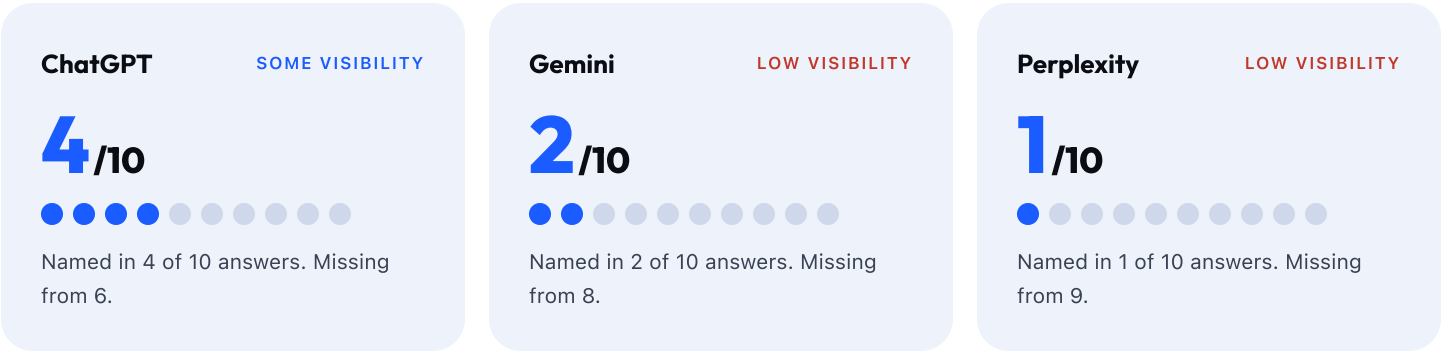




10 buyer questions · 3 platforms · 30 answers

Bayou City Roofing appeared in 7 of 30 AI answers.

When Houston homeowners ask ChatGPT, Gemini or Perplexity who to call about a roof, competitors are named in most answers. Bayou City Roofing is named in about one in four.



01 / BUSINESS DETAILS

Does AI understand the business?

How each platform described Bayou City Roofing when it did name it, and what to check.

ChatGPT Question 04	"Bayou City Roofing Co. provides residential roof replacement and storm damage repair in Houston, TX."	Service and city match Consistent with /services and /about.
Gemini Question 06	"Consider Bayou City Roofing if you're filing an insurance claim after hail damage."	Specific situation named Back this up with a written claim-assistance example on /projects.
Perplexity Question 05	"Bayou City Roofing serves Galveston and the surrounding area."	Outside service area Compare /about with the LocalPros profile (S3).

Galveston is outside Bayou City Roofing's confirmed service area (Houston, Katy, Cypress).

The 30 answers behind the score.

Ten questions a Houston homeowner would actually type, asked on each platform.

#	BUYER QUESTION	CHATGPT	GEMINI	PERPLEXITY
01	Who is the best roofing company in Houston?	Not included	Not included	Not included
02	Top-rated roofing companies near Katy, TX	Included	Not included	Not included
03	Which roofer should I hire for hail damage repair in Houston?	Not included	Not included	Not included
04	Most trusted roofing company in Houston with good reviews	Included	Included	Not included
05	Who do locals recommend for roof replacement in Houston?	Included	Not included	Included
06	Best roofer for insurance claims after a storm in Houston	Included	Included	Not included
07	Which Houston roofing companies have experience with storm damage repair?	Not included	Not included	Not included
08	Who should I contact for a roof replacement in Cypress, TX?	Not included	Not included	Not included
09	Best Houston roofing companies other than the big national chains?	Not included	Not included	Not included
10	Which roofer in Houston would you recommend, and why?	Not included	Not included	Not included

ANSWER DETAIL · QUESTION 03 · CHATGPT

“I'd start with Lone Star Roofing & Exteriors for hail damage repair. Their site documents several Houston-area storm repair projects with before-and-after details. Gulf Coast Roof Pros is another option to compare, particularly for insurance claim work.”

Bayou City Roofing was not named in this answer.

SOURCE CITED

S1 · Houston Roofing Contractors Directory

houstonroofingdirectory.com/top-rated

The directory profiles Lone Star and Gulf Coast with project write-ups. Bayou City Roofing has no profile on this page.

