SAMPLE — fictional business and agency. Real AI answers from a saved live run on 2026-11-07; local business names withheld.

Your Agency

AI Visibility Report: Quillberry Roofing Co.

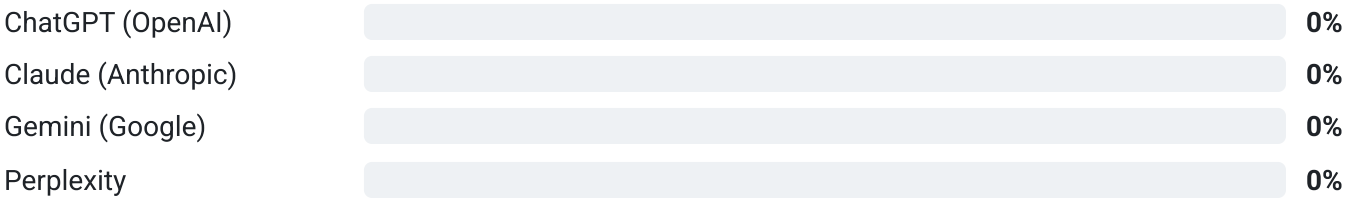
Roofing Contractor · Austin, TX · quillberryroofing.example · 2026-11-07

Headline results

0%	4	10	—
OVERALL MENTION RATE	AI ENGINES CHECKED	QUESTIONS CHECKED	AVG. POSITION WHEN LISTED

Quillberry Roofing Co. was named in 0 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?	✗	✗	✗	✗
Who is the most trusted roofing contractor near Austin, TX?	✗	✗	✗	✗
Affordable roofing contractor in Austin, TX with good reviews?	✗	✗	✗	✗
I need an emergency roofing contractor in Austin, TX today. Who should I call?	✗	✗	✗	✗
Compare the top 5 roofing contractor companies in Austin, TX.	✗	✗	✗	✗
How much does a roofing contractor cost in Austin, TX, and which companies offer fair prices?	✗	✗	✗	✗
Roofing contractor near me in Austin, TX	✗	✗	✗	✗
Can you recommend a reliable roofing contractor in Austin, TX for a homeowner?	✗	✗	✗	✗
Which licensed and insured roofing contractor businesses in Austin, TX do you recommend?	✗	✗	✗	✗
Top-rated local roofing contractor in Austin, TX that is family-owned or locally owned?	✗	✗	✗	✗

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

Top competitors named

#	Business	Answers naming it	Share of voice
—	**Quillberry Roofing Co. (you)**	0	0%
1	Local roofer A (name withheld)	17	12%
2	Local roofer B (name withheld)	12	8%
3	Local roofer C (name withheld)	9	6%
4	Local roofer D (name withheld)	6	4%
5	Local roofer E (name withheld)	6	4%
6	Local roofer F (name withheld)	6	4%
7	Local roofer G (name withheld)	5	3%
8	Local roofer H (name withheld)	4	3%
9	Local roofer I (name withheld)	4	3%
10	Local roofer J (name withheld)	4	3%

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

Cited sources

Domain	Answers citing it
gaf.com	9
local contractor site A (withheld)	9
independent roofing blog/directory A (withheld)	8
local contractor site B (withheld)	7
local contractor site C (withheld)	6
bbb.org	6
expertise.com	6
openpr.com	6
independent roofing blog/directory B (withheld)	5
lansingstatejournal.com	5
owenscorning.com	5
industry.nrca.net	5
einpresswire.com	5
news-press.com	5
local contractor site D (withheld)	4

