

Example report for a made-up business. Your free check uses your real results.

PREPARED FOR

The Corner Bakery, Richmond

Our team tested 12 questions a customer might ask on 5 AI assistants and search tools, three times each, and checked your listings and website by hand.

56_{/100}

AI PRESENCE SCORE

Found

45

Named in 22 of 60 answers.
The top competitor: 52.

Trusted

70

Address and phone right
everywhere. Hours wrong in
2 places.

Usable

55

Website readable, but no
order link and no business
data markup.

Score = Found × 40% + Trusted × 35% + Usable × 25%. $45 \times 0.40 + 70 \times 0.35 + 55 \times 0.25 = 56.25$, rounded to 56.

Your top 3 fixes

1

Fix your Saturday hours on Apple Maps and Bing

TRUSTED • 1 HOUR

They say 5pm; you close at 6pm. ChatGPT repeated the wrong time in 2 of 3 tests.

2

Get listed on Yelp and TripAdvisor, and ask for reviews there

FOUND • 2 WEEKS

Every competitor AI named has 40+ reviews on at least one of them. You have none.

3

Add an "Order a cake" link and business data to your website

USABLE • 1 DAY

AI can't pass customers to you for cake orders, your most profitable line.

Want us to fix these for you?

Reply to this email or call us.

Found: who AI names when customers ask

Question	ChatGPT	Gemini	Perplexity	Google AI	Maps
Best bakery in Richmond	✗	✓	✗	✓	✓
Where can I order a birthday cake near Richmond?	✗	✗	✗	✗	✓
Gluten-free bakery Richmond	✓	✓	✗	✓	✓

3 of 12 questions shown. 12 questions × 5 tools = 60 answers. ✓ = named in at least 2 of 3 tries.

Who AI names instead

Business	Answers naming them (of 60)	What they have that you don't
Crumb & Co.	52	120 Yelp reviews, cake order page, listed in 2 local food guides
The Rye House	41	TripAdvisor profile, opening hours on every platform
Hill Street Bakes	33	"Gluten-free" and "cakes to order" written clearly on their homepage
The Corner Bakery (you)	22	Strong Google reviews (4.8, 96 reviews)

Trusted: what AI says vs the truth

Detail	Truth	What we found	Status
Address	12 Hill Rise, TW10	Correct on all 6 sources	✓
Phone	020 xxxx xxxx	Correct on all 6 sources	✓
Saturday hours	7am–6pm	Apple Maps and Bing say 5pm; ChatGPT repeats it	✗
Cakes to order	Yes, 48h notice	Not on website or any listing	✗

Usable: can AI send customers to you?

AI crawlers allowed on your website	✓	Business data markup (schema)	✗
Clear phone and directions links	✓	Online cake order or booking link	✗
Menu readable as text (not a PDF/image)	!	Mobile speed	✓