SAMPLE REPORT · NORTHFIELD COMFORT HEATING & AIR IS A FICTIONAL BUSINESS. EVERY BOLDZEE AI VISIBILITY AUDIT IS DELIVERED IN THIS FORMAT.

AI VISIBILITY AUDIT BY BOLDZEE

AI Visibility Audit Report

What ChatGPT, Gemini, Perplexity and Google AI Overviews say when customers ask for an HVAC company in Cedar Falls; why they recommend competitors; and what to fix first.

NC
NORTHFIELD COMFORT HEATING & AIR
northfieldcomfort.example

OVERALL AI VISIBILITY SCORE



23 of 80
answers name you

CRITICAL GAP

A well-reviewed business AI rarely recommends. Old contact details, a thin Google profile and a website that never names your city keep you out of most answers.

LOCATION	AUDIT DATE	SPECIALIST	SCOPE
Cedar Falls One location · HVAC	**Nov 3, 2026** Answers captured Oct 27 to 29	**Ethan** AI Search and Local Visibility · 3 yrs	**20 × 4** Questions × AI tools · 12 dimensions

USING THIS REPORT

Three Ways To Get The Most Out Of It.

Your audit is delivered in three formats so you can read, share and act on it however you work best.

INCLUDED

FORMAT 01

Interactive HTML

The living version: browse all 20 captured AI answers, compare competitors and revisit it any time while your team works through the fixes. Private link stays live for one year.

Open the interactive report ↗

INCLUDED

FORMAT 02

Print-Ready PDF

The same audit, paginated and ready to forward to your developer, agency or marketing team, or print and mark up by hand. The PDF is yours to keep.

Download the PDF ↓

ADD-ON · $499

FORMAT 03

AI Visibility Diagnosis

A 15-minute personal video where your BoldZee specialist walks through what each AI tool said, why competitors are named instead of you, and which fixes to do first, in order of cost. Made for busy owners; no technical background needed. You can keep it and forward it.

Add The Video Diagnosis →

AVAILABLE ADD-ON

Want Us To Walk You Through It?

In a 15-minute personal video, your specialist goes through what each AI tool says about you, who it names instead and why, and the fixes in order of cost. You can add it to this audit any time.

Add The Video Diagnosis · $499

AT A GLANCE

AI Names You In 23 Of 80 Answers

We asked ChatGPT, Gemini, Perplexity and Google AI Overviews the same 20 questions your customers ask. Here is how often each tool named Northfield Comfort Heating & Air, and whether it got your details right.



OVERALL · CRITICAL GAP

C	ChatGPT	Named in 5 of 20 · 2 with wrong details	19 /100
G	Gemini	Named in 10 of 20 · 2 with wrong details	44 /100
P	Perplexity	Named in 2 of 20 · 1 with wrong details	7 /100
AI	Google AI Overviews	Named in 6 of 20 · 1 with wrong details	27 /100

How Scoring Works

Every tool gets the same 20 questions, every time. You earn 5 points when it names you with correct details, 2 points when it names you with a wrong detail, and 0 when you are missing. 20 questions × 5 points = 100. The overall score is the average of the four tools. Scores of 0 to 40 are a critical gap, 41 to 70 need work, 71 and up are solid.

57
Answers where you are missing entirely

6
Answers with a wrong phone, address or hours

0 / 24
Answers naming you in Brookside, Millbrook or Lakeview

46
Times Summit Air & Heat is named in your place

Customers who ask AI for heating and cooling help in Cedar Falls usually hear about **Summit Air & Heat**, **BlueLine Heating & Cooling** and **Riverbend Mechanical**. Northfield Comfort has strong reviews (4.6 stars from 212), but AI tools cannot easily confirm what you do, where you work, or how to reach you. The good news: the biggest causes are fixable in weeks, and most need no rebuild.

THE 3 BIGGEST GAPS

What AI Gets Wrong, And What It Costs

Ranked by the calls they likely cost you. Call estimates use your intake details and typical HVAC call rates; they are reasoned ranges, not promises.

