

MONTHLY SCAN · SCAN #3

AI Visibility Report, **this month's reading**

PREPARED FOR

Brightway Plumbing & Drain

MARKET

Austin, TX

SCAN DATE

Month 3

CADENCE

Monthly

Sample report. Illustrative data for a fictional business. A live monthly scan re-runs the same fixed prompt set so you can track real movement over time.

METHODOLOGY

The same prompts, every month, so movement is real and not noise.

Each buyer prompt is issued several times per model and location; a brand's score is the share of those runs that named it. Because the prompt set is fixed scan-to-scan, changes between reports reflect genuine shifts in how AI represents the business, not a different set of questions.

4 models

12 prompts

3 locations

6 iterations / prompt

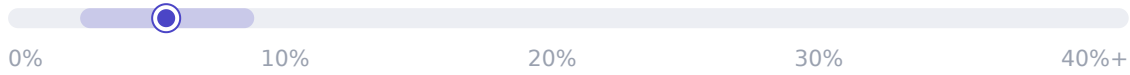
864 measured answers

HEADLINE

Overall AI visibility this month.

14.1%

overall AI visibility
rank #6 of 14 brands



Point estimate 14.1% · bootstrap 95% confidence interval 6.5-22.0% · 122 mentions across 864 runs

Brightway has moved into the top half of the field and now sits just behind the mid-tier competitors, a defensible position to build on. Compared with the previous scan this is a clear upward step; the scan-over-scan detail lives in the comparison report.

WHERE YOU APPEAR


Run by run, the prompts that named you.

Each square is one model run for that prompt; a filled square is a run that named Brightway. This is the texture behind the headline percentage, the prompts where presence is strong, and where it's still intermittent.


Who installs water heaters in Austin?

ChatGPT		5/6
Perplexity		4/6

Best plumber near me

Claude		4/6
Perplexity		3/6

Drain cleaning service near me

Claude		4/6
Google AI		3/6

24/7 plumber Austin

ChatGPT		4/6
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Emergency plumber near me

ChatGPT		3/6
Claude		2/6

Repipe specialist near me

Perplexity		3/6
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Square colour denotes the model: ■ ChatGPT · ■ Claude · ■ Perplexity · ■ Google AI Overview. □ = run with no mention.

BY MODEL

Your visibility on each assistant.

Model	AI visibility	95% CI	Queries
Overall	14.1%	6.5–22.0%	36
ChatGPT	18.1%	6.3–31.3%	36
Claude	15.6%	4.2–28.1%	36
Perplexity	13.2%	2.8–25.0%	36
Google AI Overview	9.4%	0.0–20.8%	36

