

36

out of 100

At Risk30 areas scored, every finding
verified

The short version

When buyers ask Google AI Mode or Perplexity for the best roofer in their city, this contractor is not mentioned once, including in its own ZIP code. It does show up when someone searches its exact name, so AI knows it exists. It just never recommends it. The Google business profile is unclaimed and has no reviews, while the competitors AI names have hundreds to thousands.

0 of 6

markets where AI names you first

0 vs 3,500

your Google reviews vs the biggest rival

10 gaps

found, 4 rated Critical

THE THREE GAPS THAT MATTER MOST

- 1 Your Google profile is unclaimed, with zero reviews**
Competitors named by AI carry 287 to 3,500 Google reviews. Review volume is the signal AI leans on most for local contractors.
- 2 AI leaves you out of every buyer question we tested**
Omitted in 8 of 8 live answers across six markets, including emergency leak repair in your own ZIP code. A competitor one block away is named.
- 3 Visitors who do find you have no way to request a quote**
Every 'Get a Quote' button links nowhere and the contact form area renders empty. Phone is the only way in.

WHO AI RECOMMENDED INSTEAD

Competitor A, Competitor B, Competitor C, Competitor D, Competitor E.

WHAT IS ALREADY WORKING

- AI describes the company favorably when asked by name.
- No AI crawlers are blocked, and page copy is present before JavaScript runs.
- An established, BBB-rated business with consistent name, address and phone across the web.

EASY TO MISS, EASY TO VERIFY

- The same meta description on every page, and no sitemap.
- Empty review and social widgets on the homepage.
- Site untouched since 2024, and the 'years in business' claim no longer matches other sources.

Want the 15 minute walkthrough?

The full report follows this page. We will translate it into plain English and the order that matters for your business.

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