

Sample: a real audit, with the shop, its rivals and its town renamed.
Two cited sites are shown by type, not by name.



AI VISIBILITY REPORT

Maple Street Auto

Millbrook · 2026-10-10 · Audit sample · question set v4

With web search on, AI
recommended you in
32 of 200 results (16%).

16%

RECOMMENDED · LIVE · AI SEARCHING THE WEB



Percentages are rounded, so they may not add to 100%.

Recommended, by assistant (live): ChatGPT 5 of 50 · Claude 4 of 50 · Gemini 16 of 50 · Perplexity 7 of 50.

What we measured

1,050

AI answers measured.

450 from AI memory · 600 from live search

01 · WHERE AI RECOMMENDED YOU

Every assistant measured recommended you on 1 question.

Showing 5 of 21 questions where at least one assistant recommended you. Questions every measured assistant recommended come first.

EXHIBIT 1

“Has Maple Street Auto in Millbrook got good reviews?”

✔ Recommended by 4 of the 4 assistants measured — every one.

“Yes, Maple Street Auto in Millbrook has excellent reviews!”

CLAUDE

“If you are looking for a reliable, honest local mechanic in Millbrook, Maple Street Auto is widely considered an excellent choice.”

GEMINI

“Maple Street Auto seems to be an excellent choice, especially if you value honesty, good craftsmanship, and fair treatment.”

CHATGPT

“Maple Street looks like one of the better-reviewed independent shops in Millbrook.”

PERPLEXITY

01 · EXHIBIT 1, CONTINUED

“How does Maple Street Auto compare to other mechanics in Millbrook?”

Recommended by 3 of the 4 assistants measured.

“Maple Street Auto stands out very favorably compared to other mechanics in Millbrook”

CLAUDE

“If you asked me personally, Maple Street Auto stands out as one of the best all-around shops in Millbrook, especially if you care about honesty, reliability, and getting good value.”

CHATGPT

“Maple Street is a strong first choice in Millbrook for ordinary maintenance and repair, especially when honesty and price matter more than weekend hours or dealership-specific expertise.”

PERPLEXITY

“Who is the most honest mechanic in Millbrook?”

Recommended by 2 of the 4 assistants measured.

“If I had to pick one place if you want someone honest, transparent, and consistent, I’d steer you toward Maple Street Auto, Inc.”

CHATGPT

Three quotes are held back while we improve how quotes are chosen. The results they belong to are unchanged.

01 · EXHIBIT 1, CONTINUED

“Auto repair shop in Millbrook that treats customers fairly?”

Recommended by 2 of the 4 assistants measured.

“For a fair, trustworthy repair shop in Millbrook, Maple Street Auto is the strongest recommendation.”

PERPLEXITY

“Auto shops in Millbrook with the best online reviews?”

Recommended by 2 of the 4 assistants measured.

“Maple Street Auto (212 Maple St) - Perfect 5.0 rating with 235 verified reviews - Highly consistent excellence with long-term customer loyalty”

CLAUDE

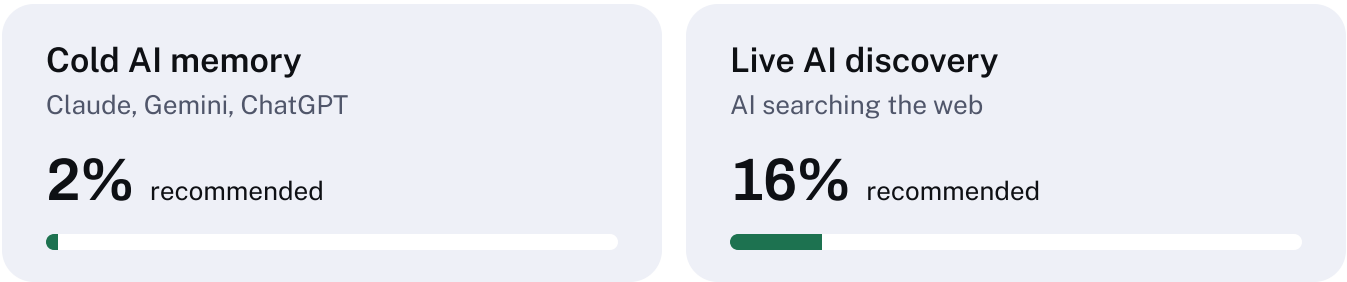
Three quotes are held back while we improve how quotes are chosen. The results they belong to are unchanged.