01 AI Does Not Send You Emergency Calls

For urgent questions like “emergency furnace repair near me” you are named in **4 of 24** answers. Two of those say you have **no after-hours service** or are **closed on weekends**. You do offer 24/7 service; it just is not written anywhere AI reads, so Summit Air & Heat and Cedar Valley Comfort Pros get the call.

EVIDENCE Q02 Q05 Q08 Q12 Q17 Q20 · FIXES 02 03

LIKELY COST

About 8 to 12 calls a month

We estimate about 300 urgent HVAC questions a month in your area now go through AI tools. Each answer names 2 or 3 companies. Being named regularly, at a typical 3 to 4% call rate, is worth about 8 to 12 calls.

02 AI Has Your Old Phone Number And Address

Five older directory listings still show **(555) 410-7716**, and two show **88 Mill Street**. All four AI tools repeat one of these at least once. When your details do not match across the web, AI is less sure who you are, so it names you less often; and when it does, some callers reach a dead line.

EVIDENCE Q01 Q13 Q15 · FIX 01

LIKELY COST

About 3 to 5 calls a month

About 1 in 6 of your AI mentions carries old contact details. AI mentions likely bring you 20 to 30 calls a month today, so 3 to 5 of those callers hit a dead number or the wrong address.

03 You Are Invisible In Brookside, Millbrook And Lakeview

You serve all three cities, but you are named in **0 of 24** answers about them. Your website and Google profile only mention Cedar Falls, and no service area is set. AI cannot connect you to a city you never name, so it sends those customers to BlueLine, Cedar Valley and Polar Peak.

EVIDENCE Q03 Q08 Q09 Q14 Q17 Q18 · FIXES 02 07

LIKELY COST

About 6 to 9 calls a month

These three cities hold about 40% of the homes in your service area. Being named in even a third of their answers, at the same call rate as Gap 1, brings about 6 to 9 calls.

15 to 24 calls a month Combined estimate, allowing for some overlap between gaps. Fixes 01 to 03 in the Fix Plan address the first two gaps and can be done this week.

ChatGPT And Gemini

TOOL 01

ChatGPT

19 /100

CRITICAL GAP

We checked: **Are you named for local service questions, and are the details correct?**

Rarely. Named in 5 of 20 answers, and 2 of those 5 have wrong details.

Named only for furnace replacement, older gas furnaces, heat pump vs furnace, 24/7 service and your own name. **Never named for "best HVAC company" or emergency questions.**

Says you have **no after-hours service** (Q05) and lists your **old address, 88 Mill Street** (Q15).

ChatGPT leans on review sites and local "best of" lists. Summit Air & Heat and BlueLine appear on both; you appear on neither.

WHO CHATGPT NAMES (OF 20 ANSWERS)

Summit Air & Heat	12 of 20
Riverbend Mechanical	7 of 20
BlueLine Heating & Cooling	6 of 20
Cedar Valley Comfort Pros	5 of 20
Polar Peak HVAC	5 of 20
You	5 of 20

TOOL 02

Gemini

44 /100

NEEDS WORK

We checked: **Where do you appear, how are you described, and who is ranked above you?**

Your strongest tool. Named in 10 of 20 answers, usually in second place.

Where: mostly Cedar Falls questions about furnaces, tune-ups, mini splits and maintenance. Never for other cities or emergency repairs.

How: "furnace repair, heat pumps and AC service in Cedar Falls; 4.6 stars from 212 reviews." Accurate and positive.

Wrong: says you are **closed on weekends** (Q20) and shows your **old address** once (Q13). Both come from your Google profile and an old listing.

Summit Air & Heat ranks above you most often. It has 3 times your reviews and 6 Google categories to your 1.

RANKED ABOVE YOU (WHEN YOU APPEAR)

Summit Air & Heat	3×
Polar Peak HVAC	3×
Riverbend Mechanical	2×
BlueLine Heating & Cooling	1×
Cedar Valley Comfort Pros	1×

Perplexity And Google AI Overviews

P

TOOL 03

Perplexity

7 /100

CRITICAL GAP

We checked: **Which websites does it trust for HVAC in Cedar Falls, and are you on them?**

Almost never named (2 of 20). Perplexity quotes local lists and directories, and you are properly listed on none of them.

