Sample report. The business, its rivals and every figure in it are made up.

AI SEO Sorted

aiseosorted.com

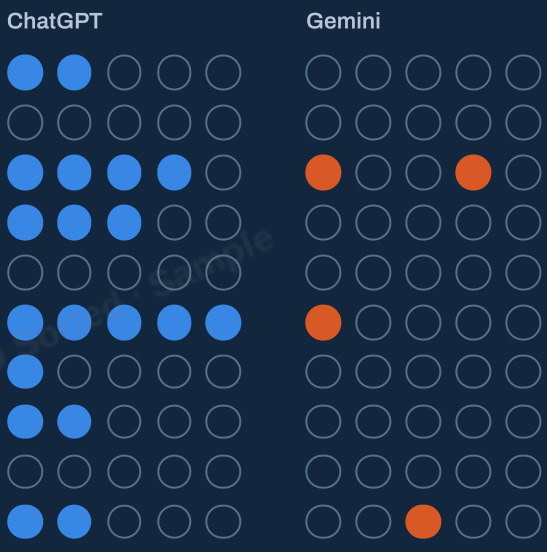
AI recommendation report

Do AI chat apps recommend Fenwarren Plumbing?

23

of 100 answers about plumbers in Marrickville named you

5th of the 31 businesses the apps named



One row for each question, one dot for each answer. A filled dot is an answer that named you.

Prepared for
Fenwarren Plumbing, Marrickville

Date of the test
14 November 2026

What we tested
200 answers from ChatGPT and Gemini

Areas
Marrickville, and Sydney as a whole

Private: for the business owner only

Part 01

Your result

In Marrickville, both apps	All of Sydney, both apps	ChatGPT, in Marrickville	Gemini, in Marrickville
23 out of 100	**0** out of 100	**19** out of 50	**4** out of 50
answers mentioned you. That is 5th place out of 31 businesses.	answers mentioned you. The apps named 64 other businesses instead.	It mentioned you about one time in three. 4th place.	It mentioned you only 4 times in its 50 answers. Equal 9th place.

What this means for you

You were named in 23 of 100 answers about Marrickville. Most of that comes from ChatGPT; Gemini named you in 4 of 50.

The three main findings

1. The apps named you in 23 of 100 answers about Marrickville. That puts you 5th of the 31 businesses they named.
2. Nearly all of it comes from ChatGPT: 19 of its 50 answers. Gemini named you in 4 of 50.
3. Across Sydney as a whole, no answer named you.

The three things to do first

1. Make sure your website has an easy-to-find page about blocked drains, the question you are named for most.
2. Make sure your opening hours and licence number are easy to find on your website, and match your Google listing.
3. Ask recent customers for a Google review. You have 41; the business in first place has 212.

What this report is about

A growing number of people now ask an AI app for a tradie, as well as searching Google. They open an **AI chat app** and type a question, the way they would ask a friend: "Who is a good plumber in Marrickville?" The app writes back an answer with a few business names in it.

The two most-used AI chat apps are **ChatGPT** and **Gemini**. Gemini is made by Google.

This report shows whether those two apps mention **your** business when people ask about plumbers.

How we tested it

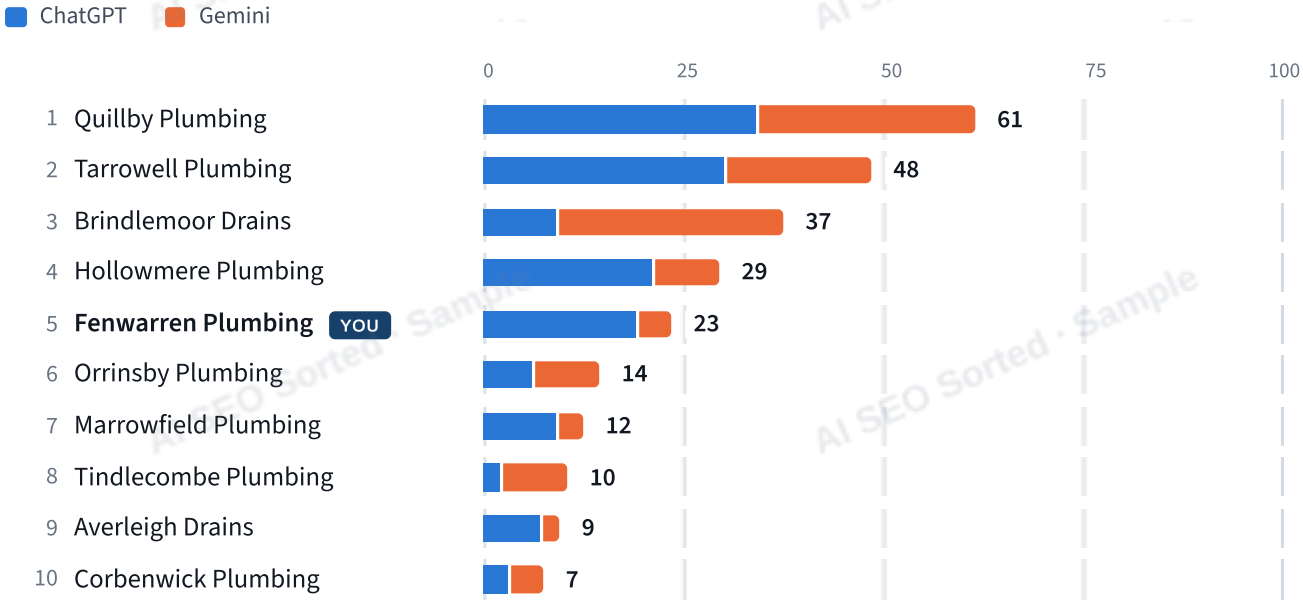
1. We wrote ten questions a customer might ask about plumbers in Marrickville.
2. We asked ChatGPT each question five times, and Gemini each question five times. The apps answer a little differently every time, so asking once is not enough.
3. That gave us 100 answers. We counted how many of them mentioned Fenwarren Plumbing.
4. Then we did it all again, asking about Sydney instead of Marrickville.

