

Tailored Growth Report

Example Plumbing Co.

<https://example-plumbing.test> | Tested 2026-10-12 | Anytown, USA

Your visibility scorecard

Measure	What we found	Score
Overall visibility score	Average of the scores below	46%
Answers that named you	6 of 150	4%
Questions where you were named	3 of 5	60%
Google rating	4.6 out of 5 stars	92%
Reviews vs the most-reviewed rival	38 vs 412	9%
Website and profile checks passed	8 of 12	67%

What your results mean

Example Plumbing Co. was named in 4% of answers. 5 other businesses were named more often, led by Competitor A Plumbing at 42%.

- Across the 5 questions, you were named occasionally for 3 and never for 2. The questions you were never named for are the clearest place to gain customers.
- Reviews are a gap: you have 38 against 412 for the most-reviewed rival. Assistants tend to name businesses with more public proof.
- On your website and Google profile we found 4 things to fix, listed in the action plan.
- The assistants leaned on yelp.com, homeadvisor.com, angi.com. Your own website was never cited.

What to do first

1. Assistants did not name you for 2 of 5 customer questions.

Next step: Publish one plain-text page per missed question ("emergency plumber in Anytown"; "reliable plumber near me in Anytown") covering the service, the areas you cover, typical prices and your phone number. (Medium project)

2. The phone number on the home page differs from the one on the Google profile.

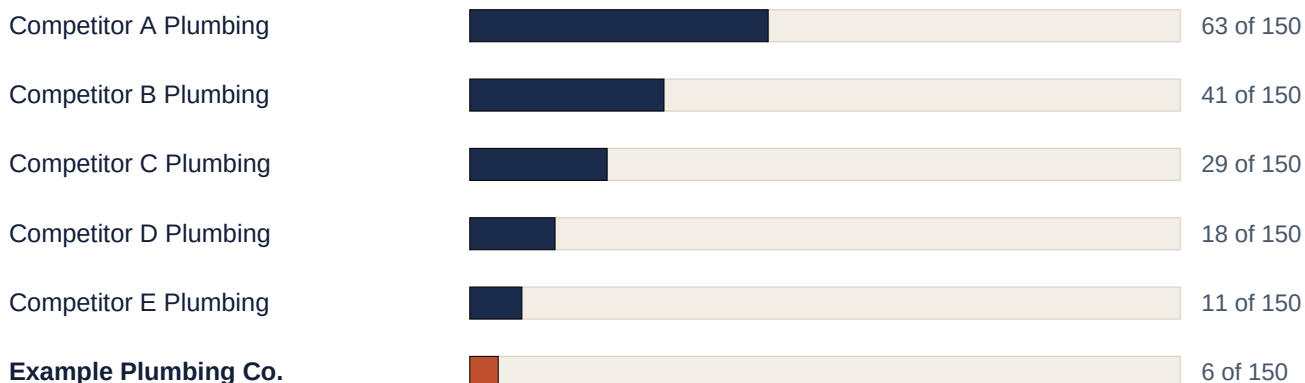
Next step: Use one phone number everywhere and update whichever listing is out of date. (Quick)

Your results

How often each business was named, across all questions tested.

Question asked	You	Most named instead
best plumber in Anytown	1 of 30	Competitor A Plumbing (24)
emergency plumber in Anytown	0 of 30	Competitor B Plumbing (19)
water heater repair in Anytown	3 of 30	Competitor A Plumbing (17)
drain cleaning in Anytown	2 of 30	Competitor C Plumbing (15)
reliable plumber near me in Anytown	0 of 30	Competitor A Plumbing (22)

Who was named instead



Competitor counts are the number of answers (out of all answers) in which that business was named.

What this means

Your business was named in 4% of answers. The most-named business, Competitor A Plumbing, was named in 42%. Customers who ask an assistant these questions are being pointed to the businesses at the top of this chart. The pages that follow show how your Google profile compares, which websites the assistants relied on, and what we found on your own website.

Your profile and the sources

How your Google profile compares with the businesses named most, and which websites the assistants relied on.

The three named most, compared with you

Business	Answers naming it	Google rating	Reviews
Example Plumbing Co. (you)	6 of 150 (4%)	4.6	38
Competitor A Plumbing	63 of 150 (42%)	4.8	412
Competitor B Plumbing	41 of 150 (27%)	4.7	268
Competitor C Plumbing	29 of 150 (19%)	4.5	190

Source: Google Maps listings, viewed 2026-10-12. Ratings and review counts change often.

