

Sample report: fictional business, illustrative results. Spark & Volt Electrical is a made-up business from our [demo website](#). The AI answers, counts, scores and competitors below are examples written to show what a report looks like. They are not real AI results, and "Competitor A/B/C" are placeholders, not real businesses.



SparkyWeb

— AI & GOOGLE VISIBILITY CHECK · SAMPLE

Spark & Volt Electrical

Fictional example. How visible is this electrician when people in Croydon ask AI assistants and Google for help, and what would make the biggest difference?

BUSINESS	MAIN AREA CHECKED	WEBSITE
Spark & Volt Electrical (fictional)	Croydon, plus Bromley	www.example.com (placeholder)
TOOLS CHECKED	QUESTIONS × RUNS	REPORT DATE
ChatGPT, Google AI Overviews, Perplexity, Copilot	10 questions × 3 runs each	October 2026 (example)

1 Summary

ILLUSTRATIVE RESULTS

7 of 114

AI answers that named Spark & Volt Electrical (about 6%)

58 of 114

AI answers that named the most-mentioned local competitor (Competitor A)

In short: Spark & Volt does good work and holds the right accreditations, but the information online doesn't make that easy for AI tools (or customers) to see. The biggest gaps are the Google Business Profile category and services, the lack of a clear EICR page with price guidance, and an old phone number on several directories. All of these are fixable in a few hours.

AI answers

Named in 7 of 114 answers

● Poor

Google Business Profile

Generic category, no services listed

● Needs work

Website

No EICR page, no price guidance, areas not listed

● Needs work

Reviews

23 reviews, newest 5 months old, no replies

● Needs work

Listings & consistency

Old phone number on 3 of 8 directories

● Poor

Accreditations shown

NICEIC & Part P shown and linked to register

● Good

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What we asked, and how often you were named

ILLUSTRATIVE RESULTS

We asked each question three times in each tool, in fresh sessions, with the location set to Croydon where the tool allows. Each cell shows how many of the 3 answers named Spark & Volt Electrical.

QUESTION (AS A CUSTOMER WOULD ASK IT)	CHATGPT	GOOGLE AI OVERVIEW	PERPLEXITY	COPILOT
Who's a good electrician in Croydon?	0/3	0/3	1/3	0/3
Emergency electrician in Croydon open now	0/3	none	0/3	0/3
Who can do an EICR for a rental flat in Croydon?	1/3	0/3	1/3	0/3
How much does an EICR cost in Croydon?	0/3	0/3	0/3	0/3
Best EV charger installer near Croydon	0/3	none	0/3	0/3
Fuse board (consumer unit) replacement in Croydon	0/3	0/3	1/3	0/3

QUESTION (AS A CUSTOMER WOULD ASK IT)	CHATGPT	GOOGLE AI OVERVIEW	PERPLEXITY	COPILOT
NICEIC registered electrician in Croydon	1/3	1/3	1/3	0/3
Electrician for a full house rewire in Croydon	0/3	0/3	0/3	0/3
Recommended electricians in Bromley	0/3	0/3	0/3	0/3
Electrician in Croydon with good reviews	0/3	0/3	0/3	0/3
Total: named in 7 of 114 answers	2/30	1/24	4/30	0/30

0/3 never named **1/3** sometimes named **3/3** always named

none no AI Overview shown

Who got named instead

BUSINESS	NAMED IN	WHAT THEY HAVE THAT STANDS OUT
Competitor A	58 of 114	110+ Google reviews, replies to every review, separate pages for EICRs, EV chargers and rewires with "from" prices
Competitor B	41 of 114	Google Business Profile lists 12 services and 9 towns; lots of recent job photos
Competitor C	33 of 114	Landlord EICR page with FAQs; same details on every directory
Spark & Volt Electrical	7 of 114	Strong accreditations, but services, areas and prices aren't spelled out online

In a real report, the businesses named by the AI tools are listed by name, with the answers they appeared in. In this sample, they're anonymised placeholders.

3 Example AI answer

ILLUSTRATIVE EXAMPLE, NOT A REAL AI ANSWER

This is the kind of answer we record (real reports include a dated screenshot of each one).

