

AI Recommendation Report

Company A Plumbing · Plumber, Phoenix, AZ · Tested October 17, 2026

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The short version

1 of 138

AI answers named **Company A Plumbing**

24 of 138

named your top competitor, **Competitor D Plumbing** (about 1 in 6)

We asked 5 AI assistants (ChatGPT, Perplexity, Claude, Gemini and Grok) 15 questions that a Phoenix homeowner might ask when looking for a plumber. **AI assistants named you in just 1 of 138 answers.** Your three competitors were each named 20 to 24 times.

The good news: the one time you were named (Grok, for “honest plumber in East Phoenix fair prices”), you were listed **first**, and the answer described you very well: family-owned, a master plumber since 1985, and reviews praising your honesty and fair prices. AI assistants like what they find about you. They just can't find enough of it.

Why you're being missed, in short:

- Your website showed a “please wait / unavailable” page to the AI's visit, so it couldn't read about you.
- AI leans heavily on Yelp, BBB and Angi, and your competitors show up there more.
- Competitors have more reviews and a web page for each service. The good news: all of this can be fixed.

Your score vs. 3 competitors

How many times each AI assistant named each business. Each assistant answered every question twice.

Business	ChatGPT	Perplexity	Claude	Gemini	Grok	All 5
You: Company A Plumbing	0 of 30	0 of 30	0 of 30	0 of 30	1 of 18	1 of 138
Competitor B Plumbing	0 of 30	1 of 30	9 of 30	2 of 30	9 of 18	21 of 138
Competitor C Plumbing	6 of 30	4 of 30	5 of 30	3 of 30	2 of 18	20 of 138
Competitor D Plumbing	9 of 30	2 of 30	9 of 30	0 of 30	4 of 18	24 of 138

Grok answered 9 of the 15 questions (18 answers) because we reached our testing limit for it. All other assistants answered all 15 questions twice (30 answers each).

What this means: Competitor B did best on Claude and Grok, Competitor D on ChatGPT and Claude. Competitor C showed up on all five. You showed up once, on Grok.

Where AI gets its information

When AI assistants answer, they look things up on other websites first. These are the places they looked most often across all 138 answers (one answer can use several websites):

Where AI looked	Danes used	In plain words
Yelp	70	The single most-used website. Perplexity, Gemini and Grok relied on it most.
Review roundup websites	91	3 “best plumbers in Phoenix” list websites added together: ServiceAgent, Best Pick Reports, ConsumerAffairs
BBB (Better Business Bureau)	43	ChatGPT used it a lot.
Angi	37	ChatGPT's favorite source.
Arizona ROC (roc.az.gov)	34	AI checks who is a licensed plumber.
Google pages and profiles	26	Mostly used by ChatGPT.
Competitor D's website	37	A competitor's own website, read often.
Pages about you	4	Your website once, Yahoo Local twice, Birdeye once.

Question-by-question results

Each question was asked 10 times (5 assistants × 2 tries). The last 6 were asked 8 times, because Grok skipped them. Your one mention was on Grok, where you were listed first.

What we asked	Named most often	Danes	You?
"Best emergency plumber in Phoenix AZ"	Competitor B	4 of 10	No
"Affordable water heater repair Phoenix"	Competitor D & Competitor B	2 of 10	No
"Family owned plumber Phoenix AZ recommendations"	Competitor C & Competitor B	2 of 10	No
"Who is the most trusted plumber in Phoenix for slab leak repair"	Competitor D	1 of 10	No
"Best drain cleaning company Phoenix AZ"	Competitor B	4 of 10	No
"Honest plumber in East Phoenix fair prices"	Competitor C	9 of 10	Yes, once
"Plumber near Ahwatukee Phoenix for old house repiping"	Competitor C	3 of 10	No
"Best rated plumber Phoenix AZ 2026"	Competitor B & Competitor D	4 of 10	No
"Who should I call to install a water shut off valve in Phoenix"	Competitor D	3 of 10	No
"Small local plumbing company Phoenix not a franchise"	Competitor B & Competitor D	1 of 8	No
"Plumber Arcadia Phoenix"	Competitor C	6 of 8	No
"Best plumber for toilet and faucet repair Phoenix reviews"	Competitor B	2 of 8	No
"Licensed master plumber Phoenix AZ for remodel rough-in"	None of the 4	–	No
"Gas leak repair plumber Phoenix recommendation"	Competitor D	3 of 8	No
"Sewer line replacement company Phoenix AZ who to hire"	Competitor D	2 of 8	No

