Shortlistry

Sample report · real check, names removed

AI visibility check: Company A, Sanford, FL

This is a real check of a pool company, with its name and every competitor's name taken out. Nothing else is changed. Your check looks the same, with your names left in and a screenshot of every answer.

Checked **12 Nov 2026** Answers **15** Assistants **ChatGPT, Google AI Mode, Perplexity**

Signed out

01 · RESULT

You were named in

1 of 15 answers

For your home town, ChatGPT named you in both answers. For Sanford, the bigger market next door, one Google AI Mode answer named you, to the question about green pools. ChatGPT and Perplexity never did.

Assistant	Answers	Named you
ChatGPT	6	0
Google AI Mode	6	1
Perplexity	3	0
Sanford total	**15**	**1**
Home town, ChatGPT	2	2

02 · WHO WAS NAMED INSTEAD

The companies the assistants picked

Company	Named in	Google rating	Reviews	What they have that you don't
Competitor 1	7 of 15	5.0	43	Prices on its website, cited by Perplexity
Competitor 2	7 of 15	4.5	15	Thumbtack and Angi profiles
Competitor 3	5 of 15	4.8	68	All 5 mentions in Google AI Mode, which drew on Google profiles
Competitor 4	4 of 15	–	–	BBB A+ profile
Competitor 5	4 of 15	5.0	5	Monthly plans and prices on its website
You	**1 of 15**	4.6	more than #1–3	BBB accreditation, Yelp, Nextdoor

Reviews aren't what's holding you back. The three companies named most often all have fewer Google reviews than you. What they have is information the assistants can quote: prices on the website, or profiles on Thumbtack and Angi, which the assistants cited as sources.

03 · WHAT'S CAUSING IT

Findings and fixes

01

Your website names one town

The site only mentions your home town. The assistants name you there, and almost never for Sanford, even though you're next door.

FIX

Add a service-area section, and a short page for Sanford and each other town you serve.

02

Three versions of your name

Google uses one version of your business name, your website another, and the state register and BBB a third. Assistants match a business across sites by its name.

FIX

Pick one name and use it everywhere: Google, website, BBB, Yelp and every new listing.

03

A three-page website

Three pages and no description for search results. There's no page an assistant can match to “weekly pool cleaning” or “green pool”.

FIX

Add pages for weekly service, green pool cleanup and equipment repair, each with a page description.

04

No business schema, no prices

Search engines have to guess your area, hours and services. With no prices, “affordable” and “how much” questions quote competitors.

FIX

Add LocalBusiness schema (name, address, phone, hours, towns served) and a starting price for weekly service.

05

Missing from Thumbtack and Angi

Good: you're BBB accredited and on Yelp and Nextdoor. But answers that named Competitor 2 cited Angi (ChatGPT) and Thumbtack (Google AI Mode).

FIX

Create Thumbtack and Angi profiles with the same name, phone and address as your Google profile.

04 · EVERY ANSWER

All 15 Sanford answers

Each answer was recorded with a screenshot. The first question was asked more than once in each assistant, because answers change between runs.

#	Assistant	Question	Companies	You	Sources it cited
1	ChatGPT	best pool cleaning service in Sanford FL	4	no	not shown
2	ChatGPT	best pool cleaning service in Sanford FL	5	no	HomeAdvisor, Birdeye, Angi
3	ChatGPT	who should I hire for weekly pool cleaning in Sanford FL	3	no	not shown
4	ChatGPT	affordable pool cleaning near Sanford FL	4	no	not shown

#	Assistant	Question	Companies	You	Sources it cited
5	ChatGPT	my pool turned green who can fix it in Sanford FL	4	no	not shown
6	ChatGPT	reliable pool company in Sanford FL with good reviews	5	no	not shown
7	Google AI Mode	best pool cleaning service in Sanford FL	5	no	Google profiles
8	Google AI Mode	best pool cleaning service in Sanford FL	4	no	Google profiles, Thumbtack, a website
9	Google AI Mode	who should I hire for weekly pool cleaning in Sanford FL	5	no	Google profiles
10	Google AI Mode	affordable pool cleaning near Sanford FL	5	no	Google profiles
11	Google AI Mode	my pool turned green who can fix it in Sanford FL	5	**yes**	Google profiles
12	Google AI Mode	reliable pool company in Sanford FL with good reviews	5	no	Google profiles
13	Perplexity	best pool cleaning service in Sanford FL	5	no	Two competitors' websites, BBB
14	Perplexity	best pool cleaning service in Sanford FL	5	no	BBB, two competitors' websites
15	Perplexity	best pool cleaning service in Sanford FL	1	no	Angi

05 · METHOD

How the check was done

Every question was typed the way a customer would, into each assistant, signed out, and the full answer was saved with a screenshot. A business counts as named only when it appears in the answer text itself, not just on a map card next to it.

Answers vary by day and by location. That's why the 30-day re-check uses exactly the same questions in the same assistants, so the before and after can be compared fairly.

The question set, with the town filled in:

1. best pool cleaning service in Sanford FL
2. who should I hire for weekly pool cleaning in Sanford FL
3. best pool service company in Sanford FL
4. affordable pool cleaning near Sanford FL
5. my pool turned green who can fix it in Sanford FL
6. pool pump repair near Sanford FL
7. reliable pool company in Sanford FL with good reviews
8. how much does weekly pool service cost in Sanford FL and who should I use

This report used five of the eight. A full check runs all eight for each town you serve.