citedby[1]

AI Visibility Audit · Sample report

Harbor Point Heating & Air

HVAC repair and installation · Orlando, FL
Audit date: November 2026 · Tested in ChatGPT, Perplexity and Gemini

Fictional business. This is what your report looks like.

A homeowner asked ChatGPT: "My AC stopped working, who can come today in Orlando?"

"For same-day AC repair in Orlando, three well-reviewed options are Competitor A[1], Competitor B[2] and Competitor C[3]..."

Harbor Point wasn't mentioned, in 71 of 75 answers we checked.

Prepared by CitedBy · citedbyhq.pages.dev · citedbyhq@proton.me

The short version

Harbor Point does good work and has happy customers. The problem is that AI assistants can barely see it, and when they can, they can't tell what it does or where.

31

AI visibility score, out of 100

What the score means. We weigh three things: can AI reach your site, can it understand what you offer, and do other sites confirm you're real and trusted. Local competitors who get recommended score between 64 and 78.

4 of 75
Answers that named you (25 questions × 3 assistants)

2 of 6
AI crawlers that can read your site

3 versions
Of your phone number found online

The three findings that matter most

1. **Your site blocks the crawlers ChatGPT and Perplexity use to find businesses.** An old robots.txt rule lets only Google in. Until this changes, nothing else on this list can fully work. Fix time: 10 minutes.
2. **Your service pages describe you, but never say what, where and how much.** "Comfort solutions you can trust" gives AI nothing to quote. Competitors that get named say things like "same-day AC repair in Winter Park, diagnostic from $89".
3. **Your listings disagree with each other.** Bing, Yelp and Facebook still show your old phone number and the address without the suite. ChatGPT search leans on Bing, so it isn't sure the business it finds is the same one.

Our honest estimate: fixing items 1 to 6 on the priority list (page 12) usually takes 2 to 3 weeks and moves a business like this into the 55–70 range. No one can guarantee what AI will answer, but these are the reasons it skips you today.

25 questions your customers really ask

We wrote these from how people actually talk to AI about HVAC problems, then asked each one in a fresh session of ChatGPT, Perplexity and Gemini, from an Orlando location. "Partly" means you were mentioned but not recommended, or with wrong details.

#	Question	ChatGPT	Perplexity	Gemini
1	Best AC repair company in Orlando	Not named	Not named	Not named
2	AC stopped working, who can come today in Orlando?	Not named	Not named	Not named
3	Emergency AC repair Orlando open Sunday	Not named	Not named	Not named
4	HVAC company near Winter Park with good reviews	Not named	Named	Not named
5	How much does AC repair cost in Orlando?	Not named	Not named	Not named
6	Who installs Trane systems in Orlando?	Not named	Not named	Partly
7	Recommend an honest HVAC contractor in Orlando	Not named	Not named	Not named
8	AC tune-up deal Orlando	Not named	Not named	Not named
9	Heat pump replacement Orlando, who do you recommend?	Not named	Not named	Not named
10	Is Harbor Point Heating & Air any good?	Partly	Named	Named
11	HVAC company in Conway, Orlando	Not named	Not named	Not named
12	Ductless mini split installer Orlando	Not named	Not named	Not named
13	Who fixes AC on weekends in Orange County FL?	Not named	Not named	Not named
14	Spanish-speaking AC technician Orlando	Not named	Not named	Not named
15	AC making a loud noise, who should I call in Orlando?	Not named	Not named	Not named
16	Best rated air duct cleaning Orlando	Not named	Not named	Not named
17	New AC unit cost Orlando 2026	Not named	Not named	Not named
18	HVAC company that offers financing in Orlando	Not named	Not named	Not named
19	Small family-owned HVAC business Orlando	Not named	Named	Not named
20	Thermostat installation Orlando	Not named	Not named	Not named
21	AC maintenance plan Orlando	Not named	Not named	Not named
22	Who services Carrier units in Orlando?	Not named	Not named	Not named
23	Commercial HVAC repair small office Orlando	Not named	Not named	Not named
24	Same day furnace repair Orlando	Not named	Not named	Not named
25	Licensed HVAC contractor Orlando FL	Not named	Not named	Not named

Pattern: you only appear when someone already types your name (#10), or in Perplexity for two broad questions, where it pulled your Yelp page. For every question about a problem, a price or a service, you're invisible. In your real report, each answer comes with a dated screenshot.

