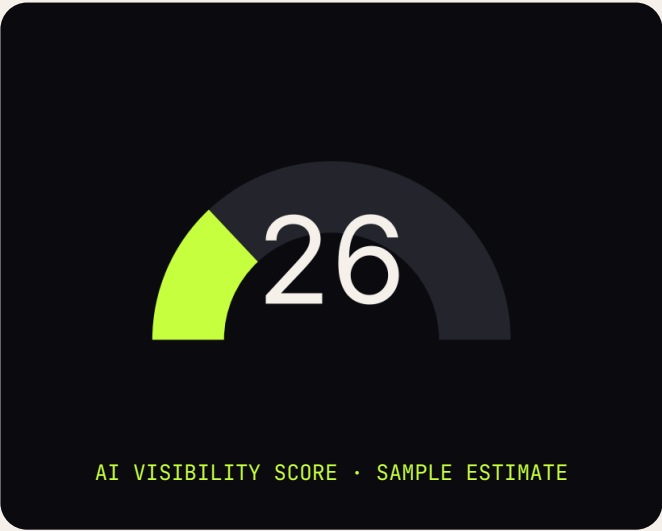


AI Visibility Audit: **Phoenix** Emergency AC Repair

When a Phoenix homeowner's AC dies at night and they ask ChatGPT or Perplexity who to call, does your company's name come up?

SAMPLE REPORT · ANONYMIZED

Great reviews and a great website, but the AI tools we checked didn't name it.



We asked the question a homeowner actually types: "Who can fix my AC tonight in Phoenix?" ChatGPT named 5 companies and Perplexity named 5. **The Sample Company was not in either answer.**

It has been in business for decades, has well over a thousand Google reviews rated above 4.5, offers 24/7 emergency service and has one of the most AI-ready websites we've seen. This is a **signal problem**, not a quality problem. It's missing from the list sites and other places AI tools pull from.

How we got to 26 / 100

MEASURE	WHAT WE FOUND	WEIGHT	POINTS
Mention share	Named in 0 of 2 captured answers	40	0
Citation share	Company's site cited in 0 of 2 answers (Perplexity cited competitors' sites)	20	0
Source coverage	Has a Google profile, Facebook and Instagram. Not on a national directory's (expertise.com) Phoenix HVAC list. Yelp, BBB and Angi aren't linked from its site, so we couldn't confirm them.	20	8
On-site AI readiness	llms.txt, HVACBusiness, FAQ and rating schema all present; no Spanish page	10	9
Reviews	Rated above 4.5 with 1,000+ Google reviews (per its own site)	10	9
Total		100	26

Scoring note: the measures come from OPC's methodology (mention share, citation share, accuracy, sources). The weights are OPC's sample weighting, the same as in our other sample reports. This score is a **sample estimate** from 2 captured answers, not a quality rating. A paid audit uses 50 questions × 4 engines × 3 runs.

Top findings

1. Not named by ChatGPT or Perplexity for "Who can fix my AC tonight in Phoenix?". The 10 slots went to 9 different companies.
2. Missing from a national directory's (expertise.com) Phoenix HVAC list. Directory lists like this feed ChatGPT's answers.
3. Its site is already AI-ready (llms.txt, FAQ schema, a Phoenix emergency page). The gap is off-site: it's on few third-party sites and links from its schema only to Facebook and Instagram. It also has no Spanish page.

10 prompts. 1 real capture so far, and it shows the gap.