Perplexity shows its sources. The **Cedar Falls Living "Best Of 2026"** list is its top source; Summit, BlueLine and Riverbend are on it.

Your only real presence is **Yelp, with the old phone number**, and one Reddit thread from 2023.

WEBSITE PERPLEXITY CITES	CITED IN	ARE YOU ON IT?
yelp.com	13 of 20	LISTED; OLD PHONE
Cedar Falls Living: Best Of 2026	9 of 20	NOT LISTED
angi.com	7 of 20	NOT LISTED
summitairheat.example	4 of 20	COMPETITOR SITE
bbb.org	3 of 20	NO PROFILE
homeadvisor.com cost guide	3 of 20	NOT LISTED
reddit.com/r/CedarFalls	3 of 20	ONE 2023 THREAD
Cedar Falls Courier	2 of 20	NOT MENTIONED

AI

TOOL 04

Google AI Overviews

27 /100

CRITICAL GAP

We checked: **Do you appear in Google's AI answers for local searches?**

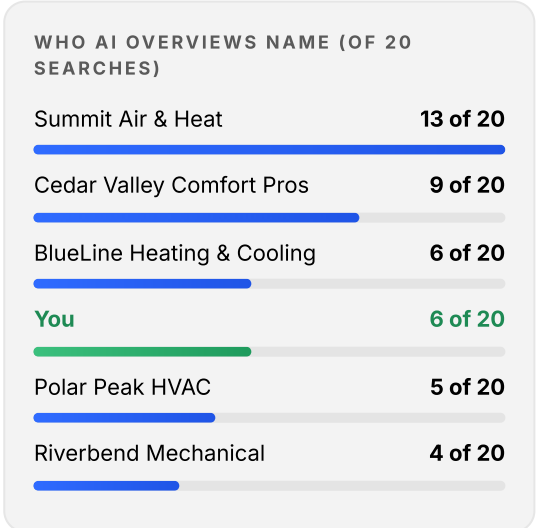
AI Overviews are the AI summaries Google shows above normal search results.

Sometimes. Named in 6 of 20 searches, mostly when a question names a service you list.

Appears for furnace replacement, mini splits, tune-ups, same-day repair and your own name.

For "best HVAC company in Cedar Falls" it names you, but with the **old phone number** (Q01).

Missing for every emergency, cost and other-city search. Google's AI reads your Google profile and website; with one category and no city on your home page, it has little to quote.



CAPTURED ANSWERS

20 Questions, 4 AI Tools, 80 Real Answers

Every answer was captured from Cedar Falls while signed out, and dated. Click any dot to open that answer, or use the filters below. Green means you were named correctly, red means you were named with wrong details, and an empty circle means you were missing.

#	CUSTOMER QUESTION	CHATGPT	GEMINI	PERPLEXITY	AI OVERVIEWS
01	best HVAC company in Cedar Falls	○	●	○	●
02	emergency furnace repair near me	○	○	○	○
03	who installs heat pumps in Brookside	○	○	○	○
04	how much does AC repair cost in Cedar Falls	○	●	○	○
05	24/7 HVAC service Cedar Falls	●	●	○	○
06	furnace replacement Cedar Falls reviews	●	●	○	●
07	heat pump rebates and installers in Cedar Falls	○	○	○	○
08	AC not cooling, who should I call in Millbrook	○	○	○	○
09	best rated heating company in Lakeview	○	○	○	○
10	ductless mini split installation Cedar Falls	○	●	○	●
11	furnace tune-up near me	○	●	○	●
12	HVAC company open on Sunday in Cedar Falls	○	○	○	○
13	who repairs older gas furnaces in Cedar Falls	●	●	○	○
14	air conditioner installation Brookside	○	○	○	○
15	is Northfield Comfort Heating & Air any good	●	●	●	●
16	HVAC maintenance plan Cedar Falls	○	●	●	○
17	emergency AC repair Millbrook	○	○	○	○
18	affordable furnace repair in Lakeview	○	○	○	○
19	heat pump or furnace; who should I ask for a quote in Cedar Falls	●	○	○	○
20	same-day HVAC repair Cedar Falls	○	●	○	●

