

FOR HOME SERVICES OPERATORS

AI Visibility *Self-Audit.*

A way to see yourself the way AI sees you right now — and a checklist of the five areas that decide whether you show up.

STEP ONE

Before you audit anything, search for yourself.

Run these four searches right now. Replace the brackets with your business type, your city, and a seasonal problem you solve. Screenshot the results before you change anything — you'll want something to compare against ninety days from now.

CHATGPT

QUERY

"Best [your business type] in [your city] for [specific seasonal problem]?"

LOOK FOR

Is your business named? Which competitors are? Screenshot the full answer.

PERPLEXITY

QUERY

"Who do you recommend for [specific high-intent service] in [your city or neighborhood]?"

LOOK FOR

Does the answer cite a source? Identify which website it pulled from. That's the business winning right now.

GOOGLE AI OVERVIEW

QUERY

"top-rated [your business type] near [your city]"

LOOK FOR

The AI summary at the top, before the map pack. If there isn't one, try "best [business type] in [city] for [problem]."

GEMINI

QUERY

"Best [your business type] in [your city] for [specific buyer scenario]"

LOOK FOR

Gemini groups results into categories and often adds a comparison table. Note whether you appear and which sources it cites.

If you run these searches and don't see your business anywhere, that's useful information. The gap is real, and now you have a baseline. Most home services operators we work with score under 16 when we start — the checklist tells you exactly why.

01

THE FOUNDATION

Google Business Profile

These may look like standard SEO advice. They were, and they still are. But AI models don't use your GBP to rank you – they use it to verify you. Your categories, your services, your Q&A are the data points AI uses to decide whether your business is the right answer to return. Getting this right matters more for home services now than it ever did in traditional search.

- Primary and secondary categories are specific, not generic
"Residential metal roof installation" outperforms "roofer." "Sod installation and lawn establishment" outperforms "landscaper." "Residential HVAC contractor" outperforms "HVAC." Specificity is relevance.
- Services section is fully populated with descriptions
AI reads this like a menu. If it's empty or vague, you're off the menu for that service. Each service needs a real description, not just a title.
- Q&A section has at least 5 answered questions
Almost no home services operator has this filled out, which makes it the easiest single win on the list. Answer what homeowners actually ask: when should I aerate? Do you handle warranty claims? What's your response time for emergency calls?
- Photos and authentic video are recent and present on your GBP
AI uses vector embeddings to connect visual content to topical relevance. Real job-site photos, before-and-after shots, and a short crew walkthrough outperform stock imagery every time.
- Category claims are backed by review language
If you call yourself the "best metal roof installer in coastal Carolina," your reviews need to say it too. AI verifies the claim.

02

TRUST SIGNALS

Citation Consistency

You've heard this one before – keep your NAP consistent across directories. Good SEO advice then, and still true. But AI models don't just crawl your listings for ranking signals. They use them to verify facts. When your address is different on Angi than it is on GBP, AI doesn't know which one to trust. So it hedges, or skips you entirely.

- Business name, address, and phone are accurate and consistent with your website
Anywhere these don't match – even a suite number abbreviated differently – AI second-guesses you.
- NAP is identical across all major directories
Yelp, Apple Maps, Bing Places, Angi, HomeAdvisor, Houzz, BBB, Thumbtack. Every listing has to match GBP exactly. Bing Places feeds Microsoft Copilot the same way GBP feeds Google. Don't skip it.
- Business is listed on at least 10 relevant directories
For home services that means the general directories plus the trade-specific ones – NRCA for roofers, NALP for landscapers, ACCA for HVAC, PHCC for plumbers. Each consistent citation is a signal you exist and are who you say you are.
- No duplicate or outdated listings exist
Old listings from a previous address are especially problematic for operators who've moved or rebranded. AI doesn't know which version to trust, so it hedges or skips you.

03

YOUR SITE AS EVIDENCE

Your Digital Footprint as a Data Source

Most home services operators think of their website as a place for customers to land. AI doesn't see it that way. It reads your site the way a researcher reads a source — looking for verifiable facts, specific service descriptions, named expertise, and clear location context. If it can't find those things, it moves on to a business it can verify.

- Dedicated service pages exist for each core offering**
One page per service, with a specific description, the buyer it's for, and a clear point of view. A single "Services" page with a bullet list tells AI almost nothing about what you actually do.
- Location pages are specific to your city and neighborhoods, not generic**
"Serving Wilmington, Leland, Wrightsville Beach, Carolina Beach, and Brunswick County" is more citable than "serving the greater Wilmington area."
- AI crawl access is not blocked in robots.txt**
Type `yourdomain.com/robots.txt` into your browser. If you see Disallow under an AI agent name (OAI-SearchBot, ClaudeBot, PerplexityBot), that crawler is blocked completely. Rare, but when it happens the impact is total — you're invisible to that platform.
- About page includes your name, credentials, and specific area of expertise**
AI cites named experts. "Our team of professionals" establishes nothing. Your name, your years in the trade, and your certifications do.
- FAQ section answers common customer questions in plain language**
FAQ content maps almost directly to conversational AI queries — do you offer free estimates? How long does sod installation take? What warranties do you offer? It gets cited verbatim more than any other section of your site.
- Authentic video is present on your website or GBP**
A 60-second job-site walkthrough, a short intro from the owner, or a before-and-after reel does more for AI retrieval than a paragraph of description.

04

THE LAYER MOST SKIP

Structured Data and Schema

Schema markup is the one layer almost no home services operator has touched. It tells AI exactly what your content means — your business type, your services, your reviews — so it doesn't have to guess. When AI has to guess, it gets it wrong. When it gets it wrong, it cites someone else.

- LocalBusiness schema is implemented on your homepage**
Use the subtype that fits your trade — RoofingContractor, HVACBusiness, GeneralContractor, Plumber, ElectricalContractor. Include business type, address, phone, hours, and service area. This is the baseline.
- Service schema is on each individual service page**
Connects your services to your business entity in a way AI can parse and cite directly. One Service block per service page.
- Review schema is implemented where applicable**
Especially valuable for home services with strong review profiles on GBP, Angi, or BBB — it surfaces star ratings in AI Overviews and increases how often you get cited.
- FAQPage schema is applied to your FAQ content**
Makes your answers directly readable by AI with no extra interpretation required. The single highest-leverage schema for home services.

Content for AI Retrieval

Content strategy for AI visibility looks different. You're writing to be retrieved as an answer, not to rank for keywords. AI looks for content that takes a specific position, names a specific place, and shows real expertise on the work. Generic service descriptions don't qualify. Neither does a blog post from 2021.

- At least one piece of content answers a specific local question
"What sod variety holds up best in coastal Carolina humidity?" Written by you, about your market, with your point of view. That's the kind of content AI retrieves.
- Content uses your city and neighborhood names naturally throughout
Location context is one of the four factors AI uses to match businesses to queries. For home services, this is non-negotiable. Make it easy.
- Content establishes your perspective, not just your services
There's a difference between "we offer sod installation" and "here's what Wilmington's clay soil means for your sod choice." The second one is citable. The first one isn't.
- Content is updated within the last 6 months
AI platforms deprioritize stale content. A blog post from 2021 isn't doing the work you think it is.
- Your business is mentioned or reviewed on third-party platforms beyond directories
AI ingests from YouTube job walkthroughs, TikTok contractor reviews, Reddit home improvement threads, and local Facebook groups. A genuine video review or a forum mention is a citation you didn't have to create.

SCORE YOUR AUDIT

How to read your results

22-24

CHECKED

FOUNDATION

You have a real foundation. The work now is monitoring and deepening your content.

16-21

CHECKED

GAPS

Gaps exist, most likely in schema, video, and content. Prioritize GBP and citation consistency first.

<16

CHECKED

STARTING LINE

AI can't reliably find or verify you. This is where most home services operators start – and it's fixable.

The next move *is yours.*

Most home services operators skip this work entirely. Whether you fix everything on this list yourself or bring in help, the first move is the same: look at what AI sees about your business, and decide what to do about it.

WHEN YOU'RE READY TO GO DEEPER

The AI Visibility *Audit.*

A clear picture of where you stand in AI platforms as a home services operator, and exactly what to fix to get cited, sourced, and mentioned. Six scored sections covering AI citation across ChatGPT, Perplexity, Google AI Overviews, and Gemini, plus GBP, website architecture, content depth, local search footprint, and a paid media baseline. You get a scored, custom analysis, prioritized fixes, and one clear recommendation, ready within ten business days and reviewed together on a 30-minute call.

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