus-4.x

● Perplexity sonar

● Google AI Overview

Ten signals AI models read before recommending a business.

Each dimension is scored from the audit, cross-model sentiment, and competitive benchmarking. Red is where the brand is materially behind the businesses AI names instead.

AI brand visibility

Named in ~6% of relevant answers; absent entirely on ChatGPT for core "near me" queries

6% Poor

Structured data (schema)

No LocalBusiness / Service JSON-LD detected on any page; AI cannot machine-read services or service area

1/10 Critical

Content for AI extraction

Service pages exist but no FAQs, no pricing ranges, no question-style answers AI can quote

2/10 Critical

AI infrastructure

No llms.txt; sitemap and robots unconfirmed; no dateModified metadata for freshness signals

1/10 Critical

Community & citations

Zero mentions on Reddit, Nextdoor, or local forums that ChatGPT and Perplexity mine for recommendations

2/10 Poor

Emergency / high-intent coverage

Not named for "emergency plumber near me" or "burst pipe" queries, the highest-value moments

3/10 Weak

Website authority

Domain Rating in low single digits; few referring domains from sources AI trusts

3/10 Weak

Directory presence

Google Business Profile live; thin or missing on Yelp, Angi, BBB, and Apple Maps

4/10 Weak

Review ecosystem

Solid Google review count, but few recent reviews and little coverage on AI-cited platforms

5/10 Moderate

NAP consistency

Name, address, phone broadly aligned; minor suite-number and phone-format mismatches across listings

6/10 Moderate

Asked about Brightway by name, the models hedge.

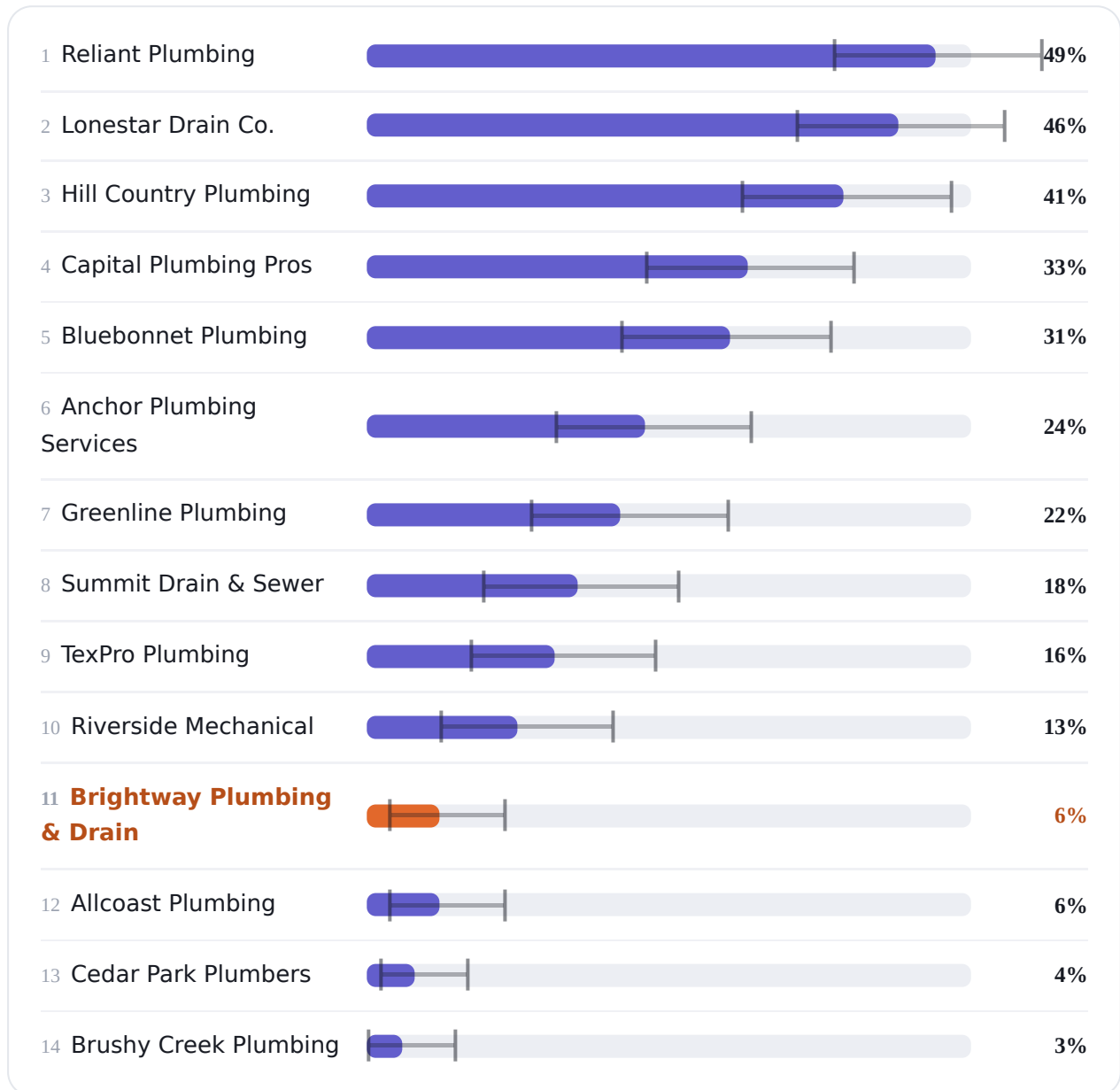
None of the assistants warn customers away, but all express the same underlying hesitation: not enough independently verifiable signals. These are the exact concerns the strategy has to resolve.

