

SAMPLE REPORT - FICTIONAL BUSINESS

AI Visibility Audit

Canyon Comfort Heating & Cooling

Heating and cooling company - Tucson, Arizona

This business is fictional. Canyon Comfort Heating & Cooling does not exist. Its website details, competitors, and results in this report were invented for this sample, so you can see exactly what a paid audit looks like before you buy one. The format, the questions, the checks, and the way the score is worked out are identical to the paid \$147 audit.

What a real audit covers. We ask one leading AI model 20 questions a customer would ask, and note whether it names your business or names someone else instead. We then check your homepage against 8 checks that affect whether AI can describe you clearly. You get both results, the reasons behind them, and the fixes in plain words.

Detail	This sample
Business tested	Canyon Comfort Heating & Cooling (fictional), Tucson, Arizona
Website checked	Homepage only, as in every audit
Test date	30 October 2026
AI model tested	One leading AI model: OpenAI's GPT-5.6
Questions tested	20 customer-style questions (full list on page 3)
Report price	This format is the paid \$147 AI Visibility Audit

If you are reading this on the AnswerReady website, this sample is free to download and share. A real audit uses your real business name, your real website, and the real answers the model gave on the test date.

YOUR SCORE AT A GLANCE

Two measures first, then one combined score

Your score is not one vague number. It is built from two separate measures. We show both first, so you can see whether the problem is being named at all, or whether your website is letting you down - or both.

AI Mention Rate

4 of 20

Named in **4 of 20 questions** (20%).
Worth **10 of 50 points**.

Website Readiness

4 of 8

Passed **4 of 8 homepage checks**.
Worth **25 of 50 points**.

COMBINED ANSWERREADY SCORE

35 / 100

How it is worked out: **mentions half (50 points) + website half (50 points)**. Each mention is worth 2.5 points, so 4 mentions = 10 points. Website points are checks passed divided by 8, times 50, so 4 of 8 = 25 points. 10 + 25 = **35 out of 100**.

In plain words: this business is largely invisible to AI search. It is named sometimes, but on most questions a competitor is named instead.

How this test was run - and what it does not claim

We tested **20 customer-style questions** on **one leading AI model, OpenAI's GPT-5.6**, on **30 October 2026**. Each question was asked on its own, with no hints and no mention of this business in the question.

The results are a **snapshot of that one model on that date**. They are not a measurement of every AI platform, and they are not a guarantee of visibility anywhere. Other AI tools may name different businesses, and the same model may answer differently on another day. No one can guarantee rankings or that AI will name a business. What this report does is show you, honestly, where you stood in this test and what you can improve.

The 20 questions, and who AI named

All competitor names below are fictional, like the business itself. In a real audit, this table lists the real businesses the model named instead of you.

#	Question asked	Named?	Who AI named instead
1	What's the best heating and cooling company in Tucson?	No	Desert Breeze Air, SunPeak HVAC
2	Who do you recommend for AC repair near Oro Valley?	Yes	Also named: Desert Breeze Air
3	My AC has stopped blowing cold air. Who should I call in Tucson?	No	SunPeak HVAC, Valley Temp Pros
4	Compare the top heating and cooling options in Tucson.	No	Desert Breeze Air, SunPeak HVAC, Sonoran Air Solutions
5	What's the most trusted heating and cooling company in Tucson?	No	Sonoran Air Solutions
6	Where should I go for heating and cooling in Tucson?	No	Desert Breeze Air
7	Recommend a heating and cooling company in Tucson with good reviews.	Yes	Also named: Sonoran Air Solutions
8	Who is the best for furnace replacement in Tucson?	No	SunPeak HVAC
9	My furnace is making a loud banging noise. Which company in Tucson handles this?	No	Valley Temp Pros, SunPeak HVAC
10	What heating and cooling company in Tucson is actually worth the money?	No	Desert Breeze Air, Sonoran Air Solutions
11	Who's the best heating and cooling company near me in Tucson?	Yes	Also named: Desert Breeze Air
12	I need a heating and cooling company today - it's urgent. Who in Tucson can help fast?	No	Valley Temp Pros
13	What's the most affordable heating and cooling company in Tucson that's still good quality?	No	Valley Temp Pros, Desert Breeze Air
14	Who offers the highest-end heating and cooling in Tucson, money no object?	No	SunPeak HVAC
15	Who in Tucson is best for ductless mini-split installation?	No	SunPeak HVAC, Sonoran Air Solutions
16	I need an AC maintenance tune-up - who does that in Tucson?	No	Desert Breeze Air
17	It's the weekend - which heating and cooling company in Tucson takes weekend or after-hours calls?	No	Valley Temp Pros
18	Which heating and cooling company in Tucson is known for showing up on time and being reliable?	No	Sonoran Air Solutions
19	I just moved to Tucson - which heating and cooling company do locals actually use?	Yes	Also named: Sonoran Air Solutions
20	For a family home that needs a full system replacement, which company in Tucson is the best fit?	No	SunPeak HVAC, Desert Breeze Air

The pattern: Canyon Comfort is named on general and local questions (2, 7, 11, 19), but missing on urgent help (12), price (13), and specialist work (8, 15, 16) - the questions closest to someone paying for a job.

