

AI Search Visibility Audit Report

Free Visibility Snapshot

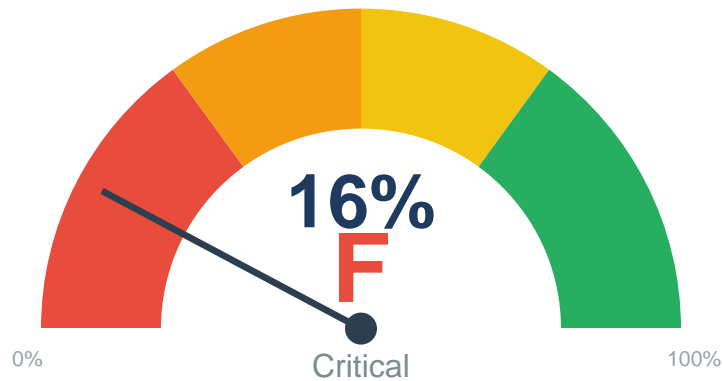
Client: [Redacted]

Business Type: Brewery

Location: Indianapolis, Indiana

Report Date: March 08, 2026

Platforms Analyzed: 3



Multi-Platform AI Visibility Audit

Executive Summary

Platform Breakdown

Platform	Visibility	Found In
Google Search	0.0%	0/15 queries
ChatGPT	33.3%	5/15 queries
Gemini	13.3%	2/15 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.

Top 3 Competitors (Cross-Platform)

Rank	Business Name	Total Mentions	Platforms
1	Metazoa Brewing Company	43	3
2	Guggman Haus Brewing Co	38	2
3	Sun King Brewery	30	2

Your Top 3 Priority Actions

- 1** Focus on building review volume across Yelp, Google Business Profile, BBB, and industry-specific directories. AI platforms heavily weight review count and recency.
- 2** Metazoa Brewing Company leads with 43 mentions across 3 platforms. Study their review and content strategy.
- 3** Your weakest platform is Google Search at 0%. Focus content and review strategy on improving visibility here.

Directory Presence

Found on **7 of 12** directories checked

Directory	Listed?	Rating	Reviews
Google Business Profile	Yes	4.3	1400
Yelp	Yes	—	317
BBB	No	—	—
Facebook	Yes	—	—
Bing Places	No	—	—
Foursquare	No	—	—
Apple Maps	No	—	—
Yellow Pages	Yes	—	—
Nextdoor	Yes	—	—
Manta	No	—	—
TripAdvisor	Yes	—	—
OpenTable	Yes	—	—

Why Directory Presence Matters

AI platforms like ChatGPT and Gemini pull business data from these directories. Missing listings mean AI has less data about your business, reducing your chances of being recommended. Foursquare alone supplies up to 70% of ChatGPT's local business data. Claiming and optimizing these listings is one of the highest-impact, lowest-cost actions you can take to improve AI visibility.

Platform Comparison: Where You Appear

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

Query	Google	ChatGPT	Gemini
Query 1	Guggman Haus Brewing Co	Sun King Brewery	Guggman Haus Brewing Co
Query 2	Guggman Haus Brewing Co	Sun King Brewery	Guggman Haus Brewing Co
Query 3	Brew Link Brewing	YOU (#4)	Guggman Haus Brewing Co
Query 4	Sun King Brewery	Sun King Brewery	Guggman Haus Brewing Co
Query 5	Guggman Haus Brewing Co	Sun King Brewery	Guggman Haus Brewing Co
Query 6	Guggman Haus Brewing Co	Sun King Brewery	Guggman Haus Brewing Co
Query 7	Guggman Haus Brewing Co	Sun King Brewery	YOU (#1)
Query 8	Guggman Haus Brewing Co	YOU (#4)	Guggman Haus Brewing Co
Query 9	Guggman Haus Brewing Co	YOU (#4)	YOU (#10)
Query 10	Guggman Haus Brewing Co	Sun King Brewery	Guggman Haus Brewing Co
Query 11	Guggman Haus Brewing Co	Sun King Brewery	Guggman Haus Brewing Co
Query 12	Chilly Water Brewing	Sun King Brewery	Fountain Square Brewery
Query 13	Guggman Haus Brewing Co	YOU (#4)	Guggman Haus Brewing Co
Query 14	Guggman Haus Brewing Co	Sun King Brewery	Details
Query 15	Sun King Brewery	YOU (#4)	Bier Brewery & Taproom

* 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.

