

AI Search Visibility Audit Report

Free Visibility Snapshot

Client: Valor 3 Barbers + Brews

Business Type: Barber

Location: Fishers, Indiana

Report Date: March 09, 2026

Platforms Analyzed: 3



Multi-Platform AI Visibility Audit

Executive Summary

Platform Breakdown

Platform	Visibility	Found In
Google Search	100.0%	15/15 queries
ChatGPT	100.0%	15/15 queries
Gemini	100.0%	15/15 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	Fishers Barber Shop	50	3
2	V's Barbershop	44	3
3	Machos Barber Shop	29	2

Your Top 3 Priority Actions

- 1** Excellent across-the-board visibility. Focus on maintaining review velocity on Yelp, Google Business Profile, Booksy, StyleSeat, and Square Appointments and monitoring competitors for any shifts.
- 2** Fishers Barber Shop leads with 50 mentions across 3 platforms. Study their review and content strategy.
- 3** Maintain excellence with consistent reviews and fresh content. List on Yelp, Google Business Profile, Booksy, StyleSeat, and Square Appointments to lock in long-term AI visibility.

Directory Presence

Found on **4 of 10** directories checked

Directory	Listed?	Rating	Reviews
Google Business Profile	Yes	4.6	276
Yelp	Yes	—	317
BBB	No	—	—
Facebook	Yes	—	—
Bing Places	No	—	—
Foursquare	No	—	—
Apple Maps	No	—	—
Yellow Pages	No	—	—
Nextdoor	Yes	—	—
Manta	No	—	—

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	YOU (#2 both)	YOU (#4)	YOU (#4)
Query 2	YOU (#2 both)	YOU (#2)	YOU (#2)
Query 3	YOU (#1 local)	YOU (#5)	YOU (#3)
Query 4	YOU (#2 both)	YOU (#2)	YOU (#2)
Query 5	YOU (#1 both)	YOU (#4)	YOU (#2)
Query 6	YOU (#1 both)	YOU (#3)	YOU (#2)
Query 7	YOU (#1 both)	YOU (#4)	YOU (#2)
Query 8	YOU (#1 both)	YOU (#4)	YOU (#3)
Query 9	YOU (#1 both)	YOU (#4)	YOU (#4)
Query 10	YOU (#2 both)	YOU (#3)	YOU (#2)
Query 11	YOU (#1 both)	YOU (#2)	YOU (#3)
Query 12	YOU (#2 both)	YOU (#5)	YOU (#5)
Query 13	YOU (#1 both)	YOU (#4)	YOU (#2)
Query 14	YOU (#2 both)	YOU (#4)	YOU (#3)
Query 15	YOU (#1 both)	YOU (#4)	YOU (#8)

* 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	Fishers Barber Shop	50	C G Ge
2	V's Barbershop	44	C G Ge
3	Machos Barber Shop	29	C G
4	Big League Barbers	26	C G Ge
5	Dc Maddox	16	G Ge
6	Blendz by Kee	14	G
7	Status Barber Lounge	13	G Ge
8	Kiss Kiss Bang Bang Salon	9	G
9	Black Orchid Barbers [carmel]	7	G
10	Ant Banks Barbershop	5	G

C = ChatGPT | G = Google | Ge = Gemini

Key Competitive Insights

- Fishers Barber Shop dominates Google, appearing frequently across multiple queries.
- Fishers Barber Shop has strong cross-platform presence, appearing on 3 different AI search platforms.
- Your business has good visibility across AI search. Focus on maintaining momentum and expanding reach.

Platform-Specific Insights

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

■ **Google Search**

Your Google visibility: **100.0%** (excellent). Strong local SEO. Maintain dominance: (1) Post to Google Business Profile 2-3x per week, (2) Monitor and respond to Q&A section, (3) Track local pack rankings for all key queries and defend your position.

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

■ **ChatGPT**

Your ChatGPT visibility: **100.0%** (excellent). Strong online presence is working. Maintain your lead over Fishers Barber Shop: (1) Continue updating website content with fresh insights, (2) Sustain PR and media mentions, (3) Build authority through educational content and thought leadership.

■ **Gemini**

Your Gemini visibility: **100.0%** (excellent). Strong Gemini presence. Maintain by: (1) Keep Google Business Profile updated weekly, (2) Respond to every review, (3) Gemini pulls from Google's ecosystem — your strong Google presence is paying off.

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: 2026-03-09T00:38:25.874097

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.