Exhibit 1. Source: live AI answers stored 2026-10-10, quoted exactly as each assistant gave them. Quotes that are only the business name are not shown; they still count in each tally.

02 / WHERE YOU STAND

When AI searches the web, it recommends you in 16% of results. From memory alone, 2%.

EXHIBIT 2 · WHAT CHANGES WHEN AI SEARCHES



The two sides are different pools: cold memory measured across 3 assistants (150 measurements), live discovery across 4 (200 measurements).

Exhibit 2. Source: memory and live AI answers stored 2026-10-10.

EXHIBIT 2B

ASSISTANT	FROM MEMORY	SEARCHING THE WEB
ChatGPT	2%	10%
Claude	0%	8%
Gemini	4%	32%
Perplexity	Not measured	14%

Exhibit 2b. Source: memory and live AI answers stored 2026-10-10.

When drivers ask AI for a shop nearby: Corvell Tire & Auto named **165×** · you **72×**

Two ways to read the same answers: 16% is how often AI recommends you when asked — the counts show how often each shop's name comes up at all.

03 / THE VISIBILITY GAP

No assistant found you on 23 of the 50 questions.

EXHIBIT 3

Questions where no assistant found you

These are questions where no assistant found you.

Showing 8 of 23 questions.

- | | |
|--|--------------------------|
| ❌ “Most reliable auto repair shops near [ZIP]?” | Direct Recommendation |
| ❌ “Best independent shop in Millbrook — not a chain?” | Direct Recommendation |
| ❌ “My car is making a grinding noise — what's the best shop to call in Millbrook?” | Urgency |
| ❌ “What is the best rated auto shop in Millbrook?” | Conversational questions |
| ❌ “Who should I call if my car breaks down in Millbrook?” | Conversational questions |
| ❌ “Auto shop open Saturday near [ZIP]” | Near-Me & Hyperlocal |
| ❌ “Emergency auto service near Millbrook open now” | Near-Me & Hyperlocal |
| ❌ “Is there a better alternative to National chain 3 in Millbrook?” | Near-Competitor |

03 · EXHIBIT 3, CONTINUED

LIVE · AI SEARCHING THE WEB

✓ **16%** of results ended with you **recommended**

ⓘ **4%** named you **without** a recommendation

✗ **79%** didn't surface you at all

⊙ **2%** **inconsistent** — the assistant's own repeat answers disagreed, so we count it neither way

Mixed answers

Your shop appeared in at least one answer — but the answers didn't agree, so we don't count it either way.

⊙ “Auto shop in Millbrook” Near-Me & Hyperlocal
3 assistants never found you. Gemini's answer changed between asks — it recommended you once, mentioned you once, missed you once.

⊙ “Independent auto shop near Millbrook that's better than the big chains?” Near-Competitor
3 assistants never found you. ChatGPT's answer changed between asks — it recommended you once, mentioned you once, missed you once.

⊙ “Best auto shop in Millbrook for someone who doesn't know much about cars?” Trust & Reputation
3 assistants never found you. Claude's answer changed between asks — it recommended you once, mentioned you once, missed you once.