Competitive Analysis: Who Dominates AI Search

Rank	Business Name	Total	Platforms
1	Metazoa Brewing Company	43	C G Ge
2	Guggman Haus Brewing Co	38	G Ge
3	Sun King Brewery	30	C G
4	Chilly Water Brewing Company	28	G Ge
5	Centerpoint Brewing Company	24	G
6	Bier Brewery	21	C Ge
7	Fountain Square Brew Co	18	G Ge C
8	Kismet Beer Company	14	G Ge
9	St. Joseph Brewery	14	G Ge
10	Daredevil Brewing Co	13	C Ge

C = ChatGPT | G = Google | Ge = Gemini

Key Competitive Insights

- Metazoa Brewing Company dominates Google, appearing frequently across multiple queries.
- Metazoa Brewing Company has strong cross-platform presence, appearing on 3 different AI search platforms.
- Your competitors are dominating AI search recommendations. Immediate action is needed to build visibility before the gap widens.

Platform-Specific Insights

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

■ **Google Search**

Your Google visibility: **0.0%** (not visible). Weak Google visibility. Priority actions: (1) Claim and optimize Google Business Profile immediately, (2) Ensure your website includes location keywords in title tags, (3) Start generating Google reviews from satisfied customers.

Note: This audit measures organic search visibility only. Paid/sponsored Google Ads placements are not reflected in this score.

■ **ChatGPT**

Your ChatGPT visibility: **33.3%** (limited). ChatGPT is not recommending your business to potential customers. Fix this: (1) Add schema markup (LocalBusiness, Service types), (2) Create detailed service pages with pricing and reviews, (3) Get mentioned in authoritative sources that ChatGPT can find via web search.

■ **Gemini**

Your Gemini visibility: **13.3%** (minimal). Gemini is not surfacing your business. Since Gemini relies on Google's ecosystem: (1) Fully optimize your Google Business Profile, (2) Build Google review volume aggressively, (3) Ensure NAP consistency across all Google-indexed directories.

90-Day Action Roadmap

Unlock Your Personalized 90-Day Action Roadmap

- Your full report includes a **3-phase, 90-day action plan** customized to your audit results — covering Foundation, Acceleration, and Domination phases.
- Each phase includes **specific, prioritized action items** based on your weakest platforms and strongest competitors.
- You'll also get a **Success Metrics Dashboard** with target KPIs to track your monthly improvement.

Get your full report at localmention.io

Audit Methodology

How this data was collected and analyzed

Platforms Analyzed: 3 AI search platforms

- Google Search, ChatGPT, Gemini

Data Collection Method:

- Google Search: 15 queries via Serper API. Analyzed organic results, local pack, and AI Overview (featured snippets).
- ChatGPT: 15 queries via OpenAI API using GPT-4o-search-preview with web search. Analyzed which businesses were recommended.
- Gemini: 15 queries via Google Gemini API with Google Search grounding. Analyzed which businesses appeared in grounded search responses.

Scoring Methodology:

- Visibility Score: Percentage of queries where your business appears in results or is mentioned
- Position Tracking: For Google, lower position number = better ranking
- Mention Frequency: For ChatGPT and Gemini, counted how often business names appeared
- Cross-Platform Ranking: Businesses appearing on multiple platforms ranked higher than single-platform appearances

Competitive Analysis:

- Identified top competitors based on total appearances across all platforms
- Analyzed platform-specific strengths (e.g., strong on ChatGPT but weak on Google indicates good content but poor local SEO)
- Fuzzy matching used to identify same business across platforms (e.g., "ABC Plumbing Heating & Cooling" = "ABC Plumbing")

Audit Date: 2026-03-08T18:15:11.931602

Total Queries: 45 (15 per platform)

Recommended Follow-Up

Re-audit in 90 days to measure improvement. Compare: overall visibility score, individual platform performance, competitive rankings (did you move up?), and new competitors entering the market.

Monthly monitoring between audits: Track Google Business Profile insights, monitor review velocity and ratings, check Google Search Console for keyword rankings, measure website traffic from organic search.

ChatGPT, Gemini, Claude, and Perplexity results represent a point-in-time snapshot. Results may vary between sessions as AI platforms continuously update their models and data sources.