● Mentioned · **17** ● Wrong Details · **6** ○ Missing · **57**

AI TOOL: All Tools | C ChatGPT | G Gemini | P Perplexity | AI AI Overviews

RESULT: All | ● Mentioned | ● Wrong Details | ○ Missing

QUESTION: Q01 · best HVAC company in Cedar Falls

Q01 “best HVAC company in Cedar Falls”

ChatGPT

Oct 27, 2026 · 9:00 AM
Asked from Cedar Falls, signed out

Here are some HVAC companies in Cedar Falls that customers often recommend:

1. **Summit Air & Heat**: 4.8 stars from 640+ Google reviews and 24/7 emergency service.
2. **BlueLine Heating & Cooling**: strong reviews for heat pump installs in Brookside and Cedar Falls.
3. **Riverbend Mechanical**: family-owned since 1987 with upfront flat-rate pricing.

Tip: ask for a written quote and check they are licensed and insured.

MISSING Named instead: Summit Air & Heat, BlueLine Heating & Cooling, Riverbend Mechanical.

Gemini

Oct 27, 2026 · 9:02 AM
Asked from Cedar Falls, signed out

Here are some top-rated HVAC companies in Cedar Falls, based on Google Maps:

1. **Summit Air & Heat** ★ 4.8: 4.8 stars from 640+ Google reviews and 24/7 emergency service.
2. **Northfield Comfort Heating & Air** ★ 4.6: furnace repair, heat pumps and AC service in Cedar Falls; 4.6 stars from 212 reviews.
3. **BlueLine Heating & Cooling** ★ 4.7: heat pump and ductless specialists, featured in Cedar Falls Living Best Of 2026.
4. **Riverbend Mechanical** ★ 4.7: known for furnace replacements and clear written quotes.

Want me to check hours or directions for any of these?

MENTIONED Named #2 of 4; details correct.

Perplexity

Oct 28, 2026 · 9:04 AM
Asked from Cedar Falls, signed out

For HVAC companies in Cedar Falls, these names come up most often in reviews and local lists:

1. **Summit Air & Heat**: 4.8 stars from 640+ Google reviews and 24/7 emergency service. [1]
2. **BlueLine Heating & Cooling**: strong reviews for heat pump installs in Brookside and Cedar Falls. [2]
3. **Cedar Valley Comfort Pros**: same-day visits and financing options. [3]

1 · Cedar Falls Living: Best Of 2026 · 2 · yelp.com · 3 · bbb.org

MISSING Named instead: Summit Air & Heat, BlueLine Heating & Cooling, Cedar Valley Comfort Pros.

Google AI Overviews

Oct 29, 2026 · 9:06 AM
Asked from Cedar Falls, signed out

AI Overview

Several local companies offer HVAC companies in Cedar Falls, including:

1. **Summit Air & Heat**: 4.8 stars from 640+ Google reviews and 24/7 emergency service.
2. **Northfield Comfort Heating & Air**: call (555) 410-7716.
3. **BlueLine Heating & Cooling**: heat pump and ductless specialists, featured in Cedar Falls Living Best Of 2026.

WRONG DETAILS Old phone number. Your current number is (555) 410-2280.

THE 12 DIMENSIONS WE CHECKED · 01 TO 03

What AI Tools Say About You

C

DIMENSION 01

ChatGPT

2/10

CRITICAL GAP

WHAT WE FOUND

- Named in **5 of 20** answers; never for “best HVAC” or emergency questions.
- **2 wrong details:** no after-hours service, and the old address.
- Its favourite sources (review sites, “best of” lists) do not feature you.

