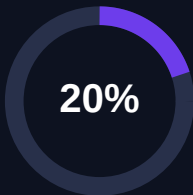
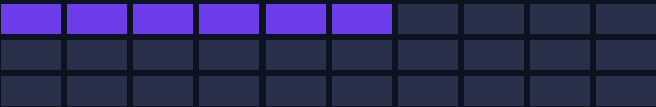


AI VISIBILITY QUICK CHECK

Harborline Roofing

6 / 30

RESPONSES
NAMED YOU



ASSISTANT COMPARISON



10 questions · 3 AI assistants · 30 responses · Captured at one moment in time

BOTTOM LINE

AI assistants recognized Harborline Roofing when the question named it directly, naming it in 6 of 6 branded responses. It did not surface in any of the 24 responses where a customer described what they needed without naming a provider.

02 EXECUTIVE SUMMARY Quick Check at a glance

OVERALL VISIBILITY 6 / 30 responses that named the business	BRANDED RECOGNITION 6 / 6 answers to questions that named the business	UNBRANDED VISIBILITY 0 / 24 answers where the business was never mentioned in the question
RECOMMENDATION VISIBILITY 0 / 12 answers where an assistant was asked to recommend or compare providers	BUSINESSES SURFACED 20 providers named by the assistants across the tested responses	ASSISTANT AGREEMENT 10 / 10 questions where every assistant gave the same named or not named outcome

A Quick Check is a directional read based on a sample of 10 questions put to 3 AI assistants, 30 responses in total, captured at one moment in time. It is not a comprehensive audit and it does not diagnose why a business does or does not appear.

01 TEST DESIGN

How this was tested

10

STRUCTURED CUSTOMER
QUESTIONS

×

3

AI ASSISTANTS

=

30

OBSERVED RESPONSES

Tested using the AI Consulting Desk measurement framework.

STEP 1	STEP 2	STEP 3	STEP 4
10 customer-intent questions Written for this business and its market, then reviewed before anything ran.	3 AI assistants ChatGPT, Claude, Gemini	30 responses recorded Every question was put to every assistant and the answer was stored.	5 visibility signals Each response was read for whether the business was named.

Branded questions 2 of 10 2 questions named the business directly. These test whether the assistants recognize it and what they say about it.	Unbranded questions 8 of 10 8 questions never mentioned the business. These test whether it comes up when someone is simply looking for a provider like it.
--	--

ASSISTANTS TESTED

 ChatGPT

 Claude

 Gemini

03 SIGNAL READOUT

The five visibility signals

HOW TO READ THESE
RESULTS

AI responses vary. The same question can produce different responses at different times. This Quick Check measures observed mention patterns across the questions and AI assistants tested, rather than treating any single response as definitive.

01 BRAND RECOGNITION

Named in 6 of 6 responses when asked about you directly



All three assistants produced an answer that named the business when asked about it by name.

WHAT THIS MEANS

Every assistant produced an answer about the business when the question named it, so the name is recognized in this test.

Evidence from tested responses · The 2 branded questions, 6 responses.

02 ORGANIC VISIBILITY

Named in 0 of 24 responses where the business was never mentioned in the question



The business did not surface in any unbranded answer. In this sample, someone searching by need rather than by name would not have been shown it.

WHAT THIS MEANS

In this test, the assistants did not connect the business to the broader searches a customer would make without naming a provider.

Evidence from tested responses · The 8 unbranded questions (discovery, specific need, recommendation, comparison), 24 responses.

03 RECOMMENDATION SIGNAL

Named in 0 of 12 responses that asked for a recommendation or shortlist



When the assistants were asked to recommend or shortlist providers, the business was not among the names they gave.

WHAT THIS MEANS

When assistants were asked to recommend or shortlist a provider, the business was not among the names they gave in this test.

Evidence from tested responses · 4 high-intent recommendation and comparison questions, 12 responses.

04 COMPETITIVE SIGNAL

20 other businesses were named in the unbranded responses

Most frequently named, Calder & Rowe Construction (5), Greyline Roofing (5), Cape Ann Roofing Co. (3), Tidewater Home Services (3), Summit Ridge Roofing (2). These are names the assistants actually produced, evidence of who came up, not a competitor list and not a ranking. The assistants also referenced 4 third-party resources, such as directories and review sites, which are listed separately and are not counted here.

WHAT THIS MEANS

20 other businesses were named in the unbranded answers, which shows who the assistants put into those conversations.

Evidence from tested responses · Provider names extracted from the wording of the 24 unbranded responses. Directories, review sites, associations, public resources and product brands are reported separately.

05 ENGINE CONSISTENCY

The three assistants agreed on 10 of 10 questions



The assistants behaved alike across the tested questions. No single assistant named the business noticeably more than the others.

WHAT THIS MEANS

All three assistants produced the same named or not named outcome on every comparable question in this test.

Evidence from tested responses · Agreement between ChatGPT, Claude and Gemini on the same question.

