

SAMPLE REPORT: ILLUSTRATIVE EXAMPLE, NOT A REAL AUDIT OF A REAL BUSINESS. The business, website, competitors, questions, scores and findings below are fictional and show only the format and sections a buyer receives. No AI engine was queried for this sample.

AI Search Visibility Audit

Example Plumbing Co. (fictional) | www.example.com | Plumber, Sample City, CA | Illustrative example

Engines queried: Illustrative example: in a real audit this line lists exactly which AI engines were queried and how many of the 10 standard questions were run. No engine was queried for this sample.

Visibility score (illustrative): 9/14 (2 = named in the AI answer, 1 = only in cited sources/list, 0 = absent)

#	Question asked	Score	Named instead / notes
1	best plumber in Sample City CA	2	Example: named in the AI answer after Competitor A and Competitor B.
2	who should I hire for water heater replacement near Sample City CA	0	Example: not mentioned; Competitor C and Competitor A named instead.
3	emergency plumber Sample City reviews	2	Example: named, but described as weekday hours only; Competitor B preferred.
4	recommended local plumber for drain clogs Sample City family owned	1	Example: appears only in the cited source list, not in the answer text.
5	affordable honest plumber Sample County free estimates	2	Example: named first, citing its own About page.
6	who should I hire for repiping a house near Sample City	0	Example: not mentioned; competitors with dedicated repipe pages named.
7	best plumber for sewer line video inspection Sample City	2	Example: named second after Competitor B.

Who AI names most often instead

Competitor A (fictional) (4x); Competitor B (fictional) (3x); Competitor C (fictional) (2x); Competitor D (fictional) (2x)

Website checks

- robots.txt: example finding (a real audit checks whether major AI crawlers such as GPTBot, ClaudeBot and PerplexityBot are blocked).

- Structured data: example finding (a real audit checks for JSON-LD and LocalBusiness-type schema on the homepage).

Gaps

- Example: not named for services it offers (e.g. water heater replacement) because there is no dedicated page for them.

- Example: competitors win with service + city pages and published price ranges.

- Example: name, address, phone or hours differ between the website and directory listings.
- Example: hours read as weekdays only, which AI repeats on emergency questions.
- Example strength: wins where its own page states a clear differentiator; worth repeating.

Fix steps (in priority order)

1. Make name, address, phone and hours identical on the website, Google Business Profile, Yelp, BBB, Angi and Apple Maps.
2. Add or extend LocalBusiness schema to match (name, address, phone, hours, areaServed, sameAs links), plus Service and FAQPage schema.
3. Create one page per core service with the city in the title (e.g. 'Water Heater Replacement in Sample City'), with typical price ranges and an FAQ.
4. Add a short plain-text FAQ ('Do you charge for estimates?', 'Do you work weekends?').
5. State weekend/after-hours policy clearly so AI does not describe the business as unavailable.
6. Ask recent customers for reviews that mention the job and town; reply to every review.
7. Get listed on 2-3 local directory sites AI tools cite, with the same name/address/phone.
8. Re-run the same 10-question set in 60-90 days to measure change (no outcome is guaranteed).

Disclaimer: AI answers change often and vary by user, location and time. In a real audit, the report records what we observed on the date shown; this sample is an illustrative example only. It is not a guarantee of any ranking, mention, traffic or revenue. Prepared by Agent Stack Media, 10265 Rockingham Dr, Ste 100, PMB 6032, Sacramento, CA 95827, hello@agentstackmedia.com.