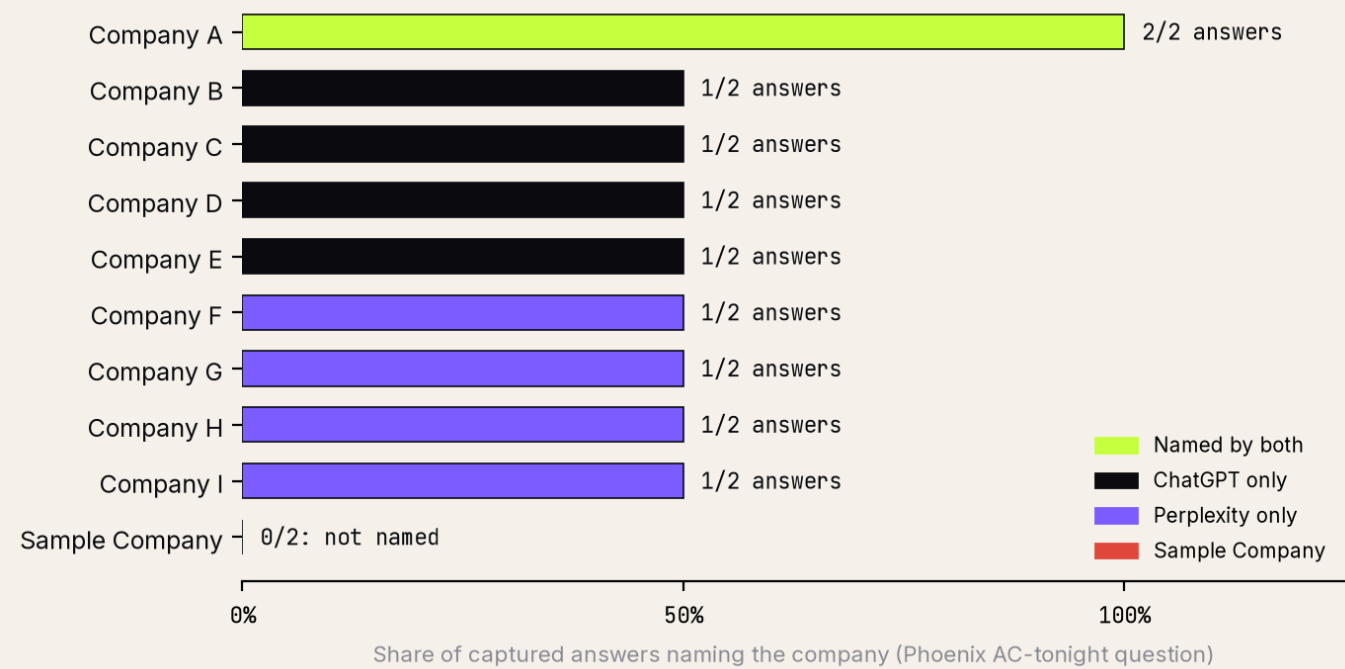
We asked the question below on ChatGPT and Perplexity on 1 Nov 2026. The other prompts are part of a full audit. We haven't run them for this business yet, so we show no answers for them.

#	PROMPT	CHATGPT NAMED	PERPLEXITY NAMED	SAMPLE COMPANY?
1	Who can fix my AC tonight in Phoenix?	Company A; Company B; Company C; Company D; Company E	Company F; Company A; Company G; Company H; Company I	NOT NAMED
2	Best HVAC company in Phoenix	To be tested in a live audit		PENDING
3	24-hour HVAC service in Phoenix	To be tested in a live audit		PENDING
4	How much is a new AC unit in Phoenix?	To be tested in a live audit		PENDING
5	Best heat pump installer in Mesa	To be tested in a live audit		PENDING
6	AC not cooling; who should I call in Phoenix?	To be tested in a live audit		PENDING
7	Is it worth repairing a 15-year-old AC in Phoenix?	To be tested in a live audit		PENDING
8	Who offers HVAC financing in Phoenix?	To be tested in a live audit		PENDING
9	Most trusted AC repair company in Scottsdale	To be tested in a live audit		PENDING
10	Is [Company] a good HVAC company?	To be tested in a live audit		PENDING

Second-market example, San Antonio (same capture session): asked "Best HVAC company in San Antonio?", ChatGPT and Perplexity named 10 businesses between them, and only one company was in both answers. ChatGPT cited a regional list site. Perplexity cited local list sites (cityvetted.com, bestinhood.com) and a paid press-release site (openpr.com). The same pattern shows up in both cities.

Captured logged-out on ChatGPT (not from a US IP) and logged-in (Free plan, Search mode) on Perplexity, 1 Nov 2026. A live audit runs from a US location.

Who AI names instead, and where it gets them.



Only Company A was named by both engines. Out of 10 slots, the two tools agreed on just one company. Showing up on one AI tool doesn't mean you show up on the others.

Sources the AI cited for this question

SOURCE	TYPE	CITED BY	SAMPLE COMPANY LISTED?
Competitors' own websites (emergency/24-hour pages)	Business websites	Perplexity	N/A
No sources shown in the captured answer	None	ChatGPT	N/A
A national directory (expertise.com), Phoenix HVAC list (checked separately)	Directory / list site	Common ChatGPT source in other cities	NO

What this means in plain words: For an "AC tonight" question, Perplexity read the emergency pages on competitors' websites. ChatGPT gave names without showing where it got them, and in other cities it relied on directory lists. To get named, a company needs a clear emergency page on its own site *and* a place on the lists AI tools read.

The website is excellent. The problem is everything around it.

Technical STRONG

Very AI-ready website.

An llms.txt file with business facts, HVACBusiness schema, FAQ and Speakable markup, star-rating schema, 24 service cities, and a dedicated Phoenix emergency AC page. Few competitors do this much.

Profile links are thin.

The site's schema links only to Facebook and Instagram. It doesn't link to Yelp, BBB, Angi or Google, so AI tools have fewer outside profiles to match the company with.

Content GAP

No Spanish page.

/es/ returns "not found".

Few answers built around specific questions.

Prompts like "repair or replace a 15-year-old AC" or "new AC cost in Phoenix" need short pages that answer them directly, which AI tools can quote.