WHAT TO DO

- Fix your listings first, so every source ChatGPT reads agrees (Fix 01).
- Get onto the local lists it quotes (Fix 08) and state 24/7 service on your site (Fix 03).

G

DIMENSION 02

Gemini

4/10

CRITICAL GAP

WHAT WE FOUND

- Named in **10 of 20**, usually second behind Summit Air & Heat.
- Says you are **closed on weekends**; shows the old address once.
- Describes you accurately when it does name you.

WHAT TO DO

- Complete your Google Business Profile, including weekend and emergency hours (Fix 02).
- Restart reviews so Gemini has fresh proof you are active (Fix 05).

P

DIMENSION 03

Perplexity

1/10

CRITICAL GAP

WHAT WE FOUND

- Named in **2 of 20**; one shows the old phone number.
- Its top source, the **Best Of 2026** list, does not include you.
- Yelp is your only directory it cites, and it has the old number.

WHAT TO DO

- Correct Yelp and claim BBB and Angi profiles (Fixes 01, 08).
- Apply for next year's Best Of list and pitch the Cedar Falls Courier (Fix 10).

Google, Your Profile And Your Reviews

AI

DIMENSION 04

Google AI Overviews

3 /10

CRITICAL GAP

WHAT WE FOUND

- Named in **6 of 20** searches; one with the old phone number.
- Missing for every emergency, cost and other-city search.

WHAT TO DO

- Name your city, services and 24/7 hours on the home page (Fix 03).
- Add structured data so Google can read your details directly (Fix 06).

DIMENSION 05

Google Business Profile

4 /10

CRITICAL GAP

In plain terms: your free listing on Google Maps. Gemini and Google AI read it first.

WHAT WE FOUND

- **Only one category** (“HVAC contractor”). Summit has six.
- Services list is empty; no service areas; **no weekend or emergency hours**.
- 9 photos, and the last post was 14 months ago.

WHAT TO DO

- Add categories such as Furnace repair service, Heating contractor and Air conditioning repair service.
- List every service, add Brookside, Millbrook and Lakeview as service areas, set 24/7 hours, add 20+ photos (Fix 02).

DIMENSION 06

Reviews

3 /10

CRITICAL GAP

WHAT WE FOUND

- 212 reviews at 4.6 stars, but **no new reviews in 90 days**.
- Only about 1 in 8 reviews mentions a service and a city.
- You reply to about 10% of reviews. Summit gets around 25 new reviews a month.

WHAT TO DO

- Ask every customer by text after each job; aim for 6 to 8 reviews a month (Fix 05).
- Prompt them to mention the service and their city; reply to every review.

Listings, Sources And Your Website

DIMENSION 07

Business Listings

3 /10

CRITICAL GAP

In plain terms: your name, address and phone on sites like Yelp, BBB, Apple Maps and Bing.

WHAT WE FOUND

- We checked 18 directories. **5 show the old phone number**; 2 show 88 Mill Street.
- 2 duplicate listings; your name appears three different ways.

WHAT TO DO

- Update every listing to one exact name, address and phone; remove duplicates (Fix 01).

DIMENSION 08

Trusted Sources

2 /10

CRITICAL GAP

WHAT WE FOUND

- AI tools cite 8 websites for HVAC in Cedar Falls. You are properly on **none**.
- Not on the Best Of 2026 list, BBB or Angi. Summit is on all three.

WHAT TO DO

- Claim BBB and Angi profiles; apply for the Best Of list (Fix 08).
- A Competitor Deep Dive shows every source your top rivals use.

DIMENSION 09

Website Content

4 /10

CRITICAL GAP

WHAT WE FOUND

- **The home page never names Cedar Falls**, or the words “24/7” and “emergency”.
- One “Services” list page; no pages for furnaces, heat pumps, AC or emergency work.
- No pages for Brookside, Millbrook or Lakeview; no answers on cost.

WHAT TO DO

- Rewrite the home page heading: “24/7 Heating And Cooling In Cedar Falls” (Fix 03).
- Add one page per main service and per city, plus a pricing and FAQ page (Fixes 07, 11).