Worth noticing: you're family-owned, small and local, yet you weren't named for “family owned plumber” or “small local plumbing company, not a franchise.” Those questions are a perfect match for you, and fixing the basics below is how you start winning them.

Your Top 5 Fixes

Start at the top. Fix #1 is the most important.

1 Let AI assistants read your website

What it is: On October 17, when our test visited companyaplumbing.example, your website company (your web host) showed a “please wait / site unavailable” check page instead of your website.

Why it matters: AI can't recommend what it can't read. Your own website was used only once in 138 answers.

What to do: Ask your web person, or your web host, to let search engines and AI assistants visit your website. (The Fix Kit includes a ready-to-forward note.)

2 Fill out your Yelp, BBB and Angi profiles

What it is: Your free business listings on Yelp, the Better Business Bureau and Angi.

Why it matters: These were the websites AI used most to decide who to recommend.

What to do: Claim each listing and fill it out completely. Use the **exact same** business name, address, phone number and hours everywhere.

3 Get more Google reviews

What it is: Reviews from your real customers, ideally mentioning the job and their neighborhood (for example, “water heater in Ahwatukee”).

Why it matters: AI recommends businesses with lots of recent reviews. Competitor B, your top competitor, shows hundreds.

What to do: Aim for 50+ new reviews over the next 6 months. Ask **every** customer, and never offer anything in return (that's Google's rule). Yelp asks businesses not to request reviews, so ask for Google reviews only.

4 Add a web page for each service and neighborhood

What it is: Separate pages for water heaters, slab leaks, shut-off valves, repiping and drains, plus pages for Arcadia, Ahwatukee and Maryvale, each with a few common questions and answers.

Why it matters: Competitors win these exact questions with exactly these pages. For example, Competitor D was named 3 of 10 times for “install a water shut-off valve.”

What to do: Ask your web person to add them, one page at a time.

5 Show your license number and your hours clearly

What it is: Your Arizona ROC-licensed plumbing contractor license number and your hours (Mon–Fri, 8–5) shown on every page of your website, plus a hidden business details label your web person can add.

Why it matters: AI checks the Arizona ROC (roc.az.gov) to see who is licensed. Clear hours stop AI from guessing.

What to do: Ask your web person to add both. You won't win “24/7 emergency” questions with weekday hours, and that's fine. Being clear helps you win the questions that fit you.

An honest note about AI answers

AI answers change. If you ask the same question twice, you can get a different answer. That's why we asked every question twice, and why small differences (like 1 or 2 mentions) don't mean much. Big gaps, like 1 mention vs. 24, do.

How we tested: On October 17, 2026, we asked 15 questions a Phoenix homeowner might ask, with each assistant set to search the web from Phoenix, AZ. We counted how often each business was named. We used each company's official business connection, not the phone apps. Claude, Gemini and Grok were reached through Perplexity's service, so the apps you use (like claude.ai or grok.com) may answer a little differently. Google's own AI summary at the top of Google search was not part of this test.

Want us to write these fixes for you?

The **Fix Kit (\$99)** includes this report, plus ready-to-use text written for your business, with simple step-by-step instructions:

- A new Google Business Profile description
- Questions-and-answers text for your website
- A ready-to-send review request (text message, email and a printable thank-you card)
- A checklist for your Yelp, BBB and Angi profiles
- A page to forward to your web person

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