Part 02

Who the apps recommend in Marrickville

These are the ten businesses the apps mentioned most when asked about plumbers in Marrickville.

> **How to read this.** A longer bar means the business was mentioned in more answers. The number at the end is how many of the 100 answers mentioned it. The blue part is ChatGPT and the orange part is Gemini.



> **What this means for you**
> You are 5th of 31 businesses. Quillby Plumbing leads on 61 of 100 answers.

Part 03

The ten questions we asked

Here is each question, and whether each answer mentioned you.

> **How to read this.** Each circle is one answer. A filled circle means the app mentioned you in that answer. An empty circle means it did not.

● ChatGPT mentioned you ● Gemini mentioned you ○ Did not mention you

Question	ChatGPT	Gemini	Mentioned most
"Who is the best plumber in Marrickville, Sydney?"	●●○○○ 2 of 5	○○○○○ 0 of 5	**Quillby Plumbing**, in 9 of the 10 answers
"Can you recommend a reliable emergency plumber near Marrickville, Sydney?"	○○○○○ 0 of 5	○○○○○ 0 of 5	**Quillby Plumbing**, in 8 of the 10 answers
"I have a blocked drain in Marrickville, Sydney. Which local plumbers should I call?"	●●●●○ 4 of 5	●○○●○ 2 of 5	**Brindlemoor Drains**, in 7 of the 10 answers
"Who can fix a hot water system in Marrickville, Sydney this week?"	●●●○○ 3 of 5	○○○○○ 0 of 5	**Tarrowell Plumbing**, in 8 of the 10 answers
"Which plumbers in Marrickville, Sydney have the best reviews?"	○○○○○ 0 of 5	○○○○○ 0 of 5	**Quillby Plumbing**, in 10 of the 10 answers

Question	ChatGPT	Gemini	Mentioned most
"I need a plumber for a leaking tap and toilet in Marrickville, Sydney. Who do you recommend?"	5 of 5	1 of 5	**You**, in 6 of the 10 answers
"Which plumbing companies service Marrickville, Sydney 24 hours a day?"	1 of 5	0 of 5	**Tarrowell Plumbing**, in 7 of the 10 answers
"Who are the most affordable licensed plumbers around Marrickville, Sydney?"	2 of 5	0 of 5	**Quillby Plumbing**, in 7 of the 10 answers
"I'm renovating a bathroom in Marrickville, Sydney. Which plumbers should I get quotes from?"	0 of 5	0 of 5	**Brindlemoor Drains**, in 6 of the 10 answers
"Who should I call for a burst pipe in Marrickville, Sydney right now?"	2 of 5	1 of 5	**Hollowmere Plumbing**, in 6 of the 10 answers

What this means for you
ChatGPT names you most for blocked drains and leaking taps. Neither app named you for emergencies or best reviews.

Part 04

What a customer actually sees

We asked both apps: "Who is the best plumber in Marrickville, Sydney?" Here is the first answer each one gave, shortened.

ChatGPT answered

> "For reliable plumbing in Marrickville, these three come up most often in reviews and local listings."