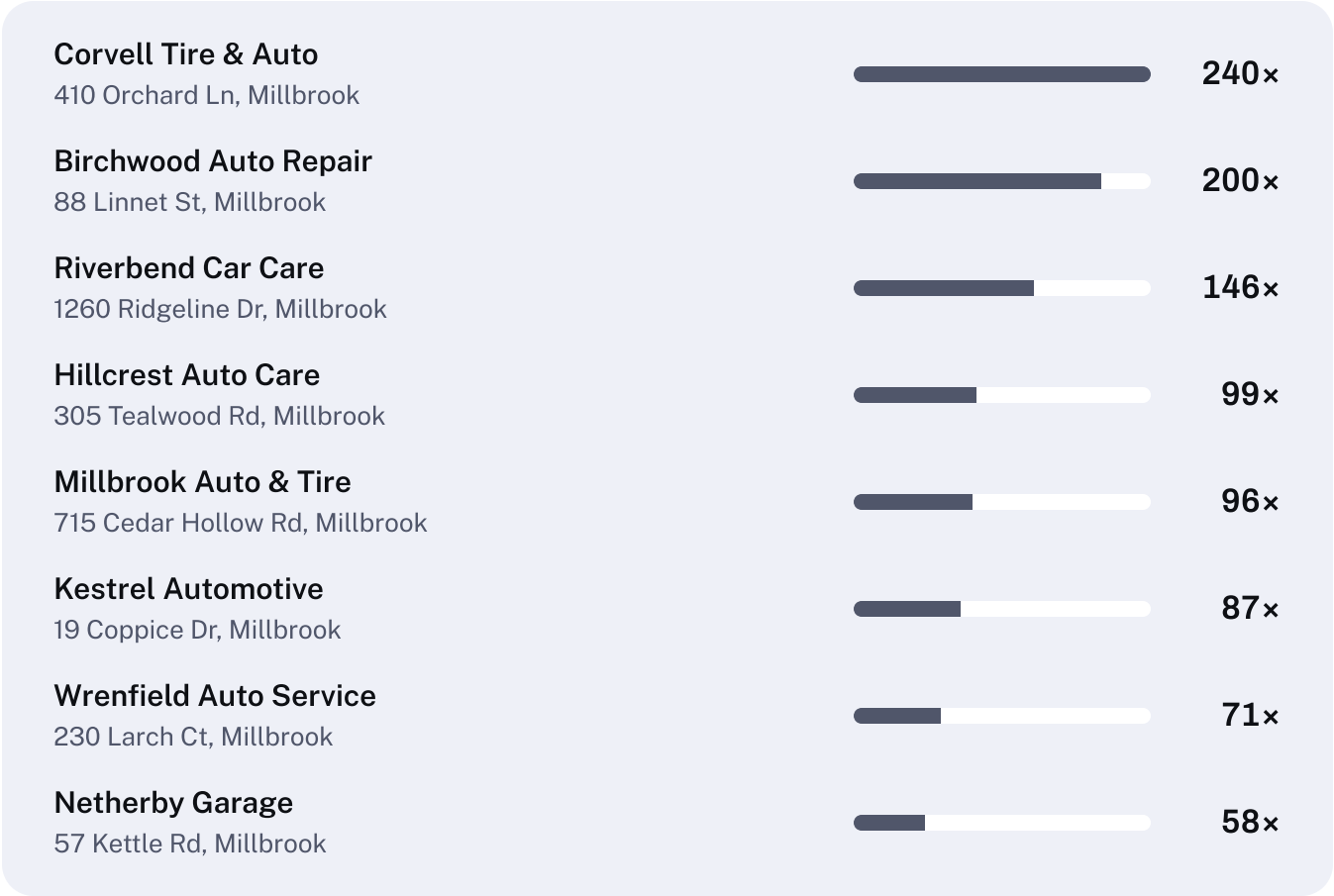
Exhibit 3. Source: live AI answers stored 2026-10-10.

04 / OTHER SHOPS AI NAMED

Top local shop: Corvell Tire & Auto, 240 times.

These are **local shops near you** that AI assistants named in this audit — each one verified as a real business on Google before appearing here.

EXHIBIT 4



“3x” means the business appeared in 3 of the 600 answers in this part of the audit.

04 · EXHIBIT 4, CONTINUED

NATIONAL CHAINS

National chain 1	43×	National chain 2	43×
National chain 3	27×	National chain 4	12×
National chain 5	12×	National chain 6	6×
National chain 7	1×		

Exhibit 4. Source: live AI answers stored 2026-10-10.

05 / MEASURED GAPS

4 measured gaps.

The figures on each “Why” line were measured in this audit.