04

PATTERN READOUT

Where you appeared

BY QUESTION TYPE

NAMED / COLLECTED

Brand recognition		3 / 3 100%
Brand recommendation		3 / 3 100%
Category discovery		0 / 6 0%
Specific need		0 / 6 0%
High-intent recommendation		0 / 6 0%
Comparison and shortlist		0 / 6 0%

The pattern is consistent. The business appeared in every brand recognition and brand recommendation response, and in none of the category discovery, specific need, high-intent recommendation, comparison and shortlist responses.

CONSISTENCY ACROSS ASSISTANTS

NAMED / COLLECTED

 ChatGPT		2 / 10 20%
 Claude		2 / 10 20%
 Gemini		2 / 10 20%

All 3 assistants produced the same overall visibility pattern in this test, each naming the business in 2 of 10 responses. That does not mean they will always behave identically.

HOW TO READ A POINT-IN-TIME TEST

AI responses can vary from one run to another, even when the questions are similar. A later run may surface different businesses, different sources, different recommendations or a different order.

This report captures what ChatGPT, Claude, Gemini returned during this specific test.

A business appearing once does not establish that it consistently appears, just as a business not appearing once does not establish that it never appears.

05 OBSERVED MARKET PRESENCE

Who AI puts into the conversation

24 businesses and resources were named across the tested responses. These are names the assistants actually produced. Businesses are providers a customer could hire. Other resources are directories, review sites, associations, public resources and product brands the assistants referenced while answering. Neither list is a ranking of quality.

BUSINESSES AI SURFACED

Providers named in the tested responses.

MOST FREQUENTLY SURFACED

01	Calder & Rowe Construction 5 in unbranded answers · Claude		5 mentions
02	Greyline Roofing 5 in unbranded answers · ChatGPT, Gemini		5 mentions
03	Cape Ann Roofing Co. 3 in unbranded answers · ChatGPT		3 mentions
04	Tidewater Home Services 3 in unbranded answers · Gemini		3 mentions
05	Summit Ridge Roofing 2 in unbranded answers · Claude		2 mentions

ALSO SURFACED

Northfield Home Experts 1 mention, 1 unbranded	Salvatore Roofing 1 mention, 1 unbranded	Iron Gull Roof Service 1 mention, 1 unbranded
K.M. Restoration, Inc. 1 mention, 1 unbranded	B. & L. Sheet Metal & Roofing, Inc. 1 mention, 1 unbranded	The Roof Barons 1 mention, 1 unbranded
Windward Roofing 1 mention, 1 unbranded	T.R.P. Roofing Inc. 1 mention, 1 unbranded	Marlow Roofing 1 mention, 1 unbranded
BQ Roofing & Siding 1 mention, 1 unbranded	Beacon Point Exteriors 1 mention, 1 unbranded	Heritage Exteriors 1 mention, 1 unbranded
Fairbanks Roofing & Siding 1 mention, 1 unbranded	Granite Coast Exteriors 1 mention, 1 unbranded	Ashvale Home Improvement 1 mention, 1 unbranded

OTHER RESOURCES AI SURFACED

Third-party resources the assistants referenced while answering the tested questions.

Angie's List 5 mentions, 2 unbranded Directory or marketplace	GAF 2 mentions, 2 unbranded Manufacturer or brand	Better Business Bureau 4 mentions, 1 unbranded Review or trust resource
GAF Master Elite Contractor 1 mention, 1 unbranded Informational resource		

Some of the third-party resources appearing in these responses may be places customers use to discover, compare, or evaluate businesses in your industry. Their appearance can be a useful signal for places worth investigating for potential visibility opportunities. This Quick Check does not assess your presence or performance on these sites.

06

RESPONSE EVIDENCE

What the assistants actually said

A representative extract from 4 of the 30 recorded responses, chosen to show different question types. Every response is stored behind this report.



Category discovery

NOT NAMED

QUESTION 03

Who are some well-regarded roofing companies in Beverly, MA?

"In Beverly, MA, you have several options for reliable roofing companies. Here are a few you might consider: 1. Northfield Home Experts - They offer roofing services along with siding, painting, and window installation. They have a strong reputation for quality work in the area. 2. Salvatore Roofing - Known for their professional and efficient service, Salvatore Roofing handles roof repairs and replacements. 3..."

WHAT THIS SHOWS ChatGPT answered this category discovery question without naming the business.



Category discovery

NOT NAMED

QUESTION 04

Which roofing contractors in Beverly, MA do homeowners usually recommend?

"When looking for reputable roofing contractors serving the Beverly, Massachusetts area, several companies consistently receive high praise for their quality of work, customer service, and professionalism. Here are some of the most highly regarded: Tidewater Home Services: Based in Salem and serving the entire North Shore, Tidewater Home Services has a strong reputation with high customer ratings across various platforms...."

WHAT THIS SHOWS Gemini answered this category discovery question without naming the business.



