

AI Visibility Report

[Anonymized Austin emergency plumber] · emergency plumber · Austin
Website: [redacted] · Generated 2026-10-29 06:27 EDT

We improve the public signals AI tools often use. We do not guarantee that ChatGPT, Perplexity, or Gemini will recommend your business. SAMPLE: real ChatGPT, Perplexity and Gemini data (Oct 29, 2026), business anonymized. Snapshot as of 2026-10-29 06:27 EDT.

Visibility Score	Mention rate	Avg rank	Share of voice
32.8	38.3%	3.04	7.1%

Score method

Per question×engine cell: 50 if your business is named + up to 30 for rank (1st=30, minus 6 per place) + up to 20 if your website/listing is cited. Visibility Score = average across all completed ChatGPT, Perplexity, and Gemini cells (cells marked Error or Pending are excluded, not scored as zero). Visibility Score = mean over all question×engine cells of (mention 0|50 + rank points max 30 decaying by 6 per place + source 0|10|20). Rank = your position among every business named in the answer; share of voice = your mentions / (your mentions + mentions of every other business named). See pipeline README.

Engine subscores: openai=15.9, perplexity=10.0, gemini=72.4

Who AI named instead

Every business named in the AI answers (your business excluded), counted once per answer. Name variants are merged; names are shown as they appeared in AI answers. * = on your competitor list.

Who ChatGPT named instead · answers naming each, of 20 · 39 different businesses

Reliant Plumbing		17 of 20
Abacus Plumbing, Air Conditioning & Electrical		11 of 20
RC Plumbing Company		11 of 20
Alberto Plumbing		7 of 20
Plumb Quick		6 of 20
Rooter-Man of Austin *		6 of 20
Roto-Rooter Austin *		6 of 20
You		5 of 20
Austin Emergency Plumbers		5 of 20
Austin Plumbing Masters		5 of 20
Austin's Greatest Plumbing		4 of 20
Blue Dragon Plumbing		4 of 20
PrimeFlow Plumbing		4 of 20
ABC Home & Commercial Services		3 of 20
ABM Plumbing Company		3 of 20
ADL Plumbing		3 of 20

Also named: Austin Plumbing (3); Standard Plumbing (3); Christianson Air Conditioning and Plumbing (2); ClearFlow Plumbing (2); EZ Flow Plumbing (2); GMAC Plumbing (2); Johnny Rooter Plumbing (2); Mr. Handyman of South Austin/Lakeway (2); Radiant Plumbing & Air Conditioning (2); A&T Service Plumbing (1); ARS / Rescue Rooter (1); Austin's Best Plumbing (1); City of Austin Plumbing (1); Ironclad Plumbing (1); Lantz Home Services (1); LoneSprings Plumbing (1); McDowd Plumbing (1); Mojica Plumbing &

Drain Cleaning (1); Peanut Plumbing (1); Pecan Street Plumbing (1); Proven Plumbing & Air (1); Quick Dry Restoration (1); RC's Plumbing Company (1); Stan's Heating, Air, Plumbing & Electrical (1)

Who Perplexity named instead · answers naming each, of 20 · 32 different businesses

Abacus Plumbing, Air Conditioning & Electrical		14 of 20
Mr. Rooter Plumbing of Austin *		12 of 20
Roto-Rooter Austin *		10 of 20
Fox Service Company		8 of 20
Austin's Greatest Plumbing		4 of 20
Blue Dragon Plumbing		4 of 20
AAA AUGER Plumbing Services		3 of 20
ADL Plumbing		3 of 20
Austin Plumbing		3 of 20
Rooter-Man of Austin *		3 of 20
You		2 of 20
1-Tom-Plumber Austin		2 of 20
ABC Home & Commercial Services		2 of 20
Austin Plumbing Squad		2 of 20
Stan's Heating, Air, Plumbing & Electrical		2 of 20
Ultimate Plumber Austin		2 of 20

Also named: Adept Plumbing (1); Al Mac Plumbing & Gas (1); Austin's Best Plumbing (1); Beyond Wow Plumbing (1); Efficient Plumbing (1); Everest Plumbing (1); Goettl Air Conditioning & Plumbing * (1); Johnny Rooter Plumbing (1); LALO Plumbing (1); Magic Plumbing ATX (1); Plumb & Order (1); Plumb Quick (1); Proven Plumbing & Air (1); Radiant Plumbing & Air Conditioning (1); Reliant Plumbing (1); Strand Brothers Service Experts (1); Union Jack Plumbing (1)

Who Gemini named instead · answers naming each, of 20 · 20 different businesses

Radiant Plumbing & Air Conditioning		17 of 20
You		16 of 20
Reliant Plumbing		16 of 20
Abacus Plumbing, Air Conditioning & Electrical		12 of 20
Roto-Rooter Austin *		12 of 20
Austin's Greatest Plumbing		3 of 20
Efficient AC, Electric & Plumbing		3 of 20
Goettl Air Conditioning & Plumbing *		3 of 20
Plumb Quick		3 of 20
Austin's Best Plumbing		2 of 20
ABC Home & Commercial Services		1 of 20
Benjamin Franklin Plumbing		1 of 20
Beyond Wow Plumbing		1 of 20
Blue Dragon Plumbing		1 of 20
Fox Service Company		1 of 20
LALO Plumbing		1 of 20

Also named: Peanut Plumbing (1); Proven Plumbing & Air (1); Rock Solid Plumbing (1); Rooter-Man of Austin * (1); Stan's Heating, Air, Plumbing & Electrical (1)

