ClimbMetrics

AI VISIBILITY REPORT

Sample report: Acme Heating & Plumbing

12 Oct 2026

GEO SCORE	ANSWERS NAMING YOU	QUESTIONS TRACKED
48 / 100	2 of 6	3

In plain English

We asked ChatGPT and Perplexity 3 questions your customers might ask. Your business was named in 2 of 6 answers.

- ChatGPT named you in 1 of 3 answers.
- Perplexity named you in 1 of 3 answers.
- You are named in some answers but not all, so there is room to be recommended more often.
- Your GEO score is 48 out of 100, a blend of how often you are named and how clearly your business profile is set up.

What to do next

- Add LocalBusiness structured data to your homepage
- Publish a page for each service you offer
- Ask three recent customers for a Google review

Words explained

- Structured data (JSON-LD, schema): A hidden business card in your page's code that helps Google and AI assistants understand who you are, what you do and where.
- GEO: Generative Engine Optimisation: making sure AI assistants like ChatGPT know about your business and mention it.
- Business profile: The facts about your business (name, services, area, what makes you different) that AI assistants use to describe you.

Your questions

"best heating engineer in Canterbury"

Perplexity — **Did not name you** — checked 12 Oct 2026

"Well-reviewed Canterbury engineers include Example Rival Co and Demo Heating Ltd, both with fast call-out times and Gas Safe registration."

Sources it drew on: example-rival.co.uk, demo-heating.co.uk

ChatGPT — **Named you** — checked 12 Oct 2026

"Acme Heating & Plumbing is a Canterbury firm offering boiler repair, servicing and installation. Other options include Example Rival Co and Demo Heating Ltd."

Sources it drew on: acme-heating.co.uk, example-guides.co.uk

"emergency plumber near me, Canterbury"

Perplexity — **Named you** — checked 12 Oct 2026

"Acme Heating & Plumbing offers emergency call-outs across Canterbury and east Kent, alongside Example Rival Co."

Sources it drew on: acme-heating.co.uk, example-rival.co.uk

ChatGPT — **Did not name you** — checked 12 Oct 2026

"For urgent plumbing in Canterbury, Example Rival Co and Sample Southern Heating both advertise 24-hour call-outs."

Sources it drew on: example-rival.co.uk, sample-southern.co.uk

"boiler service in Kent"

Perplexity **Did not name you** checked 12 Oct 2026

"Look for a Gas Safe registered engineer. Demo Heating Ltd and Example Rival Co serve most of Kent."

Sources it drew on: demo-heating.co.uk, example-guides.co.uk

ChatGPT **Did not name you** checked 12 Oct 2026

"Boiler servicing in Kent is offered by many local firms, including Demo Heating Ltd and Sample Southern Heating."

Sources it drew on: demo-heating.co.uk, sample-southern.co.uk

How it has changed

The share of answers that named your business, by month.

- Aug 2026: ChatGPT 33%, Perplexity 0%
- Sep 2026: ChatGPT 33%, Perplexity 33%
- Oct 2026: ChatGPT 33%, Perplexity 33%

Action plan

1. HIGH

Add LocalBusiness structured data to your homepage

This tells AI assistants what you do, where you work and how to contact you. The Schema Generator in ClimbMetrics writes it for you to paste in.

2. MEDIUM

Publish a page for each service you offer

No assistant named you for boiler servicing in Kent. A clear page for that service gives them something specific to quote.

3. LOW

Ask three recent customers for a Google review

Assistants lean on well-reviewed businesses when they recommend someone local.

This is a snapshot of what AI assistants said on the dates shown. Their answers can change from one asking to the next, so treat it as a guide, not a guarantee.