What the AI actually says

The highlighted parts are what the assistant quoted from competitors' websites and reviews. This is the language you're missing.

ChatGPT · "How much does AC repair cost in Orlando?"

"Most Orlando homeowners pay between $150 and $650 for common repairs. Competitor A[1] lists a $89 diagnostic fee that's waived if you go ahead with the repair, and Competitor C[2] publishes typical prices for capacitor and fan motor replacements..."

Why not you: your site has no prices or price ranges anywhere. AI can only quote numbers that exist.

Perplexity · "Emergency AC repair Orlando open Sunday"

"Competitor B[1] offers 24/7 emergency service across Orange and Seminole County, including weekends, and reviewers mention a technician arriving within two hours on a Sunday[2]."

Why not you: you do weekend calls, but it's only in a photo banner on the homepage. AI can't read text inside images, and your Google hours show "Closed" on Sunday.

Gemini · "Spanish-speaking AC technician Orlando"

"Competitor A[1] notes that its technicians speak English and Spanish, and several reviews written in Spanish praise..."

Why not you: two of your technicians are bilingual and 9 of your reviews are in Spanish, but your site and Google profile never say it. This is an easy win in Orlando.

You vs. the businesses AI recommends

Competitors A, B and C are the three HVAC companies named most often in our 75 answers. They are not bigger than you in every way. They are easier to read.

What AI looks for	You	Competitor A	Competitor B	Competitor C
Times named in 75 answers	**4**	41	33	27
AI crawlers allowed	**2 of 6**	**6 of 6**	**6 of 6**	**5 of 6**
Google reviews (rating)	47 (4.8)	212 (4.7)	96 (4.6)	58 (4.9)
Reviews that mention a service or area	**19%**	58%	44%	61%
One page per service	**No (1 page)**	**Yes (11)**	**Yes (8)**	**Yes (6)**
Prices or price ranges published	**No**	**Yes**	**Partly**	**Yes**
Service-area pages or list	**No**	**Yes**	**Yes**	**List only**
FAQ answering real questions	**No**	**Yes**	**No**	**Yes**
LocalBusiness schema	**No**	**Yes**	**Yes**	**Basic**
Same phone and address everywhere	**No**	**Yes**	**1 error**	**Yes**

What this tells us

- **Your reviews are better than Competitor A's** (4.8 vs 4.7). You don't need more reputation, you need it to be readable.
- **Competitor C has almost the same number of reviews as you** and gets named 7 times more. The difference is service pages, prices and a FAQ. That's all fixable.
- Only Competitor A mentions Spanish-speaking technicians, and only Competitor B makes weekend service clear. You offer both, so you can compete for those questions within weeks.

Can AI reach your website?

This is the first thing to fix, because it blocks everything else.

Crawler	Used by	Status on your site
Googlebot	Google Search, AI Overviews, Gemini	**Allowed**
Bingbot	Bing, and ChatGPT search results through it	**Blocked**
OAI-SearchBot	ChatGPT search	**Blocked**
ChatGPT-User	ChatGPT opening a page when a user asks	**Blocked**
PerplexityBot	Perplexity	**Blocked**
Claude-SearchBot	Claude search	**Allowed (not listed)**

What we found in your robots.txt

```
User-agent: Googlebot
Allow: /

User-agent: *
Disallow: /
```

This was probably added years ago to stop spam bots. It works, but it also shuts out Bing and every AI search engine that respects the file.