Who can do an EICR for a rental flat in Croydon?

Here are a few options landlords in Croydon often consider:

- 1. Competitor A:** NICEIC-registered, with landlord EICR prices listed on its website.
- 2. Competitor B:** highly rated on Google, mentions certificates issued within 24 hours.
- 3. Competitor C:** offers EICRs for HMOs and letting agents.

Whoever you choose, check they're registered with a scheme such as NICEIC or NAPIT.

Why Spark & Volt probably wasn't mentioned (our reading)

- The website mentions EICRs in one line, but there's no page that explains them, who they're for or roughly what they cost.
- The Google Business Profile doesn't list "EICR" or "landlord certificates" as services.
- None of the recent reviews mention EICRs or landlords, while the competitors' reviews do.

4 Findings

ILLUSTRATIVE FINDINGS



Google Business Profile category is too general

The primary category is "Electrical installation service" rather than "Electrician", and no services are listed. Competitors list 8–12 services.



No dedicated service pages

EICRs, EV chargers, consumer units and rewires are all squeezed onto one page. AI tools struggle to match the business to specific questions like "EICR in Croydon".



Areas covered aren't written down

The site says "Greater London & surrounding areas" but doesn't name the towns, so it's unclear that Croydon and Bromley are covered.



Old phone number on 3 directories

Three of the eight directories we checked still show a previous mobile number. Mixed details make the business look less reliable.



Reviews have gone quiet

23 Google reviews (4.8 average), but the newest is 5 months old and none have replies.



Accreditations are clear and verifiable

NICEIC and Part P are shown on the website and linked to the public register. Keep this.



Website is fast and mobile-friendly

Pages load quickly on a phone, and tap-to-call and the quote form are easy to find.

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Prioritised fix list

EXAMPLE FIX LIST

Most important first. "Us" means it's included in the Visibility Fix; "You" means it needs you (we'll give you the link, wording or template).

#	FIX	WHY IT MATTERS	EFFORT	WHO
1	Set Google Business Profile primary category to "Electrician" and add all services and towns covered	The profile is one of the main sources Google and AI tools use for local answers	30 mins	Us
2	Add an "EICR & landlord certificates" page with a "from" price, what's included and FAQs	Gives AI tools and landlords a clear answer to a very common question	2 hrs	Us
3	Name the towns covered (Croydon, Bromley, Sutton...) on the website, matching the profile	Makes it clear you cover the places people ask about	30 mins	Us

#	FIX	WHY IT MATTERS	EFFORT	WHO
4	Correct the old phone number on 3 directories	Consistent details build trust with customers and AI tools	45 mins	You (we send the list)
5	Ask recent customers for a review using a direct link and QR card, and reply to every review	Recent, detailed reviews (e.g. mentioning EICRs) help you get chosen	Ongoing	You (we make the link, card & reply templates)
6	Add LocalBusiness schema listing services and areas	Spells out your details in a format search engines read	30 mins	Us
7	Add short FAQ answers: costs, how long jobs take, which certificates you issue	Matches the questions customers actually ask AI tools	1 hr	Us
8	Upload 10+ recent job photos to the Google Business Profile	Shows real, recent work and an active business	20 mins	You

6 Re-check plan

About 30 days after the fixes go live, we ask the same 10 questions in the same tools, three times each, and send a short before-and-after note: how often you were named, what changed, and what (if anything) to do next.

Changes can take weeks to be picked up, and AI answers vary, so results may go up and down between checks. We report what we see, good or bad.

7 How we checked, and the limits

- **Questions:** written the way local customers ask them, covering your main services and towns.
- **Runs:** each question asked 3 times per tool in fresh sessions, because the same question can get a different answer each time.
- **Google AI Overviews** only appear for some searches. Where none appeared, we mark it "none" and leave it out of the total.
- **A snapshot, not a guarantee.** Results reflect the dates we checked. Nobody can control or guarantee what an AI tool or Google shows.

- **No tricks.** Our fixes follow normal good practice. [Google says](#) there are no special requirements for appearing in its AI features beyond that.

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