



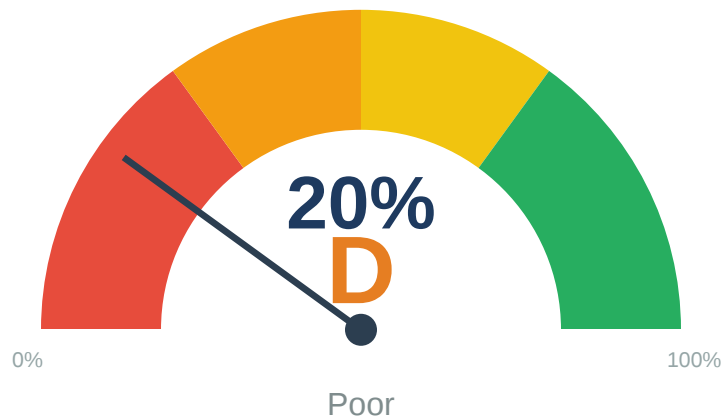
AI Search Visibility Audit Report

Prepared exclusively for

Example Lawn Care

Fishers, Indiana

July 31, 2026



3 AI Search Platforms Analyzed

Google Search • ChatGPT • Gemini

The Search Landscape Has Changed

Local discovery now spans conventional and AI-assisted search.

Some people now include AI assistants like ChatGPT and Gemini when researching local options, often alongside Google and other channels.

For a prompt such as "best lawn care near me", an AI response may name a short list of businesses rather than show a conventional ranked results page.

This audit records which businesses appeared in a representative, point-in-time sample. It does not measure calls, bookings, or revenue.



What This Report Shows You

We ran **10 representative local-search prompts** on each of **3 major AI platforms**. The results show which businesses appeared in the tested responses for Fishers, Indiana, and whether yours was one of them in this snapshot.

What You'll Find Inside This Report

1

Your AI Visibility Score

How you rank across Google Search, ChatGPT, Gemini — the platforms included in this audit sample

2

Directory Presence Audit

Which of the critical directories list your business and which are missing — gaps to verify and prioritize

3

Query-by-Query Breakdown

Which of the 10 tested prompts returned your business, competitors, or no clear result

4

Competitive Analysis

The businesses appearing most often in the tested responses, ranked by total mentions and cross-platform reach

5

Platform-Specific Action Plan

What to fix on each AI platform, ranked by priority and tied to a 90-day implementation timeline

6

Your Path Forward

How to prioritize local-presence improvements and remeasure the same sample

Executive Summary

Platform Breakdown

Platform	Visibility	Found In
Google Search	30.0%	3/10 queries
ChatGPT	20.0%	2/10 queries
Gemini	10.0%	1/10 queries

Note on Google results: Google results reflect organic and local pack rankings only. Paid ads (Google Ads / sponsored results) are not included in this analysis. Paid placement disappears the moment you stop spending. Organic and AI visibility are earned — they work 24/7 whether you're paying or not.

In this snapshot, the tested prompt **"lawn care near me"** on Gemini named **Green Valley Lawn** rather than your business.

Your Visibility vs. Top Competitor — Closing the Gap

Percentage of AI queries where each business appeared in the tested responses

You: 20% (D)



Green Valley Lawn: 100%



Green Valley Lawn is currently appearing in noticeably more AI responses than you in the tested prompts. This is a point-in-time diagnostic, so prioritize verifiable local-presence gaps and rerun the same sample before claiming improvement.

Top 3 Competitors (Cross-Platform)

Rank	Business Name	Mentions	Platforms	Type
1	Green Valley Lawn	8	2	Local
2	Fishers Turf Pros	5	1	Local

Your Priority Actions

- 1 Verify that relevant profiles on Yelp, Google Business Profile, BBB, and industry-specific directories are accurate and use a compliant process for requesting honest reviews.
- 2 Green Valley Lawn leads with 8 mentions across 2 platforms. Study their review and content strategy.
- 3 Your weakest platform is Gemini at 10%. Focus content and review strategy on improving visibility here.
- 4 Claim missing directory listings. You're listed on 0 of 10 directories. Verify that each relevant profile is accurate and consistent, then remeasure the same prompts.

Why This Matters Now

- AI assistants are one of several channels people may use to research local options.

- Accurate business profiles, reviews, citations, and service pages support local discovery across both conventional and AI-assisted search.
- This report is a point-in-time sample. Platform responses can change, so any implemented fix should be verified and remeasured.

Use the sampled results for Fishers to prioritize accurate local-presence inputs, then rerun the same prompts to see what changed.