Where the assistants looked

Website the assistants cited	Answers citing it
yelp.com	71 of 150
homeadvisor.com	48 of 150
angi.com	36 of 150
competitor-a-plumbing.example	22 of 150

What this means

- Your Google profile has fewer reviews than every rival we looked up. More recent reviews would help.
- The assistants relied most on these websites when they answered: yelp.com (71), homeadvisor.com (48), angi.com (36), competitor-a-plumbing.example (22). Being listed, complete and well reviewed on those sites is one of the clearest ways to be named.
- Competitors' own websites were among the sources the assistants used: competitor-a-plumbing.example. Assistants are reading their pages, so clear service and location pages on your own site matter.

Findings and evidence

Each finding names what we checked and what we found, so you can verify it yourself.

1. The phone number on the home page differs from the one on the Google profile.

Evidence: The Google profile lists (555) 010-1234; the home page lists (555) 010-9876.

Why it matters: Stop confusing customers and assistants with two numbers.

2. No business hours were found as text on the home page.

Evidence: Searched the visible text of the home page for days and times and found none.

Why it matters: Let customers and assistants see when you are open.

3. No local-business structured data (schema.org) was found on the home page.

Evidence: The home page contains no schema.org markup describing the business.

Why it matters: Make your business details readable by machines.

4. No prices were found as text on the home page.

Evidence: No dollar amounts or price ranges were found in the visible text.

Why it matters: Set expectations before customers call.

Checks that passed

These items were checked and look healthy on the test date. Keep them that way.

OK AI crawlers are allowed by robots.txt

OK Site loads over a secure (https) connection

OK Home page has readable text, not just images

OK Phone number appears as text or tap-to-call

OK Home page names the city you serve

OK Page title and description are set

OK Contact form or quote link is present

OK Google profile lists business hours

Your action plan

Ordered by how much each item matters, from your results and your website. Every item is written so you or your web person can do it.

#	Action	Effort	Done for you
1	Assistants did not name you for 2 of 5 customer questions. Publish one plain-text page per missed question ("emergency plumber in Anytown"; "reliable plumber near me in Anytown") covering the service, the areas you cover, typical prices and your phone number.	Medium project	You
2	The phone number on the home page differs from the one on the Google profile. Use one phone number everywhere and update whichever listing is out of date.	Quick	You
3	The assistants relied on directories and review sites: yelp.com, homeadvisor.com, angi.com. Claim or update your listing on yelp.com, homeadvisor.com, angi.com: same name, address and phone number, current hours, photos, and a link to your site.	Small project	You
4	No business hours were found as text on the home page. Add your opening hours as plain text in the footer or on a contact section of the home page.	Quick	You
5	No local-business structured data (schema.org) was found on the home page. Add a LocalBusiness block with your name, address, phone, hours and services to the home page.	Small project	You
6	Competitor A Plumbing has 412 Google reviews; you have 38. Ask every happy customer for a Google review right after the job, with a direct review link in a text or email. A steady flow of new reviews matters more than one burst.	Ongoing	You
7	Your strongest question was "water heater repair in Anytown" (3 of 30). Use the page, photos and reviews behind that question as the template for the questions where you were missed.	Small project	You

How we tested

Method: each question was sent to each assistant through its official developer API, 15 separate times, on 2026-10-12. ChatGPT answers were collected with web search on; Claude answers were collected with web search on. Answers change from run to run and can differ from what a customer sees in the consumer apps, so these counts describe this test only. A business counts as 'named' in a run if its name appears in the answer. Website checks read the home page only.

Questions tested

- best plumber in Anytown
- emergency plumber in Anytown
- water heater repair in Anytown
- drain cleaning in Anytown
- reliable plumber near me in Anytown

How the scorecard works

Each line is a percentage out of 100. Answers and questions: the share where you were named. Google rating: your stars out of 5. Reviews: your review count as a share of the most-reviewed rival we checked, capped at 100%. Checks: the share of website and profile checks passed. The overall score is the simple average of the lines shown. It is a summary of this test, not a ranking or a prediction.

What this report does not tell you

It does not predict rankings or promise that fixing these items will make an AI assistant recommend your business. AI assistants change their answers over time and between runs. It shows where you stand on the test date and what may be getting in the way. Findings describe what was and was not found on your home page and public Google profile on the test date.

Questions about this report: hello@revoomi.com

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