

SAMPLE FORMAT

Sample AI Visibility Snapshot

Example format only. Your snapshot uses your business, market, service category, and visible competitors.

BUSINESS

Example Plumbing Co.

MARKET

Austin, TX

SERVICE CATEGORY

Emergency plumbing

DATE CHECKED

Sample date

Prompt set

PROMPT	SURFACE	OBSERVATION
best emergency plumber in Austin	AI/search surface	Competitors appeared with clearer service-area pages and review signals.
who offers same-day plumbing near me	AI/search surface	The business did not appear in the tested answer.
compare local plumbers for drain repair	Search/AI surface	Competitor pages answered pricing and process questions more clearly.

Visibility observations

The tested answers showed stronger competitor signals around service area, emergency availability, review count, and third-party profile consistency. The business website explained services, but public sources did not give AI/search systems enough consistent evidence about service areas and emergency response.

Public source and trust notes

Google Business Profile service categories need review.

Service-area language is inconsistent between website and profiles.

Emergency service proof is weak on the main service page.

Competitor citations show clearer location/service combinations.

Recommended next step: Diagnostic Audit

The visible issue touches service-page content, local trust signals, and public source consistency. A paid audit would confirm which fixes should happen first and which can wait.

This sample uses fictional business details. AI/search observations change. A snapshot records what appeared during a dated check and helps decide whether deeper work is worth discussing.