EXHIBIT 5

- 1** **Urgency questions: not found in 12 of 16 results**
Why: You went unfound in 12 of 16 measured “Urgency” results in this audit.
- 2** **Near-Me & Hyperlocal questions: not found in 14 of 15 results**
Why: You went unfound in 14 of 15 measured “Near-Me & Hyperlocal” results in this audit.
- 3** **Conversational questions: not found in 11 of 12 results**
Why: When customers phrase questions the way they'd say them out loud, you went unfound in 11 of 12 such results in this audit.
- 4** **From AI memory: recommended 2% of the time; searching the live web: 16%**
Why: From cold memory, AI recommends you 2% of the time; when it searches the live web, 16%. Your visibility is riding on what search finds today, not on what AI already knows about you.

Exhibit 5. Source: memory and live AI answers stored 2026-10-10.

APPENDIX A / HOW EACH ASSISTANT SEES YOU

Gemini recommended you most often: 16 of 50 questions.

EXHIBIT 6 · LIVE · AI SEARCHING THE WEB

✓ Recommended 🟡 Mentioned ✗ Not found ⚙️ Inconsistent

ChatGPT



recommended 5, mentioned 1, not found 42, inconsistent 2 · of 50

Claude



recommended 4, mentioned 2, not found 43, inconsistent 1 · of 50

Gemini



recommended 16, mentioned 0, not found 33, inconsistent 1 · of 50

Perplexity



recommended 7, mentioned 4, not found 39, inconsistent 0 · of 50

Exhibit 6. Source: live AI answers stored 2026-10-10.

APPENDIX B / SOURCES CITED IN ANSWERS

381 different sites were cited across 570 live answers.

When an AI assistant searches the web before answering, it cites the pages it read — and this audit stored every citation. Of the **600** completed search-arm answers, **570** cited at least one source — **381** distinct sites in all. Only the search arm can cite sources; answers from AI memory carry no citations by construction, so this section says nothing about them.

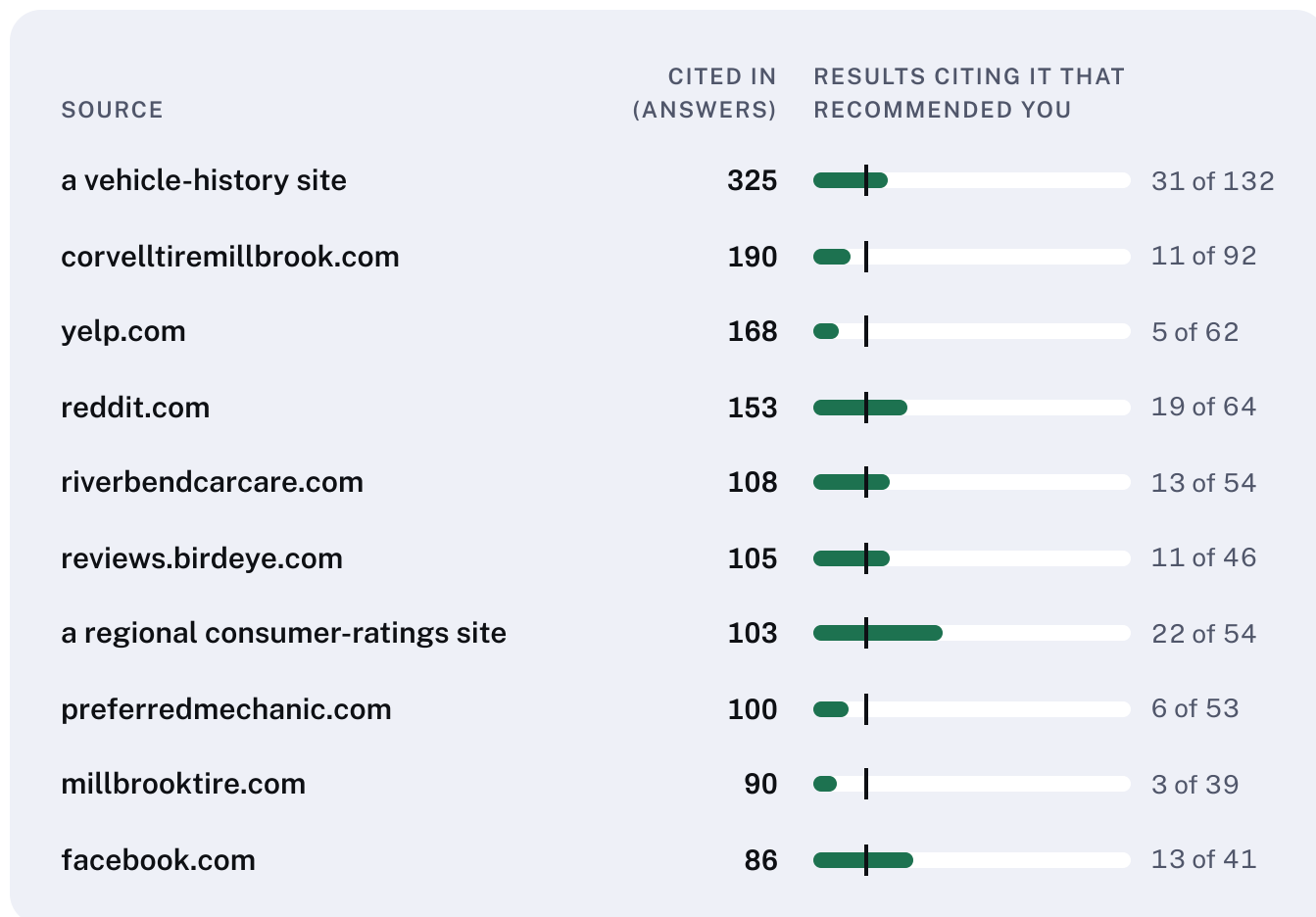
Answers citing at least one source, by assistant:

ChatGPT	Claude	Gemini	Perplexity
150 of 150	120 of 150	150 of 150	150 of 150

Where these numbers come from — and their limits.

Every count reads the citations stored with each answer at audit time; nothing was re-fetched. Site names are shown lowercase with any “www.” prefix removed. Gemini returns its citations through a redirect wrapper — vertexaisearch.cloud.google.com — which is a redirect service, not a page an assistant read: each such citation is resolved to the source site its title names; the wrapper itself is excluded from every list. Labels are exact name matches only: “local shop in this audit” means the site’s name matches a Google-verified shop that AI named in this audit’s search answers; “national chain” matches a declared chain list. Sites without a label are ones this audit’s stored record cannot identify. A source appearing beside recommendations is an association, not a cause: assistants read several sources per answer, and this audit did not measure why any answer said what it said.

APPENDIX B / SOURCES CITED IN ANSWERS · EXHIBIT 7



Across all 200 measured search-arm results, you were recommended in 32 — 16%.
The marker on each bar sits at that line.

Top 10 of 381 sites, ordered by how many answers cited them. “Cited in” counts answers — of the 600 completed search-arm answers, each counting a site once no matter how many of its citations name it. The right column counts **measured results** — an assistant’s combined verdict on one question; this audit’s search arm measured 200. Of the results whose answers cited the site, it shows how many ended with you recommended.

Exhibit 7. Source: live AI answers stored 2026-10-10.

METHOD

How we measured — and the honest limits.

This audit asked 4 AI assistants 50 real customer questions, 3 times each, in two modes — web search off (the AI's cold memory) and web search on (live discovery) — 1,050 answers in total. (One assistant, Perplexity, always searches and is measured in live mode only.) A shop counts as **recommended** only when an answer endorses it by name and we can quote the sentence. If we can't verify that quote, the answer counts as not finding you. If an answer couldn't be judged at all, it's left out of the count. Matching a business name inside free AI text is imperfect: it can miss a mention, and it can credit the wrong business. AI answers change over time; this report is a timestamped snapshot.

Questions about what you see here?

We store every AI answer in this report exactly as the assistant gave it. If something here doesn't match what you know about your shop, tell us.

[Contact Spilld](#)