Example report with a fictional business. Thistlewick Heating & Air, the town of Fernhollow and every business named below are made up, to show what a report looks like. Your report uses your real business, real AI answers and your real website.

27 /100

AI Visibility Score

Thistlewick Heating & Air

HVAC company · Fernhollow, MI · thistlewickheating.example

Named in **2 of 8** AI answers · best position #4

AI mentions: 12/100 (60% of the score)

Website readiness: 50/100 (40% of the score)

Engines in this example: ChatGPT with web search, Google Gemini and Perplexity. A real report lists exactly which engines answered on the day of the scan. AI answers change from day to day, so every report is a snapshot.

1. What AI said when asked like a customer

QUESTION WE ASKED	NAMED?	POSITION
Best HVAC company in Fernhollow, MI	No	–
Who should I call for HVAC service in Fernhollow, MI?	No	–
Top-rated HVAC company near Fernhollow, MI	Yes	#4
Most trusted HVAC company in Fernhollow, MI	No	–
Affordable HVAC company in Fernhollow, MI	No	–
Emergency HVAC service in Fernhollow, MI tonight	No	–
HVAC company in Fernhollow, MI with good reviews	Yes	In the text
Which HVAC company in Fernhollow, MI do locals recommend?	No	–

2. Businesses AI named instead

BUSINESS	MENTIONS	LISTING CHECK
Quillfeather Heating & Cooling	6 times	Found in local listings
Brindle Creek Air	5 times	Found in local listings
Gorsewick Mechanical	3 times	Found in local listings
Marrowgate Comfort Co.	Twice	Found in local listings
Pinwheel Heating Solutions	Twice	Found in local listings
Tansy Ridge HVAC	Once	Not found: may be invented

Names are taken from the AI answers and checked against local business listings. AI tools sometimes name businesses that don’t exist, so we flag any name we can’t find.

3. Website readiness for AI

CHECK	RESULT
Business details coded for AI (type, address, phone, hours)	Missing
Common questions coded so AI can quote the answers	Missing
Common questions answered on the homepage	Missing
Phone number written on the page	Pass
City named on the homepage	Pass
At least 300 words on the homepage (340 found)	Pass
Secure connection (HTTPS)	Pass
AI search tools allowed to read the site	Pass
Plain-language summary file for AI (llms.txt)	Missing

4. Top fixes, in order

1. Add hidden business details to the homepage code, so AI tools can read the business type, address, phone and hours without guessing.
2. Code those questions and answers so AI tools can quote them directly.
3. Add a short FAQ that answers what customers actually ask, such as pricing, service area and emergency availability.
4. Publish a short summary file for AI (llms.txt) that says who you are, what you do and where you work.

5. Ads opportunity: ChatGPT sponsored results

Eligible Local home services are a category OpenAI currently supports for ChatGPT ads, with no special approval listed.

ChatGPT's ad checker: Allowed (not blocked in robots.txt).

Targeting: state, city, metro area (DMA) or ZIP code.

Minimum budget: $25 a day on average over each 7-day period (up to $175 a week, about $750 a month), billed by OpenAI to your own ad account.

Pricing: an auction, per click (CPC) or per 1,000 views (CPM). We don't forecast clicks before a campaign has run, because the auction sets the price.

Sources: OpenAI ad policies (openai.com/policies/ad-policies) and OpenAI Help Center articles on daily budgets, campaigns and crawlers, checked November 16, 2026.

How this scan works

We ask AI 8 questions that customers really ask about HVAC companies in Fernhollow, MI, then record whether the business is named and where it appears in the list. The website check reads the homepage, robots.txt and /llms.txt the way an AI crawler would. The score is 60% AI mentions (weighted by list position) and 40% website readiness.

We don't guarantee rankings or mentions. AI answers vary between people and over time.