Question asked by name	ChatGPT	Claude	Perplexity	Google AI
Is Brightway a good plumber?	Skeptical few signals	Neutral can't verify	Neutral lists facts	Factual + link
What does Brightway do, and where?	Generic	Partial narrow area	Lists services	Service area named
Is Brightway licensed & insured?	Can't confirm	Can't verify	No source	Not stated
What do customers say about Brightway?	Thin reviews	Suggests checking reviews	Few citations	Sparse

Recurring concerns, in order of how often they surfaced: thin recent-review signal on AI-cited platforms; no community endorsements; no structured data to confirm the entity and its services; limited public proof of specific outcomes.

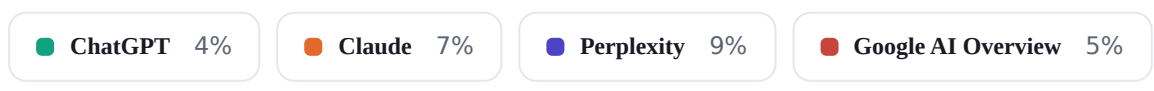
Where you sit against the businesses AI names instead.

Overall AI visibility across all tracked brands, with bootstrap 95% intervals. A handful of competitors own most of the attention; the middle of the field, where Brightway can realistically move first, is winnable.



Your visibility by model

Per-model figures are noisier than the overall, but they show where to concentrate. Perplexity already names Brightway occasionally; ChatGPT, where many buyers start, almost never does.



Visibility on the questions buyers actually ask

Branded questions show what AI *says* about you; these show whether it *names* you at all. Most buyers never type your name, they ask category, "near me" questions, and the model decides who to surface. Brightway rarely makes the list, and almost never on the highest-intent emergency query, the single most valuable moment to be named.

Category question (no brand named)	ChatGPT	Claude	Perplexity	Google AI
Best emergency plumber near me	Not named	Not named	Rarely	Rarely
Who installs water heaters in Austin?	Not named	Rarely	Sometimes	Rarely
Who does repiping in Austin?	Rarely	Rarely	Sometimes	Not named

These are visibility outcomes, not sentiment, whether Brightway is named at all when no brand is specified. "Sometimes" is the current ceiling, and it tracks the per-model rates above: Perplexity names you most often, ChatGPT almost never.

The off-site footprint AI cross-checks before it recommends you.

Models don't just read your site, they look for corroborating signals across review and directory platforms. Brightway is present on Google but thin or missing nearly everywhere else, while the brands AI names are listed and rated almost everywhere. Red marks a gap worth closing.