Your homepage: 4 of 8 checks passed

These are the same 8 checks in every audit. They look at whether your homepage gives AI clear facts it can repeat about you. The basics pass here. The parts AI quotes most often are missing.

#	Check	Result	What we found on this homepage
1	Title tag	PASS	Under 60 characters and names the service and city: "Heating & Cooling in Tucson, AZ Canyon Comfort".
2	Meta description	PASS	Present and clear. It says what the company does and where it works.
3	Main heading (H1)	PASS	Exactly one main heading, and it states what the company does and where.
4	FAQ section	FAIL	No visible questions and answers on the homepage. AI quotes FAQs directly, so there is nothing here for it to quote.
5	Schema markup	FAIL	No LocalBusiness or FAQPage schema found. The site does not state its facts in the format AI reads most easily.
6	Question headings	FAIL	No headings are written as questions customers actually ask. Headings are service names only.
7	Direct answers	FAIL	No paragraph answers how much a call-out costs, how long a repair takes, or what a tune-up includes, in 2-3 plain sentences.
8	Name, address, phone	PASS	Name, address, and phone in the footer match the Google Business Profile details used for this sample.

What AI said, in its own words

In a real audit, this section quotes short excerpts from the model's answers as proof. For this fictional sample, the excerpt below is illustrative wording in the same format:

"For AC repair near Oro Valley, Canyon Comfort Heating & Cooling is one local option customers mention for repair work. Other names that come up for Tucson heating and cooling include Desert Breeze Air and SunPeak HVAC, which are described in more detail for replacements, maintenance plans, and after-hours calls."

What this means: when the model does name Canyon Comfort, it says very little about it. Competitors are described with services, availability, and reasons to choose them. This business is named without a reason - which is what the findings on the following pages fix.

What to fix first

Each finding follows the same format, so you can hand it straight to the person who looks after your website.

Priority	Finding	Questions it affects
1	No FAQ section on the homepage	All 20
2	No direct answers on price, timing, or what is included	12, 13
3	Services and service area too vague for specialist work	8, 15, 16
4	No schema markup stating your facts for AI to read	All 20

Finding 1 - No FAQ section on the homepage

PROBLEM

The homepage has no questions and answers. Check 4 failed.

WHY IT MATTERS

AI often lifts FAQ wording word for word when it answers a customer. With no FAQ, it has nothing of yours to lift, so it describes competitors instead.

RECOMMENDED FIX

Add a short FAQ section near the bottom of the homepage, with 5 questions customers really ask, each answered in 2-3 plain sentences using your real facts only.

IMPLEMENTATION - EXACT COPY, AND WHERE TO PLACE IT

Place under the heading "Questions customers ask us" on the homepage:

"How fast can you come out if my AC stops working? We offer same-day appointments in Tucson and Oro Valley when you call before noon, and we take after-hours calls on weekends."

"Do you service all of Tucson? Yes. We cover Tucson, Oro Valley, Marana, and Sahuarita."

VERIFICATION

On the next check, we re-open the homepage, confirm the FAQ is visible, and re-run the same 20 questions to see whether the model starts using this wording.

Finding 2

Finding 2 - No direct answers on price, timing, or what is included

PROBLEM

No paragraph answers how much, how long, or what is included. Check 7 failed, and the business was missing on the price and urgent questions (13 and 12).

WHY IT MATTERS

Customers ask AI about cost and speed before they call anyone. If your site never answers those questions plainly, AI answers them using a competitor's site.

RECOMMENDED FIX

Add one short direct-answer paragraph to the homepage services section for each of: a repair visit, a tune-up, and a replacement quote.

IMPLEMENTATION - EXACT COPY, AND WHERE TO PLACE IT

Place under "AC repair" on the homepage:

"A repair visit starts with a fixed diagnostic fee, which we confirm on the phone before we come out. Most common repairs are finished on the first visit. If a part has to be ordered, we tell you the cost and the wait time before any work starts."

VERIFICATION

We re-check that each paragraph is on the live homepage and re-ask questions 12 and 13 in the next test.

