

PREPARED BY

[Your Agency]

AI VISIBILITY AUDIT

[Client business]

[City, ST]

Engine: Google Gemini - model version recorded per run

Report date: [date]

Scope: one business location - 15 buyer questions - 10 runs each

What the sampled answers showed

Market-level sample: Phoenix, AZ dental buyer questions, recorded 2026-10-10 on Google Gemini. 3 buyer questions x 3 runs = 9 grounded answers. No specific business was scanned.

9

grounded answers sampled (3 questions x 3 runs)

3/9

answers cited a maps or directory source

15

distinct domains cited across those answers

Per-question breakdown, as it appears in the report

"best dentist near me"

3 samples - 3 cited a local maps/directory source

Cited: downtownphoenixdental.com, ncfdentistry.com, doctorsnetwork.com, reddit.com, creativedentalspecialists.com

"emergency dentist open now"

3 samples - 0 cited a local maps/directory source

Cited: phoenixvalleydental.com, emergencydentalofphoenix.com, emergencydentistsnow.com, sonorandentalarts.com, dentaloncentral.com

"how much does a dental cleaning cost without insurance"

3 samples - 0 cited a local maps/directory source

Cited: thekidsdentalofficeofphoenix.com, pristinedentalaz.com, thegleamery.com, arcidentalhealth.com, edgw.us

This is a market-level sample, not a mention rate for any one practice. A paid audit replaces this block with the client's own 15 questions, 10 runs each, a 95% confidence interval on every rate, and the full cited-source list per question.

Prioritised fix list

Priority follows what the sampled answers actually cited. If the answer leaned on maps and directory sources, the profile layer comes first. Placeholders are filled from the client location.

P1

Google Business Profile completeness

Claim the profile at business.google.com. Fill primary and secondary categories, service area, regular and holiday hours, phone, and set the website field to [client domain]. Add photos of the real location.

P1

NAP consistency across directories

Compare name, address and phone across Google, Yelp, Bing, Apple, Facebook and the two biggest [industry] directories. Fix every mismatch to one canonical form. Scored item by item: name, address, phone.

P2

Yelp listing completeness

Claim the Yelp page, match the business name exactly, fill categories, hours and phone, and add the service list. Keep it identical to the Google profile.

P2

Bing Places listing completeness

Claim the listing at bingplaces.com, import or re-enter the same categories, hours and phone. Bing-powered assistants read it directly.

P2

Apple Business Connect listing

Claim the place at businessconnect.apple.com and fill the same name, category, hours and phone. Apple Maps and Siri answers draw on it.

The audit also ships ready-to-paste assets: LocalBusiness JSON-LD with unknown fields left as explicit placeholders, FAQ copy, a service-page block, and an llms.txt file marked as a low-evidence tactic. No NAP, price or review count is ever filled in without verification.

Talk track for the client call

These are prompts for the call, not performance claims. No line promises a ranking, a citation, a traffic number or revenue, because the sample cannot support one.

Open with the answer, not the method

- "When someone in [city] asks an assistant for [the buyer question], here is the answer they got on [date]. Here are the sources it pulled from. Your site was not one of them."

Show who was cited instead

- "These are the domains the answers cited: [list]. That list is the competition for this question, and most of it is profile and directory data - not content."

Close on the first fix, not the whole list

- "The first item is your Google Business Profile: categories, hours, service area, and a consistent name, address and phone across the directories. That is the layer these answers read. We start there and re-run the same questions next month to see whether the distribution moved."

What this preview is: a delivery preview built from a public market-level sample, the real Fix Armory text, and a talk track written for this preview. No client quotes, no client results, no outcome claims.