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AI search visibility · Sample report

AI Visibility Audit

Prepared for **Corvane IT Services**, Austin, Texas

November 2026 · ChatGPT, Perplexity, Gemini and Google AI Overviews

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Sample report. Corvane IT Services is a fictional business. All data is illustrative.

Corvane is visible for its niche, but missing from the questions that bring new clients.

AI assistants mention Corvane when buyers ask about IT support for law firms, its specialty. For broader, higher-volume questions, competitors are recommended instead.

38/100
AI visibility score

8 of 32
Checks where Corvane is cited as a source

4th of 5
Rank among local competitors

14
Prioritized fixes identified

What we found

- **AI crawlers are partly blocked.** The site's robots.txt blocks GPTBot, so ChatGPT can't read Corvane's newest pages.
- **The business is described inconsistently.** Four directories list an old address and phone number, which weakens AI tools' confidence in the brand.
- **Service pages don't answer questions directly.** Competitors who are cited use short, factual answers that AI tools can quote.
- **No structured data.** The site has no LocalBusiness, Service or FAQ schema, while the top two competitors have all three.

Top 3 priorities for the next 30 days

01	Unblock GPTBot and other AI crawlers in robots.txt	High impact
02	Correct the business listing on 4 directories so details match everywhere	High impact
03	Add LocalBusiness, Service and FAQ structured data	High impact

How Corvane appears for 8 real buyer questions

We asked each AI tool the questions a potential client would ask, on November 3, 2026, from a US location with no logged-in history.

Buyer question	ChatGPT	Perplexity	Gemini	AI Overviews
Best IT support company in Austin	Absent	Mentioned	Absent	Absent
Managed IT services for small businesses in Austin	Absent	Mentioned	Mentioned	Absent
Top rated IT companies for law firms in Texas	Cited	Cited	Cited	Cited
Who offers managed cybersecurity near me	Absent	Mentioned	Absent	Mentioned
IT company that handles legal compliance and data security	Cited	Cited	Mentioned	Cited
Affordable network setup for a small office in Austin	Absent	Absent	Absent	Absent
How much does managed IT cost per user in Texas	Absent	Mentioned	Absent	Absent
Microsoft 365 migration help for a law firm	Cited	Mentioned	Absent	Absent

How we score

Cited 2 points: named and linked as a source.
Mentioned 1 point: named without a link.
Absent 0 points. Score = points earned ÷ 64 possible × 100.

Totals

8 cited, 8 mentioned, 16 absent across 32 checks.
24 of 64 points = **38/100**.

Who gets recommended instead, and why

Same 8 questions, same 4 tools, scored the same way.

Business	AI visibility score	Google reviews	Schema
Competitor A	71	214 · 4.8	Full
Competitor B	63	168 · 4.7	Full
Competitor C	52	97 · 4.6	Partial
Corvane IT Services	38	23 · 4.6	None
Competitor D	29	41 · 4.3	None

What the top two do that Corvane doesn't

- Each service page opens with a 2 to 3 sentence answer to the question the page targets.
- Pricing ranges are published, so AI tools can answer cost questions with them.
- Case studies name industries, locations and results.
- Business details are identical across Google, Bing, Apple Maps, Yelp and industry directories.
- They are listed in two "best IT companies in Austin" articles that AI tools cite often.
- Review volume is 7 to 9 times higher, with recent reviews every month.

Opportunity: Corvane already wins its niche (law firms and legal compliance). Applying the same clarity to its general managed IT and cybersecurity pages is the fastest route to the broader questions.

What's holding Corvane back

Area	Finding	Status
AI crawler access	robots.txt blocks GPTBot; PerplexityBot and Google-Extended allowed	Fix needed
Rendering	Service page text loads through JavaScript; some crawlers see a near-empty page	Review
Page speed	Mobile LCP 3.8s on service pages (target under 2.5s)	Review
Indexing	XML sitemap present and submitted; no indexing errors	Healthy
Structured data	No LocalBusiness, Service, FAQ or Review schema; Organization schema lacks sameAs links	Fix needed
Brand consistency	Old address and phone on 4 directories; two versions of the business name in use	Fix needed
About and trust pages	No team, certifications or founding year on the About page	Review
Answer-ready content	Service pages open with marketing copy, not direct answers; no FAQs	Fix needed
Proof	One case study, no industry or location named; 23 Google reviews	Review
Third-party mentions	Not included in local "best of" lists that AI tools frequently cite	Review
HTTPS and security	Valid certificate, no mixed content	Healthy

05 · Prioritized action plan

14 fixes, in order

#	Fix	Area	Impact	Effort
01	Allow GPTBot and other AI crawlers in robots.txt	Technical	High	Low
02	Correct name, address and phone on 4 directories	Brand	High	Low
03	Add LocalBusiness and Organization schema with sameAs links	Schema	High	Low
04	Add Service schema to each service page	Schema	High	Low
05	Open each service page with a 2 to 3 sentence direct answer	Content	High	Medium
06	Add 5 to 7 FAQs per service page, with FAQ schema	Content	High	Medium
07	Serve service page text in the initial HTML	Technical	Medium	Medium
08	Publish a managed IT pricing guide with per-user ranges	Content	Medium	Medium
09	Rewrite the About page: team, certifications, founding year, service area	Trust	Medium	Low
10	Publish 3 case studies naming industry, location and result	Proof	Medium	High
11	Start a monthly review request process (target 8+ per month)	Proof	Medium	Low
12	Pitch inclusion in 3 local "best IT companies" lists	Mentions	Medium	Medium
13	Improve mobile LCP on service pages to under 2.5s	Technical	Low	Medium
14	Standardize the business name across site, social and listings	Brand	Low	Low

What happens next

Days 1 to 30

Foundations

- Fixes 01 to 04
- Crawler access, listings and schema
- Baseline re-check at day 30

Days 31 to 60

Answer-ready content

- Fixes 05 to 09
- Direct answers, FAQs, pricing guide, About page

Days 61 to 90

Proof and mentions

- Fixes 10 to 14
- Case studies, reviews, local lists, speed
- Full re-test at day 90

How we'll measure progress

We'll re-run the same 8 questions across the same 4 tools every month and report the score, each question's status, and competitor movement. AI answers vary from day to day, so we look at trends over several months rather than single results.

A note on expectations

No one controls what AI tools say, and no one can honestly guarantee a mention. These fixes strengthen the signals AI tools rely on: clear content, consistent business details, structured data and third-party proof. Most also improve traditional search rankings.

Questions about this report?

Contact [Your Name] at [your@agency.com] or [phone].

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Sample report. Corvane IT Services and all competitors are fictional; scores, reviews and findings are illustrative. In a live engagement this report is fully branded to your agency.