THE OTHER TWO PARAGRAPHS IN THIS FINDING

Place under "Maintenance tune-ups" on the homepage:

"A tune-up covers a full check of your heating or cooling system, cleaning, and a written note of anything that needs attention soon. Most tune-ups take about an hour."

Place under "System replacement" on the homepage:

"A replacement quote is free. We visit your home, measure what you need, and give you a written price before you decide - no charge and no obligation."

Finding 3

Finding 3 - Services and service area are too vague to name you for specialist work

PROBLEM

The homepage lists "heating and cooling" in general, but does not name ductless mini-splits, furnace replacement, or maintenance tune-ups as clear services, and does not state the service area in a sentence. The business was missing on questions 8, 15, and 16.

WHY IT MATTERS

AI names businesses for the exact job in the question. If your site never says you do that job, in those words, it will name a business whose site does.

RECOMMENDED FIX

Name each main service in its own short section, using the words customers use, and add one plain service-area sentence to the homepage.

IMPLEMENTATION - EXACT COPY, AND WHERE TO PLACE IT

Add as a homepage subheading and paragraph:

"Ductless mini-split installation in Tucson - We install and service ductless mini-split systems for homes, additions, and garages across Tucson, Oro Valley, Marana, and Sahuarita."

VERIFICATION

We confirm each named service appears on the live homepage, then re-ask questions 8, 15, and 16 in the next test.

SAME PATTERN, FOR THE OTHER MISSING SERVICES

"Furnace replacement in Tucson - When a furnace is beyond repair, we replace it, remove the old unit, and test the new system before we leave."

"AC maintenance tune-ups in Tucson - A yearly tune-up keeps your system running through summer and catches small problems before they become breakdowns."

Finding 4

Finding 4 - No schema markup stating your facts for AI to read

PROBLEM

No LocalBusiness or FAQPage schema was found. Checks 5 and 6 failed together: the facts are on the page for people, but not stated in the machine-readable format AI reads most easily, and no headings are written as customer questions.

WHY IT MATTERS

Schema is your website stating its own name, address, phone, hours, and services in a format built for software to read. Without it, AI has to guess those facts from page text, and it trusts businesses whose facts are clear.

RECOMMENDED FIX

Have your webmaster add LocalBusiness schema using only facts that are true and already shown on your website, and add FAQPage schema that matches the new FAQ wording word for word. Rewrite two homepage headings as questions customers ask.

IMPLEMENTATION - EXACT COPY, AND WHERE TO PLACE IT

Your webmaster adds the schema code in the homepage head section, using your real name, address, phone, website, and hours - no ratings, prices, or claims that are not already on the page. Change the heading "Our services" to "What heating and cooling services do you offer in Tucson?" and answer it in the paragraph directly underneath.

VERIFICATION

We view the homepage source on the next check, confirm both schema types are present and match the visible page, and confirm the question headings are live.

QUESTION HEADINGS TO USE

"What heating and cooling services do you offer in Tucson?"

"How fast can you help if my AC stops working?"

"Which areas do you cover?"

Each heading is followed directly by its plain answer paragraph, so a person - and AI - can lift the question and answer together.

From this report to fixes you can use

You now have the score, the reasons behind it, and the first fixes in plain words. There are two ways forward.

Option 1 - Hand this report to your webmaster

The findings above are written so your own webmaster can act on them. **Website installation is not included in the audit.** AnswerReady tests, explains, and writes the fixes. Your webmaster puts them live on your website.

Option 2 - Order the Fix Pack, and we write every fix out in full

72-HOUR AI VISIBILITY FIX PACK - \$297 ONE-TIME

The fixes, written out - ready for your webmaster

Every fix from your audit, written out in full: the exact page wording, headlines, and answer blocks, in the order that matters most. It includes your homepage FAQ written from your own facts, your business details checked and corrected, and the Listings Playbook - a second PDF on bringing your Google profile and listings into line.

Written by hand from your own audit. Your pack arrives by email within 72 hours of payment and the business details we need from you. **We write the fixes; your webmaster puts them live.** Website installation is not included.

Our bounded promise. No one can guarantee AI will name you - answers vary by platform, question, and day, and we do not promise rankings. What we do promise is this: if a follow-up check on the same 20 questions, after your fixes are live, shows your score has not moved, **we rework the fixes free.**

To order a real audit or the Fix Pack: visit getanswerready.com or email hello@getanswerready.com. A real report will carry your real business name, your real test date, and the real answers from the model on that date - in exactly this format.

Reminder: Canyon Comfort Heating & Cooling, Desert Breeze Air, SunPeak HVAC, Sonoran Air Solutions, and Valley Temp Pros are fictional names invented for this sample. Any similarity to a real business is coincidence. The numbers in this sample are illustrative and are not results achieved for any customer.