Business	AI vis.	Mean	NAP	Google	Yelp	Yellow Pages	BBB	Thumbtack	Ma
Brightway Plumbing & Drain (You)	6%	4.3	60%	4.6 (38)	3.9 (7)	∅	U	U	
Reliant Plumbing	45%	4.9	100%	4.9 (1,240)	4.8 (540)	5.0	A+	✓	
Lonestar Drain Co.	41%	4.8	100%	4.8 (870)	4.7 (410)	✓	A+	!	
Hill Country Plumbing	35%	5.0	100%	4.9 (620)	4.9 (190)	U	∅	✓	
Capital Plumbing Pros	24%	4.7	80%	4.7 (430)	4.5 (150)	5.0	∅	!	
Bluebonnet Plumbing	18%	4.9	100%	4.9 (310)	-	∅	A	∅	
Anchor Plumbing Services	13%	4.6	100%	4.6 (205)	4.4 (60)	∅	∅	!	
Greenline Plumbing	12%	4.8	70%	4.8 (140)	-	U	∅	∅	

✓ listed ∅ not listed ! inconsistent / issue U unverified - no data **green** strong **amber** caution **red** gap

The single fastest local-presence win: claim and complete Yelp, Yellow Pages, Thumbtack and Bing, then fix NAP to 100%. Every brand above Brightway is listed and consistent across at least six platforms.

Which signals actually move the needle, ranked by correlation.

Across the businesses in this benchmark, a **handful of signals do almost all the work**. Eight features correlate strongly with AI visibility (coefficient ≥ 0.5); below that the link falls off a cliff and the remaining signals don't reliably move anything. The strong drivers are exactly the ones Brightway is missing, which is where the scorecard's red boxes come from. **Correlation is association, not proof of cause**, but it points the strategy straight at the signals worth fixing first.

■ Positive, higher value linked to more visibility ■ Negative, higher value linked to less
●●● more filled = more statistically reliable

Opportunity you trail competitors Advantage you lead Parity roughly equal

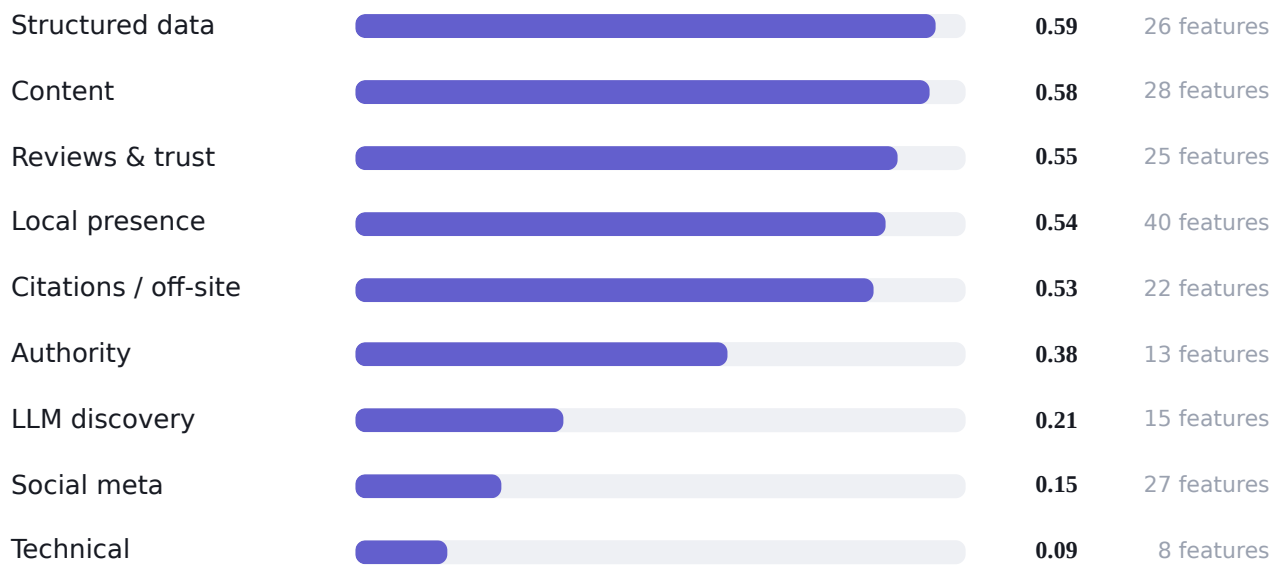
Only features with coefficient ≥ 0.5 shown, weaker signals don't reliably move visibility