Directories and lists BIGGEST GAP

SOURCE	STATUS
Google Business Profile	LISTED rated above 4.5, 1,000+ reviews
Facebook · Instagram	LISTED linked from schema
expertise.com: Best Phoenix HVAC	NOT LISTED checked 1 Nov 2026
Yelp · BBB · Angi	UNVERIFIED not linked from site

Reviews STRONG

Rated above 4.5 with 1,000+ Google reviews.

That's far more than many of the companies AI named, which shows the AI isn't simply counting reviews. Keeping reviews recent still matters: 74% of consumers trust only reviews from the past 3 months (BrightLocal LCRS 2026, via Rankings.io).

Nothing wrong was said, because nothing was said.

AI didn't mention the business, so there were no claims to fact-check. Being left out is a bigger risk than being described wrong. We did find data inconsistencies that AI tools could pick up later:

FACT	BUSINESS'S OWN SITE	ELSEWHERE ONLINE	RISK
Google reviews	Rating and count stated on site	Search results show a matching rating	LOW
Service area	Phoenix metro	To be checked in a live audit	PENDING
Emergency hours	24/7, live answer	To be checked against Google profile and directories	PENDING
Licenses	State contractor licenses listed	To be checked in a live audit	PENDING

In a live audit, we ask each engine directly: "What do you know about [business]?" and check every claim (hours, services, prices, locations) against your records. The AI Accuracy Fix package corrects up to 15 listings.

Why it's worth fixing

\$7,500

national average for an HVAC replacement

Angi, updated 30 Oct 2026

45%

of consumers use AI for local business recommendations (from 6%)

BrightLocal LCRS 2026

28%

tried a new local business because of an AI recommendation

Yext 2026 Consumer Search Behaviors

Illustrative value math (an estimate): one \$7,500 replacement roughly covers 5 months of the \$1,500 Get Named plan. Your numbers will differ.

What we'd do first, in order.

WHEN	ACTION	WHY	OPC PACKAGE
Week 1	Full 50-question baseline across ChatGPT, Gemini, Perplexity and Google AI, plus an after-hours call test	Replaces this 2-answer sample with real shares	Audit \$490 (credited)
Weeks 1–4	Add Yelp, BBB, Angi and Google profile links to the schema; check that hours and services match on up to 15 listings	Helps AI tools match the company across sites	AI Accuracy Fix \$990
Weeks 2–8	Apply to national directory lists and pursue local best-of list placements (city sites, local news)	These are the kinds of sources AI tools read	Get Named \$1,500/mo (2 placements/mo)
Weeks 3–12	4 answer-first pages a month: repair vs replace, new AC cost in Phoenix, heat pumps, financing	Gives AI direct answers it can quote	Get Named
Weeks 4–12	A Spanish emergency AC page and Spanish prompt tracking	Opens a second language market	Spanish add-on +\$750/mo
Ongoing	Missed-call text-back and after-hours intake check	Catches peak-season calls	Intake Leak Fix \$500 + \$300/mo
Weekly	Re-run the same questions and send a monthly recorded report	Shows what changed	Included

RECOMMENDED START

Get Named

\$1,500/mo • 3-month minimum • 1 city × 1 service exclusive

GUARANTEE (VISIBILITY ONLY)

If your tracked mention share hasn't gone up after 90 days, month 4 is free. We don't guarantee calls, jobs, revenue or rankings.

Honest ads, real reviews.

- **No fake reviews.** The FTC's rule on consumer reviews bans fake or AI-written reviews and testimonials, buying reviews, and hiding negative ones. We only ask real customers for honest reviews, and we never write them.
- **Truthful advertising.** We only publish claims you can back up, such as license numbers, years in business, response times and prices. We don't write "#1" or "best" claims you can't prove.
- **You approve everything** before it's published.
- **No fake listings or addresses.** We list only real locations and service areas.
- **Email (CAN-SPAM).** Honest From and subject lines, our physical address (our India office) and a working opt-out.

Not legal advice. Check the rules that apply to you.

How this sample was made

- **Sample report.** The subject is a real Phoenix business, anonymized. We have no relationship with it, and it didn't commission this report.
- Answers were captured on 1 Nov 2026 from ChatGPT (logged out) and Perplexity (Free plan, Search mode).
Results vary by location, device and time. AI answers change between runs.
- Website, schema and directory checks were run on public pages on 1 Nov 2026. Review counts come from the business's site and third-party aggregators, and are approximate.
- The score uses OPC's sample weighting. It's a **sample estimate**, not a quality rating. Cost figures are third-party estimates, not this business's prices.
- A full audit uses 50–200 questions × 4 engines × 3 runs from a US location, with tracking tools plus manual checks.
- No one controls what an AI says. We improve the signals AI tools rely on.
- ChatGPT, Perplexity, Gemini, Claude and Google are trademarks of their owners. OPC is **not affiliated with or endorsed by OpenAI, Perplexity, Google or Anthropic**.

Find out if AI names **your** company.

Book a free **AI Case Radar scan**. We run 10 questions across 4 AI engines, check what they say about you, and send a recorded walkthrough within 48 hours. No cost, no obligation.

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