Markup, Access And Local Authority

DIMENSION 10

Structured Data

1/10

CRITICAL GAP

In plain terms: hidden labels in your website code that tell AI your name, services, hours and service area.

WHAT WE FOUND

- **No structured data at all.** No local business, service or FAQ markup.
- AI has to guess your details from page text, which never names your city.

WHAT TO DO

- Add local business, service and FAQ markup; test it with Google's free tool (Fix 06).

DIMENSION 11

AI Crawler Access

5/10

NEEDS WORK

In plain terms: a crawler is the program an AI tool uses to read your website.

WHAT WE FOUND

- Your robots.txt file allows all crawlers, and Google can read the site.
- But your hosting firewall **blocks ChatGPT's and Perplexity's crawlers**, so they cannot read your pages.

WHAT TO DO

- Allow GPTBot, OAI-SearchBot and PerplexityBot in the firewall settings, then re-test (Fix 04).

DIMENSION 12

Local Authority

3/10

CRITICAL GAP

WHAT WE FOUND

- 6 local websites link to you; Summit has more than 40.
- No local news mention since 2022; not on your equipment supplier's “find a dealer” page; not in the chamber of commerce.

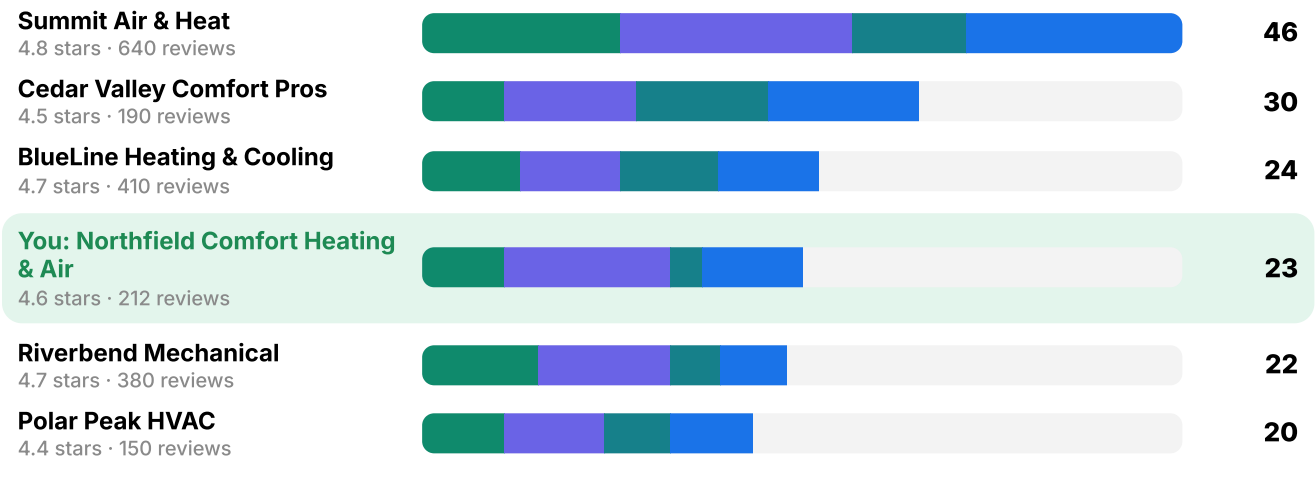
WHAT TO DO

- Join the chamber, ask your supplier for a dealer listing, sponsor one local event a year, and share a seasonal tip with the Courier (Fix 10).

COMPETITORS

Who AI Recommends Instead

Every business named across all 80 answers, how often, and the reasons AI gives. Bars are split by tool.