Feature	Correlation	Coeff	95% CI	Conf.	You vs comp.	Gap
Has on-site service pages	<div style="width: 63%; background-color: blue;"></div>	0.63	[0.44, 0.77]	●●●	X vs 74%	C
Schema / structured data	<div style="width: 59%; background-color: blue;"></div>	0.59	[0.39, 0.74]	●●●	X vs 66%	C
FAQ content present	<div style="width: 57%; background-color: blue;"></div>	0.57	[0.37, 0.72]	●●●	X vs 59%	C
Google review count	<div style="width: 55%; background-color: blue;"></div>	0.55	[0.34, 0.71]	●●●	38 vs 205	C
Citation richness score	<div style="width: 53%; background-color: blue;"></div>	0.53	[0.32, 0.69]	●●●	0.3 vs 0.7	C
Directory listing consistency	<div style="width: 52%; background-color: blue;"></div>	0.52	[0.31, 0.68]	●●●	X vs 71%	C
Content depth & specifics	<div style="width: 51%; background-color: blue;"></div>	0.51	[0.30, 0.68]	●●●	X vs 63%	C
Service-area pages defined	<div style="width: 50%; background-color: blue;"></div>	0.50	[0.28, 0.67]	●●●	✓ vs 41%	A

These eight features carry the signal. Below 0.5 the correlation falls off a cliff, the next-strongest is just **0.21**, so the plan ignores the rest. Seven of the eight are Opportunities for Brightway.

Category importance

Each category scored by its strongest reliable signals. The leverage sits in five categories; the rest barely register.



Data quality: 31 businesses analyzed · 214 of 358 features usable (60% coverage) · 144 excluded for insufficient data. Correlation indicates association, not causation; features that co-occur with high visibility may not directly cause it.

Five gaps that compound each other.

No single weakness explains 6% visibility. Each gap makes the others harder to overcome, which is why the fixes are sequenced rather than parallel.

Critical — No machine-readable identity. Without LocalBusiness and Service schema, AI can't reliably confirm what Brightway does, where, or that it's a distinct real business, so it defaults to the competitors that do declare it.

Critical — Nothing for AI to quote. Service pages describe offerings for human readers but contain no FAQ blocks, pricing ranges, or question-style answers, the exact formats AI preferentially cites.

High — Invisible in the communities AI reads. Zero presence on Reddit, Nextdoor, and local forums means no third-party endorsement signal where ChatGPT and Perplexity look for recommendations.

High — Thin recent-review and citation freshness. Reviews exist but skew old and cluster on one platform; few fresh citations from sources models trust when recommending a contractor.

Medium — Minor entity inconsistencies. Suite number and phone formatting vary across listings, a small but real drag on entity recognition that's cheap to fix.

Four pillars, sequenced for compounding returns.

1 Entity & structure

Make the business unambiguous and machine-readable, the prerequisite for everything else.

- ✓ **Deploy LocalBusiness, Service & FAQ schema across all pages** Very high
Closes the single biggest gap; lets AI parse services and service area on 100% of pages
- ✓ **Unify NAP and add an llms.txt file** High
Resolves listing mismatches and gives the brand control over how AI reads the site

2 Citable content

Give the models text worth quoting for the queries buyers actually ask.

- ✓ **Add FAQ blocks with pricing ranges to every service page** Very high
FAQ is the most-cited content format in AI answers; self-contained 50–80 word answers
- ✓ **Build emergency-intent pages (burst pipe, no hot water, clog)** High
Targets the highest-value moments where the brand is currently absent

3 Trust & reviews

Rebuild the independent-signal base all four models flagged.

- ✓ **Systematic review generation across Google, Yelp & Angi** Very high
Addresses the most-raised concern; freshness and spread matter as much as count
- ✓ **Complete and brand directory profiles (Yelp, Angi, BBB, Apple Maps)** Medium
Directories are among the top-cited non-site sources in local-service AI answers

4 External authority

Earn the third-party mentions AI treats as independent verification.