8 of 10 high-intent searches

for lawn care options in Fishers returned competitors without your business in this snapshot.

Ready to change this? LocalMention manages your AI visibility so you can focus on your business. See the last page of this report for details.

Directory Presence

Found on **0 of 0** critical AI-feeding directories checked (Active management extends to 50+ directories total.)

Directory	Listed?	Rating	Reviews
Google Business Profile	Yes	not reported	12

Why Directory Presence Matters

Directories and review sites are common public sources of business information. Missing or inconsistent listings can create conflicting names, addresses, phone numbers, hours, or services. Verify relevant profiles for accuracy; the audit does not guarantee that a listing change will alter an AI response.

Platform Comparison: Where You Appear

Green = Your Business | Red = Competitor | Gray = No Data

Query	Google	ChatGPT	Gemini
YOU: Example Lawn Care	1 / 1	1 / 1	0 / 1 — not appearing
Q1: lawn care near me	YOU (mentioned)	YOU (#2)	Green Valley Lawn
Q2: local lawn care	No results	No results	No results
Q3: trusted lawn care	No results	No results	No results
Q4: professional lawn care	No results	No results	No results
Q5: recommended lawn care	No results	No results	No results
Q6: best lawn care	No results	No results	No results
Q7: experienced lawn care	No results	No results	No results
Q8: quality lawn care	No results	No results	No results
Q9: popular lawn care	No results	No results	No results
Q10: highly rated lawn care	No results	No results	No results

* This grid shows the **top result per query** on each platform. The competitor counts on the Top Competitors page sum every position in the AI response (including positions 2–10), so a competitor can lead the count without being the #1 result on any single query.

* Google results reflect organic and local pack rankings only. Paid ads (Google Ads / sponsored results) are not included. Paid placement disappears when you stop spending. Organic and AI visibility work 24/7 whether you're paying or not.

Query Pattern Analysis

Platform Performance: Google Search **1/1** (100%) | ChatGPT **1/1** (100%) | Gemini **0/1** (0%)

Where You're Winning
Strongest on proximity queries (near me, local) where AI uses location signals. A foundation to build from — amplify these signals across more queries.

Where You're Losing
Biggest sampled gap on most query types. Competitors appeared in these prompts while your business did not.

The Pattern: Your business appeared in proximity prompts but not in the comparison prompts tested. Prioritize the missing comparison signals and remeasure.

Competitive Analysis: Who Appeared Most Often

Rank	Business Name	Total	Platforms	Type
1	Green Valley Lawn	8	G C	Local
2	Fishers Turf Pros	5	G	Local

C = ChatGPT | G = Google | Ge = Gemini

Key Competitive Insights

- Green Valley Lawn appeared frequently across multiple tested Google queries.
- Green Valley Lawn has strong cross-platform presence, appearing on 2 different AI search platforms.
- Competitors appeared more often in this AI-search sample. Prioritize reproducible local-presence gaps and remeasure.

What This Means

At 20%, your business appeared on 3 of 3 platforms in this sample, while competitors appeared more often. Review the underlying profiles, citations, reviews, and service pages for Fishers, then remeasure before drawing a trend conclusion.

Visibility is one discovery signal. This audit does not measure calls, bookings, customers, or revenue, and it does not establish that an omitted mention caused business to go elsewhere. At your current visibility level, your business does not appear in 8 of the 10 representative prompts tested for lawn care options.

Platform-Specific Insights

What drives visibility on each platform and what you should focus on

■ Google Search

Your Google visibility: **30.0%** (limited). Weak Google Search visibility — your business rarely appears in organic results or the local pack. Priority actions: (1) Ensure your website includes location keywords in title tags and content, (2) Build Google review volume from satisfied customers, (3) If you haven't already, claim and optimize your Google Business Profile.

■ ChatGPT

Your ChatGPT visibility: **20.0%** (minimal). ChatGPT did not mention your business in the tested prompts. Verify: (1) LocalBusiness and Service schema, (2) detailed service pages, (3) accurate mentions in authoritative local sources; then rerun the sample.

■ Gemini

Your Gemini visibility: **10.0%** (minimal). Gemini is not surfacing your business in AI responses. Gemini draws from Google's ecosystem including web results, reviews, and directories. To improve: (1) Build well-structured website content with clear service pages, (2) Grow Google review volume, (3) Ensure NAP consistency across directories and optimize your Google Business Profile.