Then it listed three businesses:

1. Quillby Plumbing
2. **Fenwarren Plumbing**
3. Tarrowell Plumbing

✓ **You were its second recommendation.**

Gemini answered

> "Here are well-reviewed plumbers who service Marrickville and the Inner West."

Then it listed three businesses:

1. Brindlemoor Drains
2. Quillby Plumbing
3. Orrinsby Plumbing

✗ **You were not in this answer.**

What this means for you
For the best plumber question, ChatGPT listed you second. Gemini listed other businesses and not you.

Part 05

How you look on Google

For comparison, here is where you stand on Google itself.

Google Maps · the map with pins that shows when someone searches "plumber Marrickville"

6th place
4.7 stars from 41 reviews. Quillby Plumbing is 1st, with 4.9 stars from 212 reviews.

Google's list of websites · the ordinary results under the map, for "plumbers Marrickville"

Not in the first 20
Your website does not appear there.

> **What this means for you**
> Google Maps puts you 6th for Marrickville, and the apps put you 5th of 31.

Part 06

Where the apps get their information

The apps do not know any businesses by themselves. Each time someone asks a question, the app quickly searches the internet, reads a few web pages, and repeats the business names it finds on them.

So two things matter: **which web pages do the apps read**, and **are you on those pages**?

> **How to read this.** Each website below was read by the apps when they answered questions about plumbers in Marrickville. The mark shows whether you are on it.

Website	ChatGPT read it in	Gemini read it in	Were you on the pages the apps read?	
Your own website fenwarrenplumbing.example	11 of 50	3 of 50	✓ Yes	The apps read it.
A local business directory a directory of local businesses	31 of 50	12 of 50	✕ Not seen	You were not on the pages the apps read. A basic listing there is free.
A customer review website a website that collects customer reviews	27 of 50	9 of 50	✓ Yes	Your page is there, with 12 reviews.
A tradie directory a directory of tradies	24 of 50	0 of 50	? Not checked	We could not check. The website blocked us from looking.
A second local directory a directory of local businesses	8 of 50	19 of 50	! Partly	You are listed, but with an old phone number.
A "best plumbers in Sydney" list a list that ranks businesses	22 of 50	0 of 50	✕ Not seen	You were not on the list the apps read. It is built from Google ratings and reviews.
A quotes website a website for finding tradies, which businesses pay to be on	18 of 50	14 of 50	✕ Not seen	You were not on the pages the apps read. It charges a subscription.
A jobs marketplace a website where individual people offer to do jobs	6 of 50	17 of 50	– Doesn't apply	Not for businesses, so there is nothing to do here.

Whose own website do the apps read?

Business	ChatGPT read its website in	Gemini read its website in
Quillby Plumbing	38 of 50	21 of 50
Tarrowell Plumbing	25 of 50	9 of 50
Brindlemoor Drains	4 of 50	26 of 50
You	11 of 50	3 of 50

What this means for you
The apps read your own website in a few answers, and you are missing from a directory they read often.

Part 07

How your two closest rivals compare

	Quillby Plumbing	You	Tarrowell Plumbing
Answers that mentioned them, in Marrickville	61 of 100	23 of 100	48 of 100
Google reviews	212, at 4.9 stars	41, at 4.7 stars	96, at 4.8 stars
A page on their website for each main job	Yes	None found	Yes
A page on their website for each area they serve	Yes	None found	None found
Reviews on the customer review website the apps read	58	12	30

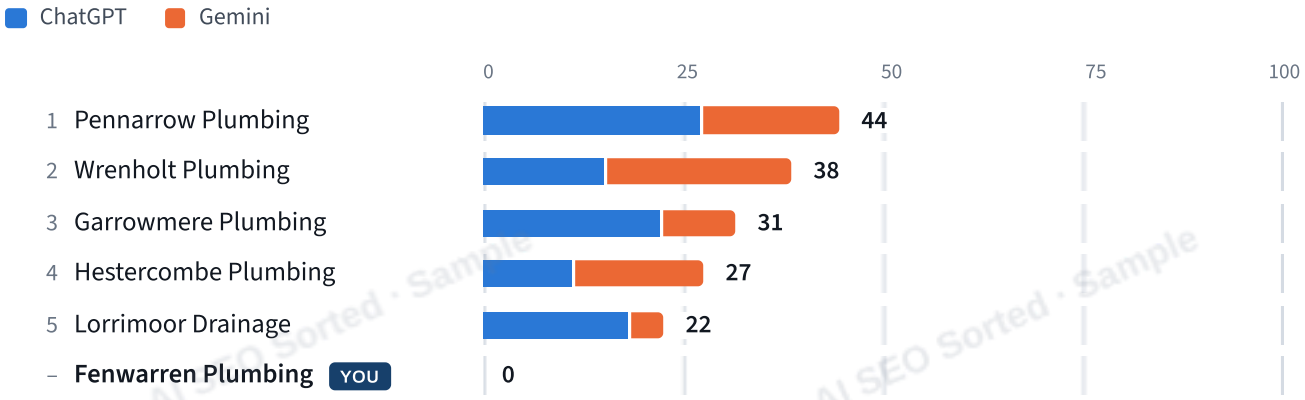
What this means for you
The business in first place has five times your reviews and a page for each main job.