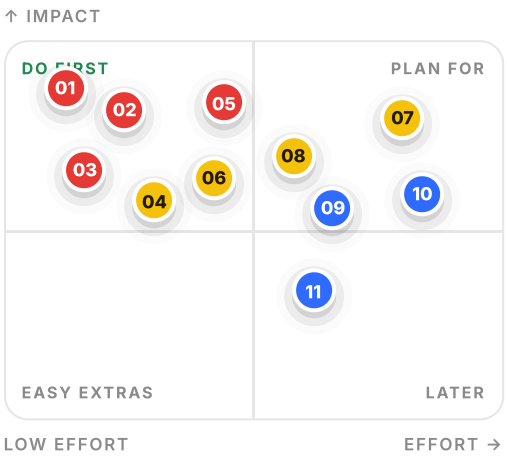
BUSINESS	TOTAL	CHATGPT	GEMINI	PERPLEXITY	AI OVERVIEWS	REASONS AI GIVES
Summit Air & Heat Competitor	46	12	14	7	13	24/7 emergency service; 4.8 stars from 640+ reviews; listed on Best Of 2026
Cedar Valley Comfort Pros Competitor	30	5	8	8	9	Same-day visits; financing; covers Millbrook and Lakeview
BlueLine Heating & Cooling Competitor	24	6	6	6	6	Heat pump and ductless specialist; Best Of 2026 winner; strong in Brookside
Northfield Comfort Heating & Air You	23	5	10	2	6	Furnace repair, heat pumps, friendly technicians; 6 of 23 mentions carry wrong details
Riverbend Mechanical Competitor	22	7	8	3	4	Family-owned since 1987; flat-rate pricing; furnace replacements
Polar Peak HVAC Competitor	20	5	6	4	5	Low-cost tune-ups and maintenance plans; popular in Lakeview

The Pattern

The businesses AI names most are not necessarily better; they are easier to read. Each has a full Google profile, steady new reviews, matching details everywhere and a spot on the local lists AI quotes. Every one of those is on your Fix Plan.

Fixes Ranked By Impact Against Effort

Start at the top; we begin with what loses you the most customers. Every fix can be handed to your developer, your agency or BoldZee. BoldZee prices are fixed and always optional.



P0 **Critical · fix first.** Losing you calls right now.

P1 **High · this month.** Big lift once P0 is done.

P2 **Build · long term.** Keeps you ahead.

Impact and effort are rated with 1 to 4 dots. “Done when” lines tell whoever does the work exactly what finished looks like.

Quick Wins THIS WEEK · LOW EFFORT

#	FIX AND WHY IT MATTERS	PRIORITY	IMPACT	EFFORT	IF BOLDZEE DOES IT
01	**Fix your old phone number and address everywhere** Four AI answers send callers to a dead line or the old shop. Matching details also make AI more confident naming you. OWNER OR AGENCY **Done when:** all 18 listings show (555) 410-2280 and 1420 Harlow Avenue; 2 duplicates removed.	P0	●●●●	●○○○	**$399** Business Listings Cleanup
02	**Complete your Google Business Profile** Gemini and Google AI read it first. One category and no hours hides your emergency, furnace and heat pump work. OWNER OR AGENCY **Done when:** 4+ categories, full services list, 3 extra service areas, 24/7 hours and 20+ new photos.	P0	●●●●	●○○○	**$449** Google Business Profile Optimization
03	**Say “Cedar Falls” and “24/7 emergency service” on your home page** AI cannot match you to local or urgent questions your site never mentions. DEVELOPER **Done when:** main heading, first paragraph and footer name your city, other cities and 24/7 service.	P0	●●●○	●○○○	**$150** Fixed quote
04	**Let AI tools read your website** Your firewall turns away ChatGPT's and Perplexity's crawlers, so they rely on old directories instead. DEVELOPER OR HOST **Done when:** GPTBot, OAI-SearchBot and PerplexityBot get a normal page, not an error.	P1	●●●○	●○○○	**$90** Fixed quote