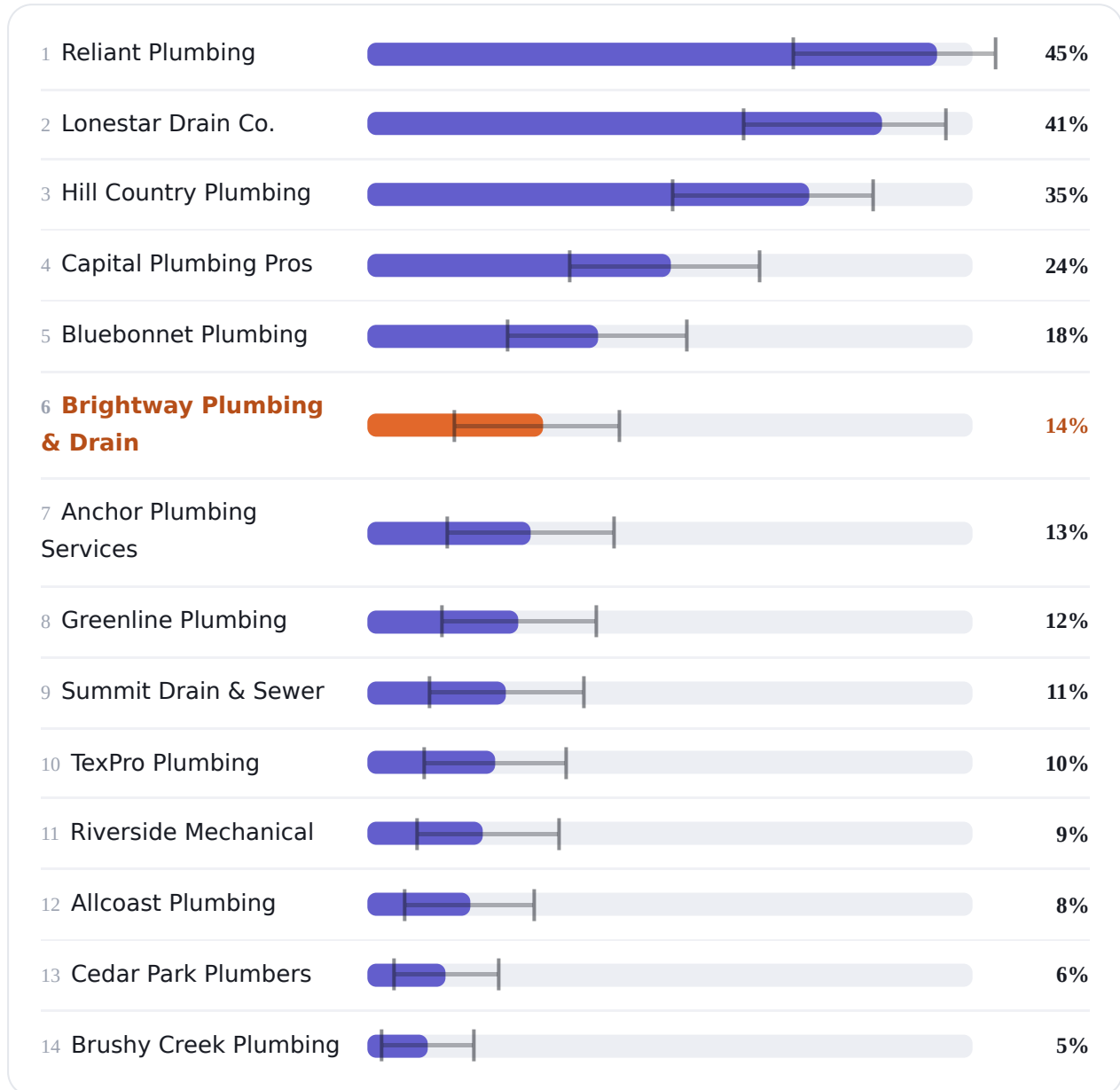
HOW TO READ THE CONFIDENCE INTERVAL

Each figure is an estimate from a finite number of AI runs, not an exact constant. The 95% interval is the range the true visibility most plausibly sits in. **Overlapping intervals aren't a real difference**, treat brands as tied. **Judge movement against the interval**, a change only signals a genuine shift once it clears the band. Per-model intervals are wider than the overall because each model is a quarter of the data.

COMPETITIVE LANDSCAPE

The full field this month.

Overall AI visibility across all tracked brands with bootstrap 95% intervals. Brightway now clears the mid-field cluster.



COMPETITOR ANALYSIS

Every brand, by model and theme.

Per-model visibility for each tracked brand, plus the service themes where it surfaces most often. The leaders concentrate on Perplexity and Claude; Brightway's strongest model this month is ChatGPT.

Brand	Overall	GPT	Claude	Plx	Google	Top themes
Reliant Plumbing	45%	44	48	50	38	Drain, Water Heater, Emergency
Lonestar Drain Co.	41%	40	44	46	34	Drain, Sewer, Emergency
Hill Country Plumbing	35%	33	37	40	30	Repipe, Water Heater, Leak
Capital Plumbing Pros	24%	22	26	27	21	Water Heater, Drain
Bluebonnet Plumbing	18%	16	19	21	16	Leak, Emergency
Brightway Plumbing & Drain	14%	18	16	13	9	Water Heater, Drain, Emergency
Anchor Plumbing Services	13%	12	14	15	11	Sewer, Drain
Greenline Plumbing	12%	11	13	14	10	Eco, Water Heater
Summit Drain & Sewer	11%	14	10	9	11	Sewer, Drain
TexPro Plumbing	10%	9	11	12	8	General, Repipe
Riverside Mechanical	9%	8	10	11	7	Commercial, Water Heater
Allcoast Plumbing	8%	7	9	10	6	Leak, General
Cedar Park Plumbers	6%	6	6	7	5	Drain
Brushy Creek Plumbing	5%	5	5	6	4	General

Per-model columns are visibility percentages for that brand on that model. Themes are derived from the wording AI used around each mention.

LOCAL PRESENCE

Reviews & directory footprint this scan.

The off-site signals AI cross-checks before recommending you. Three months in, Brightway is now listed and consistent across the platforms that matter, NAP is clean and reviews are climbing, which is part of why visibility has moved up the field.

Business	AI vis.	Mean	NAP	Google	Yelp	Yellow Pages	BBB	Thumbtack	Ma
Reliant Plumbing	45%	4.9	100%	4.9 (1,290)	4.8 (560)	5.0	A+	✓	
Lonestar Drain Co.	41%	4.8	100%	4.8 (905)	4.7 (425)	✓	A+	!	
Hill Country Plumbing	35%	5.0	100%	4.9 (640)	4.9 (198)	U	∅	✓	
Capital Plumbing Pros	24%	4.7	80%	4.7 (440)	4.5 (156)	5.0	∅	!	
Bluebonnet Plumbing	18%	4.9	100%	4.9 (322)	-	∅	A	∅	
Brightway Plumbing & Drain (You)	14%	4.5	100%	4.7 (61)	4.2 (19)	✓	A	✓	
Anchor Plumbing Services	13%	4.6	100%	4.6 (210)	4.4 (62)	∅	∅	!	
Greenline Plumbing	12%	4.8	70%	4.8 (146)	-	U	∅	∅	

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

Open items to keep moving: Yelp rating and volume still trail the leaders, and the BBB grade has room to climb from A to A+. Both feed the trust signals AI weighs.

BY LOCATION

Who leads in each city, and where you rank.

City	Overall leader	ChatGPT	Perplexity	Google AI
Austin	Reliant · you #6	Reliant · #5	Reliant · #7	Hill Country · #6
Round Rock	Lonestar · you #7	Lonestar · #6	Reliant · #8	Lonestar · #5
Cedar Park	Hill Country · you #5	Hill Country · #4	Hill Country · #6	Reliant · #7

Rank is Brightway's position among all tracked competitors by mentions in that cell. Brightway's strongest city this month is Cedar Park.

APPENDIX

Prompts run this scan.

Best plumber near me	Emergency plumber near me	
Who installs water heaters in Austin	Drain cleaning service near me	
Leak detection plumber	Repipe specialist near me	Burst pipe who to call
Affordable plumber Austin	Sewer line repair near me	Tankless water heater install
24/7 plumber Austin	Best rated plumbing company	

Models: ChatGPT, Claude, Perplexity, Google AI Overview · Locations: Austin, Round Rock, Cedar Park · 6 iterations each. Sample data for demonstration.