Specific need

NOT NAMED

QUESTION 05

A storm damaged our roof in Beverly, MA. Who should we call for repair or replacement?

"In Beverly, MA, for reliable roof repair or replacement services, you might consider reaching out to the following contractors: 1. Greyline Roofing - They have a good reputation in the New England area and offer a range of roofing services including repairs and replacements. 2...."

WHAT THIS SHOWS ChatGPT answered this specific need question without naming the business.



High-intent recommendation

NOT NAMED

QUESTION 07

We have an older home in Beverly, MA that needs a new roof. Which roofing companies have experience with older homes?

"For high-quality roofing services in Beverly, MA, especially for older homes, I'd recommend: Top choices: 1. Calder & Rowe Construction - Known for working on historic North Shore homes and understanding the unique needs of older structures. They have experience with traditional roofing materials and methods. 2...."

WHAT THIS SHOWS Claude answered this high-intent recommendation question without naming the business.

ONE QUESTION, THREE OUTCOMES

Who are some well-regarded roofing companies in Beverly, MA?

Category discovery · Question 03



Not named



Not named



Not named

07 INTERPRETATION What this test revealed

- 01 AI assistants recognize Harborline Roofing when a customer asks about it by name.
- 02 Harborline Roofing did not surface in any of the 24 responses to questions that described a customer need without naming a provider.
- 03 Other businesses were named repeatedly in those discovery answers, most often Calder & Rowe Construction, Greyline Roofing, Cape Ann Roofing Co.

These findings describe what was observed in this sample. They do not establish why a result occurred.

08 RESEARCH INSTRUMENT The questions we asked

10 questions		2 branded	8 unbranded	3 AI assistants
01	BRANDED	What can you tell me about Harborline Roofing in Beverly, MA?		
02	BRANDED	Would you recommend Harborline Roofing for a roof replacement on a home in Beverly, MA?		
03	CATEGORY DISCOVERY	Who are some well-regarded roofing companies in Beverly, MA?		
04	CATEGORY DISCOVERY	Which roofing contractors in Beverly, MA do homeowners usually recommend?		
05	SPECIFIC NEED	A storm damaged our roof in Beverly, MA. Who should we call for repair or replacement?		
06	SPECIFIC NEED	I run a business in Beverly, MA and need a commercial roofer who can handle heavy snow. Who should I look at?		
07	HIGH-INTENT RECOMMENDATION	We have an older home in Beverly, MA that needs a new roof. Which roofing companies have experience with older homes?		
08	HIGH-INTENT RECOMMENDATION	Looking for a roofer in Beverly, MA with strong reviews. Which companies should be on my list?		

09	COMPARISON AND SHORTLIST	I'm collecting quotes for a roof replacement in Beverly, MA. Which local roofing companies are worth comparing?
10	COMPARISON AND SHORTLIST	Which roofing companies in Beverly, MA handle both residential and commercial work?

09

SAMPLE SIZE

Want a broader picture?

This Quick Check is a directional snapshot based on a relatively small sample. Because AI responses can vary, a larger sample can reveal recurring patterns that a smaller test may not capture.

WHAT YOU JUST RAN**AI Visibility Quick Check****\$39**

- 10 customer-intent questions
- 3 AI assistants
- 30 recorded responses
- Fast directional snapshot

AI Visibility Audit**\$499**

- 75 customer-intent questions across 6 intent categories
- 3 AI assistants and 225 recorded responses
- Dedicated client dashboard with interactive findings and saved baselines
- Human-led analysis of recurring sources, competitors, and share of voice
- 20-minute review call with Kate to walk through implications
- Your \$39 credited in full

The Audit is not simply a longer Quick Check. It works from a broader evidence base and adds human analysis of the patterns across it.

Your \$39 is credited in full toward the Audit when you start within 30 days. Mention reference **SAMPLE-QC-0001** and the credit is applied.

Need an actionable plan or broader coverage? Deeper engagements expand to approximately 150 questions across 5 AI search environments, delivering a more comprehensive view of your share of voice, specific recommendations on what to address to improve your visibility, and ongoing tracking in your client dashboard.

Common questions about this report

Why might the results change if I run the same question again? AI responses can vary over time, even when questions are similar. The businesses, sources and recommendations returned may not be identical from one run to the next. This report captures what the assistants returned during this specific test.	Does appearing more often mean a business is better? No. The businesses shown here are simply the ones AI assistants surfaced in the tested responses. Mention frequency is an observation from this sample, not a ranking or an assessment of business quality.	Would a larger test tell me more? A larger sample can reveal recurring patterns across more questions and responses. The Quick Check is designed as a fast directional snapshot, while the full Audit uses substantially more questions and responses for broader analysis.
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A Quick Check is a directional read based on a sample of 10 questions put to 3 AI assistants, 30 responses in total, captured at one moment in time. It is not a comprehensive audit and it does not diagnose why a business does or does not appear.