FIX PLAN · 2 OF 2

This Month And Long Term

This Month

BIGGER LIFT · 2 TO 4 WEEKS

#	FIX AND WHY IT MATTERS	PRIORITY	IMPACT	EFFORT	IF BOLDZEE DOES IT
05	**Restart reviews with a simple request process** No reviews in 90 days tells AI you may be less active. Reviews that name a service and city teach AI what you do and where. OWNER **Done when:** every finished job gets a review text; 6 to 8 new reviews a month.	P0	●●●●	●●○○	**Included** Set up as part of Fix 02
06	**Add local business, service and FAQ structured data** Gives AI your name, services, hours and cities in a format it reads directly, instead of guessing. DEVELOPER **Done when:** markup on home, service and FAQ pages passes Google's Rich Results Test.	P1	●●●○	●●○○	**$349** AI-Ready Website Markup
07	**Build service pages and city pages** Closes Gap 3. One page each for furnaces, heat pumps, AC and emergency service, plus Brookside, Millbrook and Lakeview. DEVELOPER OR AGENCY **Done when:** 7 pages live, each answering real customer questions for that service or city.	P1	●●●●	●●●○	**$780** Fixed quote · 7 pages
08	**Get onto the websites AI quotes** Perplexity and ChatGPT lean on Best Of lists, BBB and Angi. Summit is on all three; you are on none. OWNER OR AGENCY **Done when:** BBB and Angi profiles claimed; Best Of 2027 application submitted.	P1	●●●○	●●○○	**$199** Competitor Deep Dive, to map every source

Long Term

ONGOING · KEEPS YOU AHEAD

#	FIX AND WHY IT MATTERS	PRIORITY	IMPACT	EFFORT	IF BOLDZEE DOES IT
09	**Keep your profile active every month** Fresh posts, photos and reviews tell AI you are open and busy. OWNER OR AGENCY **Done when:** 2 posts and 5 photos a month, every review answered.	P2	●●●○	●●○○	**Monthly** Local SEO Management
10	**Build local mentions and links** AI trusts businesses that local sites talk about. OWNER **Done when:** chamber listing, supplier dealer page, one sponsorship and one news mention.	P2	●●●○	●●●○	**$450** Fixed quote
11	**Publish a pricing and FAQ page** "How much does AC repair cost" is asked often; today AI quotes a cost guide and names Polar Peak. OWNER AND DEVELOPER **Done when:** typical price ranges and 10 real customer questions answered.	P2	●●○○	●●○○	**$240** Fixed quote

01 to 03
Fix both contact-detail errors and the emergency gap this week

01 to 08
Address every gap and every critical dimension in this report

Re-check
Run the free AI Visibility Score 4 to 6 weeks after the fixes

SPECIALIST SIGN-OFF

Reviewed And Signed By Your Specialist



Hi, I'm Ethan. I specialise in AI search and local visibility, and I was assigned to Northfield Comfort Heating & Air the day your audit came in.

I read every one of the 80 captured answers, checked each competitor against Google Maps, and reviewed every score, gap and fix in this report. AI helped with the measuring; the conclusions are mine, and I stand behind each one.

Your reviews are genuinely strong. The problem is that AI cannot easily confirm who you are, where you work or that you answer at 2 a.m. Start with Fixes 01 to 03 this week. If anything here is unclear, reply to your delivery email and I will answer it.

Ethan

Ethan · BoldZee Specialist
AI Search and Local Visibility · Vancouver · 3 yrs
Signed off Nov 3, 2026

- ✓ All 80 captured answers read and checked
- ✓ Every competitor verified on Google Maps
- ✓ Profile, reviews, listings and website reviewed
- ✓ Every score, gap and fix signed off

WHAT AI HELPED WITH

- Asking the 20 questions in all 4 tools
- Capturing and dating each answer
- Counting mentions and sources

WHAT ETHAN DECIDED

- What AI gets wrong, and why
- What it is likely costing you
- Which fixes come first

01
You Submitted
Website, name, city and category. No logins or account access.

02
Assigned
Ethan was assigned the same day.

03
Measured
20 questions across 4 AI tools, then your profile, reviews, listings and website.

04
Delivered
This report, in 4 business days.

Ready To Get Recommended?

Your reviews already earn trust. These fixes help AI tools see it. Choose the path that suits you; every option is optional.

DONE FOR YOU · FASTEST

Get A Quote For The Fixes

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