SAMPLE REPORT

AI Visibility Audit

Created by
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Audit framework, scoring system
& report design

This sample is based on a real audit of a home-services business in the Midwest. The business name, location, competitors, and other identifying details have been removed.



Can AI find, trust, and recommend this business?

Built for busy business owners who want to know how AI tools like ChatGPT, Gemini, and Google's AI Overviews see their business, with a clear, prioritized plan they can hand off to a contractor or team member.

The Four Pillars

AI looks at four things before it recommends a local business.

Trust — 62

Does AI believe this business is legitimate?

Strong reviews, but inconsistent contact details and missing baseline legitimacy pages hold it back.

Presence — 76

Can AI find it, and find it consistently?

Well set up for AI tools to read, which is uncommon for a small business. Weakened by conflicting info on its own site.

Clarity — 88

Does AI understand what it offers?

The strongest area: detailed service pages and a thorough, genuinely helpful FAQ.

Authority — 45

Can AI verify its expertise from outside sources?

The ceiling right now: no credentials, press, or named testimonials, plus leftover placeholder pages.

WHAT AN AI ASSISTANT MIGHT SAY TODAY

"For [service] near [City], one option that comes up is [Business Name]. They have a strong base of 5-star reviews and cover a wide service area across [Region]. I don't have clear information on any certifications, licensing, or press coverage for them, so I can't speak confidently to their credentials compared to other local options."

Illustrative simulation based on the audit's findings, not a captured response from any AI product. Names hidden for privacy.

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EVIDENCE

What the audit found

AI Search Snapshot

Real customer-style questions, tested against the verified findings. Directional, not part of the score.

"Best [service] company near [City A]" — POSSIBLE

Good reviews and clear service pages help, but conflicting contact details make AI less confident.

"[Service] installers in [City B]" — LIKELY

This location's listing is clean and consistent, so the signals are strong enough to surface today.

"Who has good reviews for [service] in [region]?" — POSSIBLE

The reviews are real and strong, but AI can't easily verify them from the business's own site.

Bottom line: 1 of 3 questions is likely to surface this business today and the other 2 are possible. The foundation is solid; a few fixable gaps are keeping AI from recommending it with confidence.

Strengths

- Consistent base of 5-star reviews
- Website is open to AI tools and set up for them to read, a rare advantage
- Real, named owners visible in the site's own content

Weaknesses

- Leftover template pages with placeholder content are live and being read by AI — CRITICAL
- Contact details conflict on the business's own site
- No privacy policy or terms pages
- No credentials, press, or named testimonials

Couldn't confirm

- Behind-the-scenes code that helps AI read the site
- Licensing and insurance status
- True review count per location

How it compares locally

Scored against two nearby competitors.

BUSINESS	SCORE	STRONGEST	WEAKEST
Audited business	**67**	Clarity (88)	Authority (45)
Competitor A	~61	Authority (58)	Presence (50)
Competitor B	~55	Trust (60)	Presence (46)

Local market pattern: none of the three businesses had press coverage or verifiable credentials. Authority is a gap across the whole local market, which makes it an opening for whoever fills it first.

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ACTION PLAN

The roadmap

9 fixes in priority order, ready to hand off to a contractor or team member.

This week 3 fixes, mostly quick do-it-yourself fixes

1	Remove the leftover placeholder pages AI is reading	AUTHORITY
2	Make contact details match everywhere on the site	PRESENCE
3	Add privacy policy and terms pages	TRUST

This month 4 fixes

4	Earn mentions from reputable third-party sites	AUTHORITY
5	Publish named customer testimonials	AUTHORITY
6	Disclose licensing and insurance	TRUST
7	Pursue a recognized business accreditation	TRUST

Next quarter 2 fixes

8	Add general pricing guidance	CLARITY
9	Match the business email to the website domain	TRUST

What's possible

67 Today → **72–77** After the top 3 fixes

An honest range, not a promise. The first three are quick do-it-yourself fixes. Authority remains the ceiling until outside credibility is built.

How every audit is built

A new system designed by Jessica Hough, who continues to test and refine its framework, scoring, and process.

Evidence, not guesses

Every finding traces to something actually verified. Anything that couldn't be confirmed is labeled that way.

Plain language

Written for business owners, not developers, so the owner knows what each fix means and why it matters.

Prioritized

Fixes are ranked by impact and effort, so quick wins come first.

Honest about limits

AI answers change daily. Projections are ranges, and simulations are clearly labeled.

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