Part 08

All of Sydney

We asked the same ten questions about Sydney instead of Marrickville. Your website does not name the areas you work in.

> **How to read this.** The five businesses the apps mentioned most across Sydney, and then you. A longer bar means more answers.



What this means for you
Across Sydney as a whole, no answer named you.

Part 09

What the apps say about you

We also asked both apps about you by name, to see whether they have your details right.

✓ **Your address and phone number are right.**
Both apps gave the details on your Google listing.

! **Gemini did not know your opening hours.**
Your website does not show them.

! **ChatGPT gave an old closing time.**
It said you close at 4pm on weekdays. Your Google listing says 5pm.

What this means for you
What the apps say about you is right, but thin.

Part 10

What you are doing well

✓ **ChatGPT names you for blocked drains.**
It named you in 4 of its 5 answers to that question.

✓ **Your Google listing is complete.**
It shows 41 reviews at 4.7 stars, your hours and your phone number.

✓ **You are 5th of the 31 businesses named in Marrickville.**
You were named in 23 of 100 answers, ahead of Orrinsby Plumbing on 14.

✓ **The apps read your own website.**
ChatGPT read it in 11 of its 50 answers and Gemini in 3 of its 50.

Part 11

Why you are being left out

These are the likely reasons, based on what we saw in the 200 answers. We can see what goes together. We cannot prove what causes what.

1. **Gemini names you in only 4 of 50 answers.**
   The two apps read different websites, which is a likely reason for the gap.
2. **We could not find a page for each main job on your website.**
   We read your website and found one page that covers everything. The businesses named most have a page for each main job.
3. **You are missing from a directory the apps read often.**
   The apps read a local business directory in 43 of 100 answers, and you were not on the pages they read.
4. **The businesses ahead of you have more Google reviews.**
   Quillby Plumbing has 212 and Tarrowell Plumbing has 96. You have 41.
5. **We could not find your opening hours or licence number on your website.**
   Gemini did not know your hours, and a plumber's licence number must be shown wherever you advertise.

Part 12

What to do next

Do these first

1 **Make sure your website has a page about blocked drains that is easy to find.** ☐
We looked for one and could not find it. If you have one, link to it from your menu and check that it is in your sitemap, the list of pages your website gives to search engines. If you don't have one, add it: say what you do, the areas you cover and how to book.

2 **Make your hours and licence number easy to find on your website.** ☐
We looked for them and could not find them. They should match what your Google listing says.

3 **Ask recent customers for a Google review.** ☐
Ask real customers to leave their own words.

4 **Add a free listing on the local business directory.** ☐
Use the same name, address and phone number as your Google listing.

Then go further

5 **Make sure your website has a page for each area you work in.** ☐
We looked for area pages and could not find any. If you have them, link to them from your menu. If not, start with Marrickville, then the two or three suburbs you get the most work from.

6 **Fix the old phone number on the second local directory.** ☐
It should match your Google listing exactly.

7 **Correct your closing time where the apps found it.** ☐
Check your website and your listings for the old 4pm time.

8 **Check whether Bing has your website.** ☐
We did not check this. ChatGPT uses Bing, and Bing Webmaster Tools is free.

9 **Ask the same questions again in a month.** ☐
This shows what has changed.

Words used in this report

AI chat app
A program you type a question into, and it writes back an answer in plain sentences. ChatGPT and Gemini are the two most used.

Answer
One reply from an app to one question. We collected 100 answers about Marrickville and 100 about Sydney.

Mentioned
The answer included your business name. An answer usually mentions about five businesses.

Out of 100
How many of the 100 answers mentioned a business. 23 out of 100 means 23 answers included your name and 77 did not.

This was a sample

Get this report for your own business

The same report, about your business in your suburb, with the real answers. A$5 for your first report (normally A$10), one payment, GST included.

Get my report

The small print. We asked the questions on 14 November 2026, as a visitor who was not logged in to the apps. The apps give different answers to different people and on different days, so a score can move up or down by a few points by chance. We did not test questions like "plumber near me", where the app uses the person's location. Other businesses are named here because the apps named them. Details from Google and the other websites were checked on the same day.