✓ **Earn citations on trusted local and trade sources**

High

Builds the referring-domain base models weigh when ranking source credibility

✓ **Authentic presence on Reddit & Nextdoor home-services threads**

Medium

Creates the community endorsement signal ChatGPT and Perplexity mine

10 PRIORITY ACTION MATRIX

Sorted by impact-to-effort, so the cheap wins come first.

#	Action	Impact	Effort	Timeline
1	Deploy schema.org markup (LocalBusiness, Service, FAQPage)	Very high	Low	Week 1-2
2	Add FAQ + pricing blocks to every service page	Very high	Low	Week 2-4
3	Launch systematic review generation workflow	Very high	Medium	Ongoing
4	Unify NAP + publish llms.txt	High	Low	Week 1
5	Build emergency-intent service pages	High	Medium	Week 3-6
6	Complete & brand Yelp, Angi, BBB, Apple Maps	High	Low	Week 2-4
7	Earn local & trade citations	High	High	Month 2-4
8	Reddit / Nextdoor community presence	Medium	Medium	Month 2+

AI visibility moves on a predictable curve.

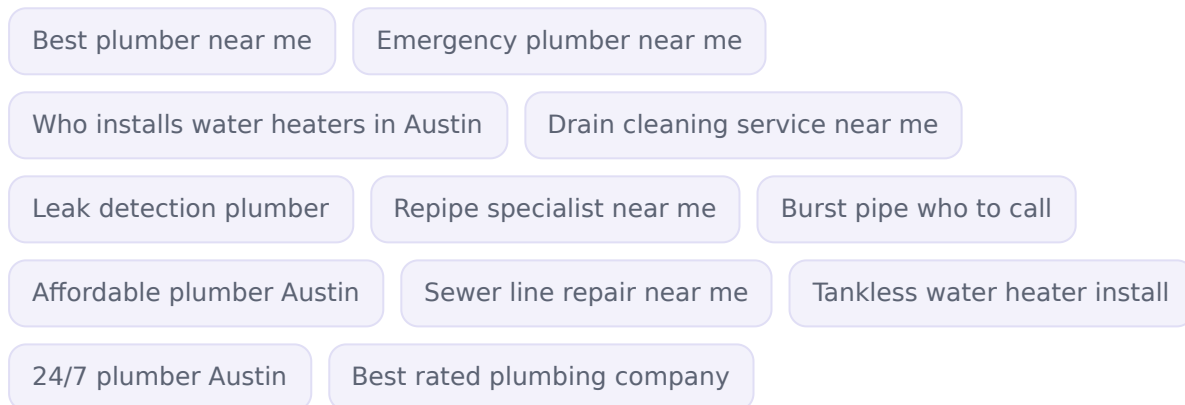
Window	Expected change in AI behavior	Key metric target
30 days	Schema parsed; listing mismatches resolved; entity confusion drops	Schema live on 100% of pages; NAP unified; llms.txt published
90 days	Models begin citing service pages and FAQs; less hedging on brand queries	15+ fresh reviews; FAQ on all service pages; visibility ~9-11%
6 months	Named for emergency and water-heater queries across multiple models	30+ reviews across 3 platforms; visibility ~14-16%; rank top 8
12 months	Consistent presence across all four assistants for primary services	Competitive parity with the mid-field; durable top-6 position

Targets are illustrative for a business at this starting point in a competitive metro. Real projections are set from your own baseline and category.

What we track every month from here.

Primary metrics: AI brand visibility per model (baseline 6%), review volume and freshness across platforms (baseline thin), and domain authority. **Secondary:** schema validation, indexed pages, and which pages and citations AI actually surfaces. Each recurring scan re-runs the same fixed prompt set so movement can be separated from run-to-run noise.

Prompts run in this baseline



AI platforms tested: ChatGPT (gpt-5.2-class), Claude (opus-4.x), Perplexity (sonar), Google AI Overview. Locations: Austin, Round Rock, Cedar Park. This sample mirrors the structure of a live initial assessment; figures are fabricated for demonstration.