AI VISIBILITY SNAPSHOT

Sample: a yoga studio in north Phoenix

Can people find you when they ask AI? · 2026-11-05

AI VISIBILITY SCORE

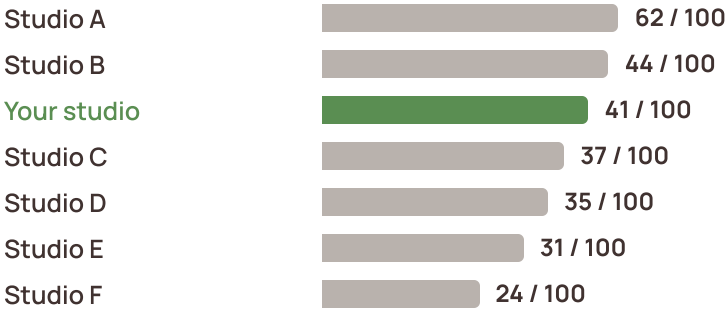
41 / 100

In the conversation

AI names you often, but not reliably. Out of every 10 people who ask an AI assistant these questions, about 4 would hear your name. On ChatGPT, which most people use, it's about 1 in 3. You rank #3 among the businesses AI named. Studio A is named most often.

How you compare

The same score for the businesses AI named most on your questions



What the score means

It estimates how many of every 100 people asking an AI assistant these questions would hear your name. Each tool counts in line with how many people use it, so ChatGPT counts most.

70 to 100	A top pick
40 to 69	In the conversation
15 to 39	Easy to miss
0 to 14	Hard to find

Why this matters

45%

of consumers use ChatGPT or other AI tools for local business recommendations.

BrightLocal Local Consumer Review Survey, 2026

About 4

businesses named in a typical ChatGPT answer. If you're not one of them, that person doesn't hear about you.

BrightLocal local AI visibility study of 200,000 searches, September 2026

About 3 in 4

AI assistant visits go to ChatGPT, which is why it counts most in your score.

StatCounter AI chatbot market share, April 2026

Want help moving your score up?
Pick a plan and we'll start on your website and listings in the first month.

Pick a plan and get started

How AI describes you

Word for word from the answers. Anything out of date or wrong here is what people are hearing about you.

"For a first visit, choose Your studio's foundational or restorative class rather than power or hot yoga, and confirm the current schedule and intro pricing before going."

PERPLEXITY

"Located in the heart of [your neighborhood], Your studio offers classes ranging from beginner to advanced levels, including power yoga, flow, yin, restorative, and mat Pilates."

CHATGPT

"Other well-reviewed options: Your studio ([rating] on Yelp), Studio H, Studio I, Studio A, Studio D, and Studio J downtown."

CLAUDE

"While Studio C and Your studio appear to primarily offer in-studio classes based on their Mindbody schedules, it's always a good idea to check their direct websites for the most current online offerings."

GEMINI

"Your studio is a strong choice for north Phoenix, especially if you want a welcoming studio with varied classes."

PERPLEXITY

"Your studio: Offers master-level teachers and unique classes like [your specialty] and virtual fitness sessions."

CLAUDE

Worth checking

- Claude quoted your Yelp rating, while Google AI Mode showed your Google rating, and the two didn't match. AI repeats whichever profile it finds, so both need attention.
- Gemini told people you "appear to primarily offer in-studio classes," based on your Mindbody schedule. Yet one of the pages it cited was your Mindbody listing for an online all-levels class.
- Claude told people that many of these studios are on ClassPass, "so you can sample a few before committing." ClassPass's own partner FAQ says it often pays a lower per-spot rate than a direct booking.
- Perplexity files you under "traditional and restorative." If that's not how you want new students to see you, your website needs to say otherwise.

By AI tool

6 of 18	9 of 18	18 of 18	8 of 18	5 of 6
ChatGPT	Gemini	Perplexity	Claude	Google AI Mode
named about 1 in 3	named about 1 in 2	named every time	named about 2 in 5	named about 4 in 5

Google showed no AI Overview for any of these searches, on desktop or mobile. It showed its regular map results instead.

Want AI to describe you the way you'd describe yourself?

We fix what's wrong or missing on your website and listings, then track what changes.

Pick a plan and get started

Question by question

Question	ChatGPT	Claude	Gemini	Perplexity	Google AI Mode
What are the best yoga studios in Phoenix?	0 of 3	2 of 3	3 of 3	3 of 3	1 of 1
What's a good yoga studio in north Phoenix?	0 of 3	0 of 3	2 of 3	3 of 3	1 of 1
Is there a good yoga studio near [your neighborhood] in Phoenix?	3 of 3	3 of 3	1 of 3	3 of 3	1 of 1
Where can I take [your specialty] classes in Phoenix?	3 of 3	0 of 3	1 of 3	3 of 3	1 of 1
What's a good yoga studio for beginners in north Phoenix?	0 of 3	1 of 3	0 of 3	3 of 3	1 of 1
Which Phoenix yoga studios offer online or virtual classes?	0 of 3	2 of 3	2 of 3	3 of 3	0 of 1

Times named out of times asked: every time · sometimes · never

Where AI gets its answers

Sites cited most often. Your own site was cited in 1 of 78 answers.



Ready to fix what's in this report?
Pick a plan and we'll start with the fixes on the next page.

Pick a plan and get started

What we would fix first

Make your website say where you are and who you're for

Your site was cited in 1 of the 78 AI answers, while two competitors' sites were cited 9 and 10 times. Your home page title is just the studio name, and its description doesn't mention Phoenix or your neighborhood. Clear pages for beginners, your specialty classes and online classes, each naming your neighborhood, give AI something of yours to quote.

ChatGPT misses you on the broad questions

ChatGPT named you every time a question mentioned your neighborhood or your specialty class. It didn't name you once for the best studios in Phoenix, a good studio in north Phoenix, beginners, or online classes. Those broad questions are where new students start, and ChatGPT is where most people ask. When it does name a studio, it links to that studio's Google Maps listing, so keep yours current too.

Your Mindbody and Groupon pages are speaking for you

Your Mindbody pages were cited in 9 answers and a Groupon deal page in 6, more than your own site. Bring your website up to date first, then make sure each listing says the same thing, and retire any deal you don't want quoted as your price.

Want this tracked monthly, with the fixes done for you?
We track your score every month and make the fixes on your website and listings.

Pick a plan and get started

How this was measured. 6 questions a local customer would ask were sent to ChatGPT, Claude, Gemini and Perplexity with web search on and the location set, 3 times each, because AI gives different answers to the same question. Each was also checked once on Google AI Mode and on Google AI Overviews from a desktop and a phone in the area. Score weights come from StatCounter AI chatbot market share, April 2026: ChatGPT 76.85%, Gemini 9.0%, Perplexity 7.73%, Claude 2.66%. AI answers change by day, location and wording, so this is a snapshot, not a ranking. Business names are read from the answers automatically and may be off by a few.