Sample HVAC Ltd.

sample-hvac.example | Questions asked in Maple Town, Ontario, Canada | Data collected 2026-11-19

We asked ChatGPT and Google's AI the same 10 questions a customer in Maple Town would ask, live, located in Maple Town. This report shows who they named. Lines marked **[Estimate]** are judgment.

1. Summary

AI ANSWERS THAT NAME THE BUSINESS

5 / 20

AI visibility score: 18 out of 100 **[Estimate]**. A first-place mention counts 1.0, second or third 0.8, later 0.6.

BY ASSISTANT

ChatGPT named the business in 3 of 10

Google AI named the business in 2 of 10

Across both assistants, the business was named in 5 of 20 answers.

2. Who the assistants name instead

Business	Named in	Google rating (reviews)	Maps position
Sample HVAC Ltd.	5 of 20	4.7 (450)	n/a
Competitor A	14 of 20	5 (36)	#1
Competitor B	12 of 20	4.6 (56)	#2
Competitor C	19 of 20	4.7 (24)	#4
Competitor D	14 of 20	5 (79)	#5
Competitor E	13 of 20	4.9 (1392)	#6
Competitor F	5 of 20	5 (74)	#8

Competitors are the top Google Maps results for "hvac contractor maple town", searched from Maple Town.

3. Every question and answer

#	Question	Assistant	Business named?	Who was named (first 5)
1	Who are the best HVAC companies in Maple Town?	ChatGPT	No	Competitor C, Competitor B, Competitor D, Competitor A, Competitor E
1	Who are the best HVAC companies in Maple Town?	Google AI	No	Competitor E, Competitor A, Competitor B, Competitor C
2	Which HVAC companies in Maple Town have the best reviews?	ChatGPT	Yes, #4 of 6	Competitor F, Competitor D, Competitor A, Sample HVAC Ltd., Competitor B
2	Which HVAC companies in Maple Town have the best reviews?	Google AI	Yes, #3 of 5	Competitor B, Competitor E, Sample HVAC Ltd., Competitor A, Competitor C
3	Recommend an HVAC company in Maple Town.	ChatGPT	No	Competitor F, Competitor A, Competitor B, Competitor G, Competitor C
3	Recommend an HVAC company in Maple Town.	Google AI	No	Competitor E, Competitor A, Competitor C, Competitor D
4	Where should I go for furnace repair in Maple Town?	ChatGPT	No	Competitor C, Competitor A, Competitor E, Competitor C, Competitor B

4	Where should I go for furnace repair in Maple Town?	Google AI	No	Competitor E, Competitor A, Competitor B, Competitor D
5	Who do locals recommend for furnace installation in Maple Town?	ChatGPT	Yes, #3 of 6	Competitor F, Competitor G, Sample HVAC Ltd., Competitor C, Competitor D
5	Who do locals recommend for furnace installation in Maple Town?	Google AI	No	Competitor C, Competitor B, Competitor A, Competitor C
6	What is the most trusted HVAC company in Maple Town?	ChatGPT	No	Competitor G, Competitor C, Competitor C, Competitor D, Competitor F
6	What is the most trusted HVAC company in Maple Town?	Google AI	Yes, #3 of 5	Competitor E, Competitor D, Sample HVAC Ltd., Competitor B, Competitor C
7	Who offers air conditioning repair in Maple Town?	ChatGPT	No	Competitor G, Competitor D, Competitor A, Competitor C, Competitor C
7	Who offers air conditioning repair in Maple Town?	Google AI	No	Competitor E, Competitor D, Competitor A, Competitor C
8	Are there affordable HVAC companies in Maple Town that do good work?	ChatGPT	Yes, #4 of 6	Competitor G, Competitor C, Competitor F, Sample HVAC Ltd., Competitor A
8	Are there affordable HVAC companies in Maple Town that do good work?	Google AI	No	Competitor C, Competitor D, Competitor C, Competitor A
9	Who offers emergency HVAC service in Maple Town?	ChatGPT	No	Competitor C, Competitor B, Competitor E, Competitor A, Competitor D
9	Who offers emergency HVAC service in Maple Town?	Google AI	No	Competitor B, Competitor C, Competitor D, Competitor E
10	I just moved to Maple Town. Which HVAC company should I use?	ChatGPT	No	Competitor B, Competitor G, Competitor D, Competitor C, Competitor C
10	I just moved to Maple Town. Which HVAC company should I use?	Google AI	No	Competitor C, Competitor D, Competitor C, Competitor E

4. Sites the assistants cited

Site	Times cited
directory-c.example	12
directory-d.example	11
directory-e.example	7
directory-a.example	7
directory-f.example	7
directory-b.example	6

5. AI readiness: is the website easy for AI to read?

Local business schema	Yes (City, HVACBusiness, PostalAddress)
Questions and answers on the site	No
About page	No
llms.txt	No
AI crawlers blocked in robots.txt	None
Pages read	1

6. What to change

1. Get listed on the sites the assistants cited most for these questions: directory-c.example, directory-d.example, directory-e.example. A complete, accurate listing there is what the answers draw from.
2. Add a short questions-and-answers section that uses the same words customers use in these questions, on the homepage or a services page.

3. Publish an llms.txt file: a plain summary of what the business does, where, and its key pages. It costs nothing and some assistants read it.
4. Add an About page with the owners, years in business and service area. Assistants favour businesses whose facts are easy to confirm.

YOUR NEXT STEP

Matched to what this report found

Monitor

AI answers change from month to month; Monitor tells you when they do.

A monthly scan of your business with alerts when your rankings drop, new reviews land, competitors move or AI answers change.

$29 a month. First scan within 24 hours.

About the Monitor plan

Check your progress, free

After you make changes, run the free score again. It checks your Google profile, reviews, map rankings, website and AI readiness in one go.

levelheadedmarketing.com/free-visibility-score

Nothing here is needed to act on this report: every step in it can be done yourself. Questions? Reply to the email this report came with.

Method

Each question was sent once to ChatGPT (with web search, country Canada) and once to Google AI Mode (located in Maple Town, Ontario, Canada). A business counts as named when its name, website or listing appears in the answer. Answers change from day to day: this is a snapshot, not a ranking guarantee. The AI visibility score weights a first-place mention 1.0, second or third 0.8, later 0.6, over all answers. **[Estimate]**

Data calls and cost

Built from cached data: no paid calls were made for this report.