Replace it with this

```
User-agent: *
Allow: /
Disallow: /wp-admin/
Allow: /wp-admin/admin-ajax.php

Sitemap: https://harborpointair.example/sitemap_index.xml
```

Also check: your hosting firewall has "bot protection" set to high. After changing robots.txt, ask your web host to allow verified search and AI crawlers, or the firewall may still block them. We'll re-test both after you change it.

Can AI understand what you do?

AI doesn't see your design. It reads your text, and it quotes sentences that answer a question on their own.

Your homepage today
"Harbor Point delivers comfort solutions you can trust. Our experienced team is dedicated to excellence in every job."

What AI can quote
"Harbor Point Heating & Air repairs and installs AC and heat pumps in Orlando, Winter Park and Conway. Same-day service 7 days a week. Diagnostic visit $89."

Page by page

Page	What's wrong	Fix
Home	No city, no services, no hours in text. Weekend service only in an image.	Open with one plain sentence: what, where, when, from how much.
Services	All 9 services on one page, two lines each.	One page per main service: AC repair, AC installation, heat pumps, maintenance plans, duct cleaning.
About	Good story, but no license number, years in business or team languages.	Add license #, founding year, "we speak English and Spanish".
Contact	Phone is an image. Address missing the suite.	Phone and full address as text, matching Google exactly.
Blog	6 posts, last one in 2023, generic tips.	Replace with a FAQ and a cost guide (see page 11).

Questions your FAQ should answer, in these words

- How much does AC repair cost in Orlando?
- Do you come out on weekends and holidays?
- Which areas do you cover?
- Do your technicians speak Spanish?
- Repair or replace: how do I decide on a 12-year-old unit?
- Do you offer financing?

Your Google Business Profile

Gemini and Google's AI Overviews read this profile directly, and ChatGPT and Perplexity often quote it too.

Item	Today	Status	Fix
Primary category	HVAC contractor	Good	Keep.
Secondary categories	None	Missing	Add: Air conditioning repair service, Air conditioning contractor, Heating contractor.
Services list	Empty	Missing	Add each service with a one-line description and a price from, where you can.
Description	"Quality comfort solutions..."	Weak	Use the same plain sentence as the new homepage opening.
Hours	Mon–Sat, Sunday closed	Wrong	Show Sunday emergency hours if you take calls.
Service area	Orlando only	Partial	Add Winter Park, Conway, Maitland, Oviedo.
Photos	6, newest from 2024	Old	Add 10+ real job photos with the van and team. Then 2 new ones a month.
Attributes	None	Missing	Add "Language assistance: Spanish", "Online appointments", "Onsite services".
Review replies	12 of 47 answered	Low	Reply to all, naming the service and area naturally.
Website link	Homepage	Good	Keep.

Do other sites agree on who you are?

AI cross-checks your name, address and phone. When they don't match, it's less sure the business is real or still open.

Your official version (use it exactly, everywhere):
Harbor Point Heating & Air · 2150 Example Pkwy, Suite 4, Orlando, FL 32803 · (407) 555-0142

Listing	Name	Address	Phone	Action
Google Business Profile	OK	OK	OK	None
Bing Places	OK	No suite	Old number	Claim and update. Highest priority after Google.
Apple Business Connect	Not claimed			Claim. iPhone users and Siri read it.
Yelp	"Harbor Point HVAC"	OK	Old number	Fix name and phone.
Facebook	OK	Old address	OK	Update address.
BBB	OK	OK	Tracking number	Use the main number.
Angi	"Harbor Pt Heating"	OK	OK	Fix the name.
Nextdoor	Not claimed			Claim, it's free and local.

We found 3 versions of your phone number and 2 of your address. Fixing these takes one afternoon, and it's the kind of work that keeps paying off for years.

Reviews AI can use

You have 47 Google reviews with a 4.8 rating. That's strong. But AI quotes what reviews say, not the stars.

4.8
Average rating

19%
Mention a service or area

26%
Have a reply from you

Most of your reviews
"Great service, very professional. Highly recommend!"

The kind AI repeats
"Our AC died on a Sunday in Winter Park and they had it running in two hours. Fair price for the capacitor."

