citedby[1]

Free mini guide 1 of 4 · for local service businesses

Is ChatGPT recommending you?

A 5-minute test to see if AI assistants send customers to you, or to the business down the street.

You asked: "Who's the best emergency plumber in Tampa?"

"Here are three well-reviewed options: Bayline Plumbing[1], Gulf Coast Rooter[2] and Sunshine Pipe Co.[3]"

Your business isn't on the list. That call just went to someone else.

Your customers stopped only Googling

More people now ask ChatGPT, Perplexity, Gemini or Google's AI Mode who to call. These tools usually name two to five businesses. If you aren't one of them, you never get a chance to compete.

Before you start

- Open each tool in a private window or a temporary chat, so your own history doesn't skew the answer.
- Always include your city or neighborhood in the question.
- Write down who gets named for every prompt. Your competitors matter as much as you.

The 10 prompts (swap in your service and city)

1. Who is the best [service] in [city]?
2. I need an emergency [service] in [city] right now. Who should I call?
3. Recommend a reliable [service] near [neighborhood].
4. Which [service] companies in [city] have the best reviews?
5. How much does [job] cost in [city]? Who offers a fair price?
6. Is [your business name] in [city] any good?
7. [Your business] vs [top competitor]: which is better?
8. Who does [specific job, e.g. tankless water heater install] in [city]?
9. Which [service] in [city] is open on weekends?
10. Best [service] in [city] for [customer type, e.g. older homes, families]?

Score what you found

Give yourself points for each prompt, in each tool you tested.

What happened	Points
You were named first, with correct details	3
You were named, but not first, or with a wrong detail (old phone, wrong hours)	2
You only appeared when asked about by name (prompts 6 and 7)	1
You didn't appear at all	0

21-30
AI tools know and trust you. Protect it.

10-20
You show up sometimes. Competitors win the rest.

0-9
You're close to invisible in AI answers.

What the answers tell you

- **Wrong details?** Your listings disagree with each other. See mini guide 3, The NAP fix.
- **Not named anywhere?** AI tools may not be able to read your site. See mini guide 2.
- **Competitors always win?** Check what they have that you don't. It's usually more recent reviews that mention the service and the city. See mini guide 4.

Repeat this test once a month. AI answers change from day to day, so one check proves little. A monthly score shows whether you're moving up.

Want the whole system?

The AI Search Visibility Kit covers everything for local service businesses: a 25-prompt audit, copy-paste schema, page templates, a review plan and a 30-day roadmap.

Get the kit at citedbyhq.pages.dev $29, instant download