AI engine	Sources cited
ChatGPT (OpenAI)	local contractor site C (withheld) (2), gaf.com (2), rcat.net (2), local contractor site E (withheld) (1), independent roofing blog/directory C (withheld) (1), reviews.birdeye.com (1), tdi.texas.gov (1), local contractor site F (withheld) (1), local contractor site G (withheld) (1), local contractor site H (withheld) (1)
Claude (Anthropic)	independent roofing blog/directory A (withheld) (4), independent roofing blog/directory D (withheld) (3), local.yahoo.com (3), local contractor site B (withheld) (2), local contractor site I (withheld) (2), local contractor site J (withheld) (2), expertise.com (1), local contractor site K (withheld) (1), local contractor site L (withheld) (1), local contractor site M (withheld) (1)
Gemini (Google)	local contractor site M (withheld) (1), local contractor site N (withheld) (1), local contractor site O (withheld) (1), local contractor site P (withheld) (1), local contractor site Q (withheld) (1)
Perplexity	local contractor site A (withheld) (9), gaf.com (7), openpr.com (6), independent roofing blog/directory B (withheld) (5), lansingstatejournal.com (5), bbb.org (5), owenscorning.com (5), industry.nrca.net (5), einpresswire.com (5), local contractor site B (withheld) (5)

Number in brackets = answers from that engine citing the domain.

Recommendations

1. **Close the gaps on high-intent questions.** Competitors were named but Quillberry Roofing Co. was not for 10 of 10 questions, e.g. “What is the best roofing contractor in Austin, TX?”; “Who is the most trusted roofing contractor near Austin, TX?”; “Affordable roofing contractor in Austin, TX with good reviews?”. 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. **Address engines with 0% visibility.** Quillberry Roofing Co. was not mentioned at all by ChatGPT (OpenAI), Claude (Anthropic), Gemini (Google), Perplexity. Perplexity answers from live web search, so being listed and reviewed on the sites it cites matters most there. Re-check after the profile and citation work below; results vary between runs.
3. **Learn from the most-named competitors.** Local roofer A (name withheld), Local roofer B (name withheld), Local roofer C (name withheld) were named most often. Compare their Google Business Profile categories, review volume, service pages and directory presence with Quillberry Roofing Co.'s to find concrete gaps.
4. **Get listed on the sources AI assistants cite.** Answers cited gaf.com, local contractor site A (withheld), independent roofing blog/directory A (withheld), local contractor site B (withheld). Make sure Quillberry Roofing Co. has an accurate, complete listing on relevant directories and review sites, with consistent name, address and phone (NAP).
5. **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.
6. **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.

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

Methodology & limitations

- Data collected on 2026-11-07. 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.
- Models used: ChatGPT (OpenAI): openai/gpt-6-luna, Claude (Anthropic): anthropic/claude-haiku-5.5, Gemini (Google): google/gemini-3.1-flash-lite, Perplexity: perplexity/sonar.
- Web search was **on**: each model could search the web before answering. Search used per engine:
  - ChatGPT (OpenAI): OpenAI's native web search, via the OpenRouter API.
  - Claude (Anthropic): Anthropic's native web search, via the OpenRouter API.
  - Gemini (Google): Google's native search grounding, via the OpenRouter API; no source links are returned on this route.
  - Perplexity: Sonar's built-in web search.

  Cited sources come from the engines' own citations; links to search providers themselves are not counted as sources.
- Answers were collected through the providers' APIs (some via the OpenRouter API gateway): each engine column shows answers from that provider's model via the API, not from its consumer app. API answers can differ from what consumers see in the ChatGPT, Claude, Gemini, Perplexity or Grok apps (different models, search setup, 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.
- Sample: Quillberry Roofing Co. and Your Agency are fictional. The 40 AI answers are real: they were collected on 2026-11-07 in a live run for roofing contractor questions in Austin, TX and saved. This sample was produced from that saved run; no AI assistant was asked again.
- Because Quillberry Roofing Co. does not exist, no assistant could name it: 0 of 40 is the expected result here. It shows what a business with no AI visibility sees. For a real client the matrix shows a ✓ wherever the business was named.
- The saved run was first scored against another placeholder business name, and one answer named a real Austin company with a similar name. For this sample the saved answers were re-scored against Quillberry Roofing Co., so that answer no longer counts as a mention.
- Names of real local businesses are withheld in this public sample: competitors are shown as "Local roofer A, B, ..." and their websites (and small independent sites) as labels. The counts are unchanged. Large platforms, manufacturers, government, trade-association and news sites are shown by name. A client report shows every name.
- Gemini returned no separate citation list on this route; the few Gemini sources shown are website links written inside one of its answers.
- The saved run also asked Grok; those answers are left out because the plans cover ChatGPT, Claude, Gemini and Perplexity.