A message you can send after each job

"Thanks for having us today! If you have a minute, a Google review helps a small business like ours a lot. It helps even more if you mention what we fixed and your neighborhood. Here's the link: [link]"

How to reply so your answers help too

"Thank you, Maria! Glad we could get your AC running the same day in Winter Park. See you at your spring tune-up."

Never offer anything in exchange for reviews and never write them yourself. Both break Google's rules, and AI is getting better at spotting fake patterns.

Schema, ready to paste

Schema is a small block of code that tells search engines and AI the facts about your business in a format they don't have to guess. Your site has none today. Here is yours, filled in. Your web person can add it in the site header in about 10 minutes.

```
{
  "@context": "https://schema.org",
  "@type": "HVACBusiness",
  "name": "Harbor Point Heating & Air",
  "url": "https://harborpointair.example",
  "telephone": "+1-407-555-0142",
  "priceRange": "$$",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "2150 Example Pkwy, Suite 4",
    "addressLocality": "Orlando", "addressRegion": "FL",
    "postalCode": "32803", "addressCountry": "US"
  },
  "areaServed": ["Orlando", "Winter Park", "Conway", "Maitland", "Oviedo"],
  "knowsLanguage": ["en", "es"],
  "openingHoursSpecification": [{
    "@type": "OpeningHoursSpecification",
    "dayOfWeek": ["Monday","Tuesday","Wednesday","Thursday","Friday","Saturday","Sunday"],
    "opens": "07:00", "closes": "20:00"
  }],
  "sameAs": ["https://www.yelp.com/biz/…", "https://www.facebook.com/…"]
}
```

We left out star ratings on purpose: Google ignores ratings a business marks up about itself. After adding it, test it with Google's Rich Results Test. We'll also send a FAQPage block once your FAQ is live, so the questions on page 7 can be read word for word.

Your 10 fixes, in order

Do them top to bottom. The first five do most of the work.

#	Fix	Impact	Time	Who
1	Fix robots.txt and ask the host to allow AI crawlers	High	10 min	Web person
2	Rewrite the homepage opening: what, where, when, from how much	High	1 hour	You + us
3	Correct phone and address on Bing, Yelp, Facebook, BBB, Angi	High	1 afternoon	You
4	Fill in Google profile: categories, services, Sunday hours, languages	High	1 hour	You
5	Create pages for AC repair, AC installation and heat pumps	High	1 week	Us or you
6	Add the LocalBusiness schema from page 11	Medium	10 min	Web person
7	Publish a FAQ with the 6 questions on page 7	Medium	2 hours	You + us
8	Claim Apple Business Connect and Nextdoor	Medium	30 min	You
9	Start the review message after every job, and reply to all reviews	Medium	Ongoing	Your team
10	Publish a simple cost guide with price ranges	Good to have	3 hours	You + us

You can do all of this yourself with this report. If you'd rather have us do it, items 2, 3, 5, 6 and 7 are included in Audit + fixes.

Your next 30 days

Week 1	Fixes 1, 3, 4 and 8. Mostly settings and listings, no writing needed. This alone opens the door to ChatGPT and Perplexity.
Week 2	Fix 2 and the first service page (AC repair). Add the schema (fix 6).
Week 3	The other two service pages and the FAQ (fixes 5 and 7). Start the review message (fix 9).
Week 4	Cost guide (fix 10). Check that Bing and Yelp show the new details.
Day 30	We run the same 25 questions again and send you a one-page comparison: before and after.

What to expect, honestly

AI assistants refresh what they know at different speeds. Perplexity and ChatGPT search can pick up changes within days of the crawlers getting access. Gemini follows Google's index, usually within weeks. Reviews and listings build up over months. Expect the first new mentions in 2 to 6 weeks, not days.

This is a sample. Want yours?

Same depth, about your business, your city and your real competitors. Audit $149, PDF in 5 days. If it doesn't give you clear, useful fixes, we refund you in full within 14 days.

See plans at citedbyhq.pages.dev or email citedbyhq@proton.me