Does AI Name Your Business?

The 20-minute AI Visibility Test
One phone. Four AI assistants. No fee.

Tonight someone in your town will stand in their kitchen, phone in hand, and ask an AI assistant who to call, where to go or who to trust. **It will hand them a few names. This test shows you whether yours is one of them.**

> When we asked four AI assistants who to call for roof repair in St. Louis, a roofer who ranks **#1 on Google Maps** in his own neighborhood was named in **0 of 12** answers. He had no way to know. There's no missed-call log for a customer AI sends somewhere else.

1 Ask these 3 questions

Q1 What's the best _____ in _____, _____?

Q2 Who do you recommend for _____ in _____?

Q3 I need _____ near _____. Which local businesses should I try?

Fill the blanks the way your customers would say it (*roofer, roof repair, dog groomer, pizza, tax prep*), then your town and state. Ask each one in **ChatGPT, Gemini, Claude and Perplexity**, and open a new chat for every question so one answer doesn't steer the next.

2 Score every answer

Assistant	Q	Named you?	Who it named instead	Websites it cited (if it shows them)
ChatGPT	1			
	2			
	3			
Gemini	1			
	2			
	3			
Claude	1			
	2			
	3			
Perplexity	1			
	2			
	3			

Named in ___ of 12

Circle the names that show up more than once. Those are the businesses getting your customers.

3 What your score means

0-3: Invisible
The customers asking AI are going somewhere else, and you never hear about it.

4-8: Sometimes
Look at which assistant and which question skipped you. That's your gap.

9-12: You're the name
Keep it. Run the test again every few months, because the answers change.

4 Fix what it found

AI doesn't name the best business. It names the one it can read and confirm.

1. **Same name, address and phone everywhere.** Your website, Google Business Profile and every listing should match character for character.
2. **Plain answers to the questions customers ask.** What it costs, how long it takes, what's included, when you're open. Write each one on your website, with your answer.
3. **Real photos.** Your work, your place, your people, each with a line saying what it is and where.
4. **More than one site that vouches for you.** Look at your "websites it cited" column. Get listed on the ones that fit your business and town.
5. **Let AI read your site.** Ask your web developer to confirm your robots.txt doesn't block OAI-SearchBot. OpenAI says it uses that crawler to surface websites in ChatGPT's search features.

Rather have us run it? We run a free basic check for any contractor or business in the U.S. It shows whether AI names you for your main service, and who it names instead.

stlouismissourinearme.com/free-audit

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