Question × engine matrix

Question	ChatGPT	Perplexity	Gemini
best emergency plumber in Austin	No	No	Yes · #2

best emergency plumber near me in Austin	No	No	Yes · #4
who is the top rated emergency plumber in Austin	Yes · #6	No	Yes · #4
recommended emergency plumber in Austin TX	No	No	Yes · #3
emergency emergency plumber Austin 24 hour	No	No	Yes · #2
same day emergency plumber in Austin	No	No	No
most reliable emergency plumber in Austin	Yes · #5	No	Yes · #4
affordable emergency plumber Austin	No	No	No
emergency plumber with good reviews in Austin	Yes · #8	No	Yes · #1
which emergency plumber should I call in Austin	Yes · #7	No	No
top 5 emergency plumbers in Austin	No	Yes · #1	Yes · #3
Austin emergency plumber open now	No	No	Yes · #3
best plumbing company in Austin	No	No	Yes · #1
trusted local emergency plumber Austin	No	Yes · #1	Yes · #3
emergency plumber for homeowners in Austin	No	No	Yes · #3
who do locals recommend for plumbing in Austin	No	No	Yes · #1
Austin emergency plumber that comes out tonight	No	No	No
highest rated Google emergency plumber Austin	No	No	Yes · #1
emergency plumber near downtown Austin	No	No	Yes · #1
compare emergency plumbers in Austin	Yes · #4	No	Yes · #2

10 prioritized fixes

#1 · Google Business Profile — Claim, verify, and fully complete your Google Business Profile

Why: AI answers for local services frequently lean on Google Maps / GBP data. Your mention rate across engines is 38.3%.

How: Confirm owner access; set primary category to match how buyers search (e.g. 'emergency plumber'); fill hours, service area (Austin), phone, website, attributes, and products/services; upload recent job photos weekly.

Effort: 2–4 hours · Fix Sprint (\$399) includes GBP optimization

#2 · Reviews — Build a steady stream of recent, keyword-natural Google reviews

Why: Recent review volume and recency strongly influence which local businesses get named in AI summaries.

How: Set up a simple post-job review request (SMS/email with GBP short link). Ask happy customers to mention the service + neighborhood naturally — never script fake reviews.

Effort: 1–2 hours setup; ongoing · Fix Sprint (\$399) includes review-request setup

#3 · Citations — Clean NAP consistency on top directories AI cites

Why: Engines often cite directories and listicles. Inconsistent name/address/phone weakens trust signals.

How: Audit Yelp, Angi, BBB, Apple Maps, Bing Places, and niche sites for [Anonymized Austin emergency plumber]. Match legal/public name, phone, address, and website exactly to GBP.

Effort: 3–5 hours · Citations add-on \$149 or Complete Fix \$1,199

#4 · Website schema — Add LocalBusiness / HomeAndConstructionBusiness JSON-LD

Why: Structured data helps crawlers and answer engines understand who you are and where you serve.

How: Add JSON-LD on [redacted] with name, url, telephone, address, geo, openingHours, areaServed, and sameAs links to GBP and major profiles.

Effort: 1–3 hours · Schema add-on \$149 or Complete Fix \$1,199

#5 · FAQ / content — Publish city + service FAQ pages matching buyer questions

Why: Many AI answers quote or paraphrase service pages and FAQs. Cover how buyers ask about emergency plumber in Austin.

How: Create 3–5 pages: emergency/same-day, pricing expectations, service areas, common problems, and 'how to choose'. Use plain language; include clear CTAs.

Effort: 4–8 hours · FAQ pages add-on \$199 or Complete Fix \$1,199

#6 · On-page SEO — Put the city + service in titles, H1s, and first paragraph

Why: Thin or brand-only homepages are rarely cited for 'best X in City' queries.

How: Homepage and key service pages should clearly state '[Anonymized Austin emergency plumber] — emergency plumber in Austin'. Add service-area list and unique proof (license #, years, neighborhoods).

Effort: 2–4 hours · DIY from report; or Complete Fix content scope

#7 · Authority mentions — Earn 2–3 local editorial or association mentions

Why: Top cited domains in this run included: abacusplumbing.com, rotorooter.com, reliantplumbing.com, [redacted], mrrooter.com.

How: Pitch local news, neighborhood blogs, chamber, or trade associations for expert tips. One solid article can become a repeated AI citation.

Effort: ongoing · Retainer \$199/mo can support outreach tracking

#8 · Entity consistency — Use one public business name everywhere

Why: AI and directories fragment when DBA, legal name, and GBP name disagree.

How: Pick the customer-facing name, update GBP, website footer, schema, citations, and social profiles to match. Redirect old URLs.

Effort: 1–2 hours + citation follow-up · Citations add-on helps enforce this

#9 · Engine gaps — Close gaps where one AI engine never names you

Why: Engine subscores: {'openai': 15.9, 'perplexity': 10.0, 'gemini': 72.4}. Overall visibility score: 32.8/100.

How: If one engine lags, check whether it cites different sources (e.g. Reddit, listicles, YouTube). Prioritize presence on those source types.

Effort: 2–6 hours research + placements · Retainer monitoring re-runs questions monthly

#10 · Measurement — Re-run the same 20 questions after fixes (30–60 days)

Why: AI answers change. A before/after snapshot is the only honest way to see whether visibility improved — we do not guarantee recommendations.

How: Keep this report's question list. Re-query ChatGPT, Perplexity, and Gemini on the same date window; compare mention rate and rank.

Effort: report re-run · Retainer \$199/mo includes monitoring & upkeep

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