Your Platform Priority

- **Gemini** (10.0%) — Immediate attention needed
- **ChatGPT** (20.0%) — Significant improvement needed
- **Google Search** (30.0%) — Significant improvement needed

Focus your efforts where you're least visible first — that is where the largest sampled appearance gap was observed.

Your 90-Day Action Timeline

Days 1-30 Foundation	Claim missing directory listings, audit Google Business Profile, install LocalBusiness schema markup on your website.
Days 31-60 Signal Building	Build review volume on Google Business Profile. Create service pages with detailed content. Respond to all existing reviews.
Days 61-90 Authority & Monitoring	Earn local backlinks, publish location-specific content, re-audit AI visibility to measure progress, adjust strategy as needed.

Most businesses see measurable visibility improvement within the first 60 days of consistent optimization.

What It Takes to Improve

Based on your audit results, improving your AI visibility requires coordinated effort across multiple fronts:

1

Directory & Listing Management

Claim and optimize profiles across core directories (Google Business Profile). Ensure consistent name, address, and phone data everywhere. Monitor for duplicates and outdated information.

2

Review Strategy & Velocity

Use a compliant process for requesting honest reviews and keep relevant profiles accurate and current.

3

Structured Data & Schema Markup

Implement LocalBusiness, Service, and Review schema on your website. Validate that the markup accurately describes what you do and where you operate.

4

Content & Authority Building

Create service pages, FAQ content, and local authority signals that AI platforms can reference. Build backlinks from local news and industry sources.

5

Ongoing Monitoring & Competitor Tracking

Track how Green Valley Lawn and other competitors shift across platforms. Rerun the same sample after material changes and distinguish output variation from trends.

Prioritize the evidence before doing the work.

Profiles, citations, service pages, structured data, and reviews can all require attention, but this audit does not prove that every possible task will affect the sampled results.

LocalMention can help verify and implement the top one or two agreed remedies, then remeasure the same prompts.

The Real Cost of DIY

Doing it yourself:

- Verify each finding before changing a profile or site
- Prioritize one or two remedies rather than every possible task
- Record baseline evidence and rerun the same prompts

With professional support:

- Free report walkthrough before any paid work
- Scoped implementation of the top one or two agreed remedies
- Same-sample remeasurement with explicit limitations
- Quoted before work begins; no surprise billing

For most businesses, professional management costs less than the owner's time — and delivers better results because it's what we do every day.

Ready to Fix This?

LocalMention Fix-It Partnership

Possible Fix-It Scope:

- ✓ **Directory & Citation Management** — Claim, optimize, and maintain your listings across core directories that publish business information (Google Business Profile, and more)
- ✓ **Schema & Technical SEO** — Implement and maintain LocalBusiness, Service, and Review schema markup so AI platforms can properly understand your business
- ✓ **Content & Authority Building** — Create service pages, FAQ content, and local authority signals that AI and conventional search systems can discover
- ✓ **Review Strategy** — A compliant process for requesting honest reviews and keeping profiles current
- ✓ **Remeasurement** — Rerun the same representative prompts after the agreed work and document what changed in the sample
- ✓ **Competitive Monitoring** — Compare sampled competitor appearances without treating normal output variation as a market trend

What You Can Expect:

- ✓ **Measurable work and follow-up** — Implement the top one or two agreed remedies, then remeasure the same prompt sample
- ✓ **Bounded evidence** — A baseline and follow-up snapshot with explicit limitations
- ✓ **Direct access** — Email and phone access to your dedicated AI SEO specialist — that's me, Phillip
- ✓ **Transparent next step** — Free 15-minute walkthrough first; any paid plan is quoted before work begins, with no long-term contract

The audit does not estimate leads or revenue. Any paid work is scoped and quoted before implementation, with baseline evidence and a remeasurement date.

Next step: Schedule a free 15-min report walkthrough.

calendly.com/fillipkosorukov/strategy-call

Or simply reply to the email this report came from.

LocalMention

fillip@getlocalmention.com
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localmention.io



Scan to view report online

Treat AI visibility as one local-discovery signal. Keep business information accurate, implement verifiable fixes, and remeasure before drawing conclusions.

About This Audit: This report analyzes your visibility across 3 AI search platforms (Google Search, ChatGPT, Gemini) using 10 representative local-search prompts on each. Results represent a point-in-time snapshot and do not measure calls, bookings, customers, or revenue.

Grade Scale: A+ (95-100%) | A- (85-89%) | B+ (75-84%) | B (65-74%) | B- (55-64%) | C+ (45-54%) | C (35-44%) | C- (25-34%) | D+ (15-24%) | D (10-14%) | F (0-4%)

Audit Date: