SYNTHETIC SAMPLE REPORT

Local Visibility Scorecard

Acme Plumbing (synthetic) · Example County, CA · October 26, 2026

60 / 100

C — AVERAGE

Strong near the center for general plumbing and drain cleaning, but the business disappears for emergency demand, much of the Local Pack, and several service clusters where competitors are consistently visible.

SCORE BREAKDOWN

Intent & Demand	8.0 / 15	Maps & Local Pack	13.0 / 23
Organic Search	8.0 / 15	AI & Generative	16.0 / 20
Competitive Share	4.0 / 10	Authority & Entity	6.0 / 10
Visibility Resilience	3.0 / 5		

The three biggest visibility gaps

1. Emergency demand is effectively invisible

Check: LV-INT-04 · Confidence: VERIFIED

What is happening: Only a small share of emergency query-grid observations place the business in the top 10, and no validated AI surface recommends it for emergency prompts.

Evidence: Emergency intent coverage is 16.3%; emergency AI recommendation coverage is 0%.

Why it matters: Urgent demand is the highest-intent demand a plumbing business sells. A customer with a burst pipe does not browse.

Fix: Decide whether emergency work is a real service line. If it is, build a dedicated urgent path and make the operational capacity visible; if it is not, stop presenting it as one.

2. The Local Pack is thin across the market

Check: LV-MAP-02 · Confidence: VERIFIED

What is happening: Local Pack top-10 coverage is 42.2% of query-grid observations, and top-20 coverage is 51.0%. Coverage is strongest near the center and weak in the southwest quadrant.

Evidence: Local Pack Top-10 coverage 42.2%; Top-20 coverage 51.0%; weakest geo-grid quadrant 39.6%.

Why it matters: The Local Pack is the densest local-discovery surface. A business that appears only near its own pin is not consistently visible across the market it claims.

Fix: Investigate proximity, category and service relevance, and service-area competition. Cross-reference GBP Scorecard before treating this as a content problem.

3. Competitors win most service clusters

Check: LV-CMP-06 · Confidence: VERIFIED

What is happening: The business meets or beats the locked competitor median top-10 share in only two of six service clusters. Emergency, sewer, and repiping are the largest gaps.

Evidence: Service-specific competitor gap: 2 of 6 clusters meet the cohort median (33.3%).

Why it matters: Aggregate visibility can hide a service where the business is structurally behind. Competitors are not winning everywhere; they are winning the clusters the business wants to grow.

Fix: Prioritize the two clusters with the largest commercial gap. Compare the sources and page coverage competitors have that the business does not.

Visibility snapshot

Surface	Observed signal	Reading
Local Pack	42.2%	Partial
Google Maps	45.0%	Partial
Organic search	45.8%	Partial
AI answers	41.5%	Partial
Business-competitor Top-10 share	17.6%	Weak

Signature visibility matrix

Service	Maps	Organic	AI	Opportunity
plumber	Strong	Strong	Strong	Maintain
emergency plumber	Weak	Partial	Absent	Critical
drain cleaning	Strong	Strong	Strong	Maintain
water heater repair	Strong	Strong	Partial	Improve
sewer repair	Absent	Absent	Absent	High
repiping	Absent	Absent	Absent	High

AI visibility

Consumer/search surfaces and model responses are recorded separately and never pooled into one opaque metric.

AI surface	Source type	Pairs	Mention	Recommend	Cite
Google AI Mode	consumer surface	8	50.0%	25.0%	37.5%
ChatGPT	model surface	8	37.5%	25.0%	25.0%
All validated surfaces	mixed	16	41.5%	22.2%	28.6%

Prompt-intent coverage: 50.0%. Repeat stability: 93.8%. Surface breadth: 100.0%.

Geo-grid summary

Surface	Top-3	Top-10	Top-20	Avg visible position
Local Pack	21.7%	42.2%	51.0%	1.3
Google Maps	26.5%	45.0%	51.6%	1.0
Organic	11.5%	45.8%	52.4%	7.3

Geo-grid coverage: 53.4% of observed points have a top-10 Maps result for at least one core intent. Weakest quadrant: 39.6%.

Quadrant	Top-10 coverage
NE	52.3%
NW	45.3%
SE	45.8%
SW	39.6%

Findings

Every applicable check is scored. N/A checks are removed from the denominator. Owner-data questions are never scored.

ID	Score	Confidence	What was observed	Fix
LV-INT-01	2/3	VERIFIED	Core service clusters with qualified visibility: 66.7%.	Prioritize the service clusters with no qualified visibility. Confirm the business actually sells them before treating the gap as a defect.
LV-INT-02	2/3	VERIFIED	Demand-weighted non-branded coverage: 54.7%.	Rebuild the content and entity strategy around the uncovered demand, starting with the highest-weight clusters. Do not optimize a head term at the expense of every other service.
LV-INT-03	1/2	VERIFIED	High-commercial-intent coverage: 51.2%.	Focus the next content and profile work on the commercial intents that are absent.
LV-INT-04	0/2	VERIFIED	Emergency-intent coverage: 16.3%.	Treat emergency visibility as a service-line decision: either build a credible urgent path or state that the business does not offer one.
LV-INT-05	1/2	VERIFIED	Service + city intent coverage: 45.6%.	Create or improve the location-specific service pages and confirm the market is actually served.
LV-INT-06	1/1	VERIFIED	Near-me intent coverage: 59.6%.	Check proximity, service-area configuration, and the strength of the local entity footprint before adding pages.
LV-INT-07	1/2	VERIFIED	Problem and symptom intent coverage: 29.4%.	Map content to the symptoms the business actually solves. Do not publish generic DIY content that cannot produce a service lead.
LV-MAP-01	1/3	VERIFIED	Local Pack demand-weighted Top-3 coverage: 21.7%.	Investigate relevance, proximity, authority, service-area competition, and profile configuration. Cross-reference GBP Scorecard for profile diagnosis.
LV-MAP-02	1/3	VERIFIED	Local Pack Top-10 coverage: 42.2%.	Look for the service and geographic clusters where the business disappears, not just the market average.
LV-MAP-03	1/2	VERIFIED	Local Pack Top-20 coverage: 51.0%.	Prioritize complete absence over rank improvement. A missing entity is a different problem from a weak rank.

ID	Score	Confidence	What was observed	Fix
LV-MAP-04	2/2	VERIFIED	Average visible Local Pack position: 1.3.	Use this as context, not as the primary score. Coverage and geographic consistency are more robust.
LV-MAP-05	2/3	VERIFIED	Google Maps demand-weighted Top-3 coverage: 26.5%.	Diagnose Maps separately. Check proximity, category relevance, and geographic coverage before assuming a content problem.
LV-MAP-06	1/2	VERIFIED	Google Maps Top-10 coverage: 45.0%.	Compare Maps and Local Pack results. A gap between them is diagnostic, not noise.
LV-MAP-07	2/3	VERIFIED	Geo-grid coverage: 53.4% of observed grid points.	Use the grid and quadrant summary to find the areas where the business disappears. Do not average the gap away.
LV-MAP-08	2/3	VERIFIED	Service clusters with at least 40% Maps Top-10 coverage: 50.0%.	Separate the strong service from the weak service in the report. The fix is usually service-specific, not market-wide.
LV-MAP-09	1/2	VERIFIED	Weakest grid quadrant Top-10 coverage: 39.6%.	Check whether the weak quadrant is actually served. If it is, investigate proximity and location-page coverage.
LV-ORG-01	1/3	VERIFIED	Demand-weighted organic Top-3 coverage: 11.5%.	Investigate the pages that rank, the intent match, and the authority gap. Cross-reference Website Scorecard for page quality.
LV-ORG-02	2/3	VERIFIED	Organic Top-10 coverage: 45.8%.	Focus on the service clusters with no top-10 presence. Confirm a relevant page exists before recommending content.
LV-ORG-03	1/2	VERIFIED	Organic Top-20 coverage: 52.4%.	Prioritize complete absence over marginal rank movement.
LV-ORG-04	1/2	VERIFIED	Demand-weighted organic rank credit: 0.38.	Use coverage bands for the primary diagnosis and rank credit as supporting context.
LV-ORG-05	1/2	VERIFIED	Dedicated service and problem pages rank for the core service intents, but near-me, city-modified, and high-ticket rankings sometimes resolve to the home page.	Map each commercial intent to a page that genuinely serves it. Do not score page speed, forms, or UX here; those belong to Website Scorecard.
LV-ORG-06	1/2	VERIFIED	City-modified organic Top-20 coverage: 50.0%.	Check location-page coverage and the market configuration before adding pages.
LV-ORG-07	1/1	VERIFIED	Service clusters with at least 30% organic Top-10 coverage: 66.7%.	Use the cluster view to decide whether the organic gap is service-specific or market-wide.
LV-AI-01	2/3	VERIFIED	AI mention coverage: 41.5%.	Analyze the prompt intents and surfaces where the business is absent. Distinguish mention from recommendation before prescribing a fix.
LV-AI-02	2/3	VERIFIED	AI recommendation coverage: 22.2%.	Analyze the citation and corroboration ecosystem, not just content. A recommendation usually depends on third-party evidence.
LV-AI-03	2/3	VERIFIED	AI citation coverage: 28.6%.	Build citable, source-worthy content and third-party corroboration. Do not claim a citation you cannot observe.
LV-AI-04	2/2	STRONG SIGNAL	Every observed mention is for the service in the prompt; no off-service mention was found in the synthetic AI answers.	If relevance is weak, investigate entity ambiguity and content-to-intent mismatch. Do not treat the mention as a win.
LV-AI-05	2/2	STRONG SIGNAL	Every mention places the business in Example County; no out-of-market recommendation was found.	Clarify the service area and entity location. Cross-reference GBP Scorecard for location configuration.
LV-AI-06	1/1	STRONG SIGNAL	The observed AI answers use the correct business name and domain wherever the business appears.	Correct the underlying entity footprint and cross-reference GBP Scorecard identity checks. Do not edit an AI answer directly.
LV-AI-07	2/2	VERIFIED	Competitive share of AI recommendations: 50.0%.	Compare the sources AI systems cite for the competitors. The gap is usually corroboration, not prompt wording.
LV-AI-08	1/2	VERIFIED	Prompt-intent coverage: 50.0%.	Expand prompt coverage and investigate the intents where the business never appears.
LV-AI-09	1/1	VERIFIED	AI repeat stability: 93.8%.	Increase repeats before drawing a conclusion. Report unstable prompts separately.
LV-AI-10	1/1	VERIFIED	Validated AI surface breadth: 100.0%.	Distinguish consumer/search surfaces from model surfaces in the report. Do not treat them as equivalent.
LV-CMP-01	2/2	VERIFIED	Business-competitor Top-3 share: 29.3%.	Identify the competitors winning the appearances and the surfaces where they win. Do not count directories as contractors.
LV-CMP-02	1/2	VERIFIED	Business-competitor Top-10 share: 17.6%.	Compare service by service. A market-wide average can hide a single-service collapse.
LV-CMP-03	0/1	VERIFIED	Maps share of visibility: 17.8%.	If Maps share is weak, investigate proximity and local relevance before content.

ID	Score	Confidence	What was observed	Fix
LV-CMP-04	0/1	VERIFIED	Organic share of visibility: 15.3%.	If organic share is weak, investigate page-to-intent coverage and authority.
LV-CMP-05	1/1	VERIFIED	AI recommendation share: 50.0%.	Compare the cited sources. AI recommendations often follow corroboration, not direct optimization.
LV-CMP-06	0/2	VERIFIED	Service clusters meeting the competitor median: 33.3%.	Prioritize the clusters where the gap is largest and the service matters commercially.
LV-CMP-07	0/1	VERIFIED	Grid quadrants meeting the competitor median: 0.0%.	Use the quadrant comparison to decide whether the gap is geographic or service-specific.
LV-AUT-01	1/2	VERIFIED	Relevant referring domains: 7.	Pursue a small number of genuinely relevant local, manufacturer, trade, or association sources. Do not buy generic directory links.
LV-AUT-02	1/2	STRONG SIGNAL	One local news source and one chamber listing corroborate the business. The remaining local-looking results are generic directories, not independent local corroboration.	Build relationships with local organizations, publications, and trade sources. Do not treat a generic directory as local proof.
LV-AUT-03	2/2	VERIFIED	Industry, manufacturer, and trade sources: 6.	Pursue manufacturer/dealer listings, trade associations, and credible trade publications where the business qualifies.
LV-AUT-04	2/2	VERIFIED	External listing consistency: 80.0%.	Correct the highest-authority inconsistent listings first. Cross-reference GBP Scorecard for the primary profile.
LV-AUT-05	0/1	VERIFIED	Relevant domains vs cohort median: 7 vs 9.	Compare the sources the leading competitors have that the business does not. Prioritize relevance over volume.
LV-AUT-06	0/1	VERIFIED	Authority overlap with AI citations: 14.3%.	Prioritize sources that both corroborate the entity and appear in AI citations.
LV-RES-01	0/1	VERIFIED	Surface HHI: 0.90 (lower is more diversified).	Do not weaken a strong surface. Build a second surface as insurance and report the concentration explicitly.
LV-RES-02	1/1	VERIFIED	Service HHI: 0.27.	Decide whether the concentration is intentional. If not, build visibility for the next most important service.
LV-RES-03	1/1	VERIFIED	Geographic HHI: 0.27.	Check whether the concentration matches the service area. If not, investigate proximity and location coverage.
LV-RES-04	1/1	VERIFIED	Branded share of search appearances: 10.5%.	Separate branded from non-branded demand in every report. Do not let branded rank inflate the core score.

Top fixes

#	Fix	Checks	Points	Effort
1	Build or explicitly decline a dedicated emergency visibility path	LV-INT-04, LV-MAP-09	+3	M
2	Diagnose the Local Pack gap by service and quadrant before adding pages	LV-MAP-02, LV-MAP-03, LV-MAP-07	+4	M
3	Close the competitor gap in the two most commercially important service clusters	LV-CMP-06, LV-AUT-05, LV-AUT-06	+3	L
4	Build citable, source-worthy content and third-party corroboration for AI answers	LV-AI-03, LV-AI-08	+2	L
5	Diversify discovery beyond Maps	LV-RES-01	+1	M

Revenue opportunities to investigate

OWNER DATA REQUIRED — not scored.

Search Console clicks by query cluster: Public SERP observation shows where the business appears; Search Console shows whether those impressions produced clicks.

- How many non-branded clicks did the tracked service and city query clusters receive in the last 90 days?
- Which clusters receive impressions but almost no clicks?

Search Console CTR and average position: A ranking can be visible and still be ignored. CTR and position separate a ranking problem from a result-quality problem.

- What are the impressions, clicks, CTR, and average position for each core service cluster?
- Does the business appear for the query but lose the click to a directory or a competitor?

Priority services by gross profit: The audit measures visibility across the configured services. The owner knows which services deserve disproportionate attention.

- Which service lines produce the highest gross profit per job?
- Which services should the business grow, maintain, or stop selling?

Qualified leads from non-branded organic search: Visibility is not the same as qualified demand. Only the owner can show whether an organic visit became a real lead.

- How many qualified leads came from non-branded organic search last quarter?
- What percentage became booked jobs?

Revenue from organic discovery: A visibility gap matters more when the affected service produces meaningful revenue.

- What revenue is attributable to non-branded organic search?
- Which service clusters produce the most revenue per organic lead?

AI referral traffic: A mention in an AI answer may or may not produce a visit. Referral data is the only public-adjacent way to see the handoff.

- Does analytics show referrals from AI surfaces such as Google AI Mode, ChatGPT, Gemini, Perplexity, or Claude?
- Which prompts or landing pages are associated with those referrals?

AI-origin leads and jobs: Being recommended by an AI system is not proof that the recommendation becomes a customer.

- Have AI referrals produced qualified leads or booked jobs?
- Do customers mention an AI answer when they call or submit a request?

Revenue concentration by service and area: A diversified visibility profile only matters if the underlying revenue is also diversified.

- What share of revenue comes from the top service and the top geographic area?

• Which service or area would hurt most if visibility declined?

Paid discovery return: Paid search and Local Services Ads are optional discovery channels. Their absence never lowers the public score.

• What is the cost per qualified lead for Search Ads and Local Services Ads?

• Does paid search cover demand the business cannot earn organically?

Opportunity flags

Urgent demand is the clearest visibility gap, and LSA can place a qualified plumbing business above the Local Pack.

The business is mentioned but rarely cited, which is the specific gap citation-source work addresses.

Local corroboration is thinner than the competitor median; credible local sources would strengthen both search and AI.

Emergency and high-ticket clusters lack a page that matches the intent.

Limitations

• Public Mode observes discovery only. It cannot prove that a visibility gap produced a lost job or a revenue loss.

• AI answers vary between runs. The fixture records three repeats per prompt and uses a majority rule; a live audit should increase repeats before drawing a firm conclusion.

• Local Pack, Google Maps, and organic results are observed separately. Different surfaces can order the same businesses differently.

• Authority relevance is classified from public source data; LV-AUT-02 remains a review-only judgment.

• Paid visibility is diagnostic and unscored. The absence of paid advertising never lowers the public score.

• The example is synthetic. It is not a real business, a real market, or a real competitor set.

Method and provenance

Public Mode observes public discovery. It does not call, text, book, submit a form, or change a profile. Owner-data questions are reported separately and never reduce the public score.

Source	Provider	Type	Surface	Method	Completeness
query-universe	synthetic	query_universe	query_universe	fixture	100%
google-local-pack	synthetic	serp	google_local_pack	fixture	100%
google-maps	synthetic	serp	google_maps	fixture	100%
google-organic	synthetic	serp	google_organic	fixture	100%
google-ai-mode	synthetic	ai	google_ai_mode	fixture	100%
chatgpt-llm	synthetic	ai	chatgpt	fixture	100%
backlinks	synthetic	backlinks	backlinks	fixture	100%
business-listings	synthetic	business_listings	business_listings	fixture	100%

`Rubric v1.0.0 · Scorer v1.0.0 · Query universe: sha256:f1e8f2e1817f87f64c6c07801b91315c0e51458eecf7496da8f060db92c93d6c · Run: 2026-01-01T0000-acme`

Synthetic example. Not a real business. The score is the rubric's output, not a target.