Who AI recommends instead.

Appearances across the same 30 answers. Several businesses can appear in one answer.

Lone Star Roofing & Exteriors ChatGPT 7 · Gemini 6 · Perplexity 5		18/30
Gulf Coast Roof Pros ChatGPT 5 · Gemini 4 · Perplexity 3		12/30
Texas Storm Roofing ChatGPT 3 · Gemini 2 · Perplexity 3		8/30
Bayou City Roofing (you) ChatGPT 4 · Gemini 2 · Perplexity 1		7/30

WHY LONE STAR KEEPS GETTING NAMED

Documented storm repair projects.

Answers point to published examples of hail and wind damage work. That is a specific type of evidence Bayou City Roofing's site does not currently provide.

SUPPORTING EVIDENCE

Question 03 · ChatGPT
S1 · houstonroofingdirectory.com/top-rated
Your related page: bayoucityroofing.com/projects

Where the answers get their information.

Pages the platforms cited, how often, and whether Bayou City Roofing appears on them.

S1	Houston Roofing Contractors Directory houstonroofingdirectory.com/top-rated Contractor profiles with project write-ups.	ANSWERS 6	BAYOU CITY Not present	ALSO ON THE PAGE Lone Star, Gulf Coast
S2	Texas Home Review: Best roofers in Houston (2026) texashomereview.com/best-houston-roofers Comparison article by job type and specialty.	ANSWERS 4	BAYOU CITY Not present	ALSO ON THE PAGE Lone Star, Texas Storm
S3	LocalPros business profile localpros.com/bayou-city-roofing Lists Galveston as a service area.	ANSWERS 1	BAYOU CITY Present	ALSO ON THE PAGE Your profile only

Two pages worth improving first.

Both pages were readable by the scan. The findings are about what they say.

F1 · BAYOUCITYROOFING.COM/SERVICES

Name the service and the city.

ON THE PAGE

“Quality work you can trust, for homes and businesses across the region.”

The introduction never says “roofing” or “Houston.” Only the About page identifies the city.

Related to questions 03 and 08

F2 · BAYOUCITYROOFING.COM/PROJECTS

Explain the work behind the photos.

ON THE PAGE

24 project photos. No captions, scope or outcome.

Nothing on the page tells a reader, or an AI, that these are hail damage replacements in Cypress and Katy, or what was done.

Related to questions 03 and 07

Three changes, ready to hand to your team.

Each brief has the page, the suggested content, the steps, and the questions to rerun afterward.

01 Say what you do and where, in the first sentence.

F1 · bayoucityroofing.com/services and /about

WHAT WE FOUND

The Services page opens with a general promise and never names roofing or Houston. Questions 03 and 08 left you out on all three platforms.

CURRENT

“Quality work you can trust, for homes and businesses across the region.”

SUGGESTED CONTENT

Bayou City Roofing Co. provides roof replacement and storm damage repair for homeowners in Houston, Katy and Cypress, TX. We handle hail and wind damage assessments, insurance claim documentation, and full replacements with architectural shingles.

IMPLEMENTATION

- 1. Replace the opening line with the factual statement above.
- 2. Add a “Hail damage repair” section describing scope and how to book an inspection.
- 3. List only the cities and services the business actually covers.

Retest Questions 03 and 08 · same wording, all three platforms

02 Turn the photo gallery into project evidence.

F2 · bayoucityroofing.com/projects

WHAT WE FOUND

24 photos with no scope, location or outcome. Questions 03 and 07 left you out on all three platforms; the competitor named instead publishes written project examples.

CURRENT

A photo gallery with no captions or descriptions.

SUGGESTED CONTENT

Project: Hail damage roof replacement, Cypress, TX

The request: Homeowner's roof failed inspection after the April 2026 hailstorm.

The work: Full tear-off and replacement of 32 squares of architectural shingles; decking repair on the north slope; new ridge vents.

The result: Passed the insurance adjuster's re-inspection. Completed in two days.

IMPLEMENTATION

1. Pick three recent hail or storm jobs and confirm details with the crew lead.
2. Write each up in the format above, with captioned before-and-after photos. Get the homeowner's permission.
3. Link each project to the matching service page and the contact page.

Retest Questions 03 and 07 · same wording, all three platforms

03 Correct the service area on your LocalPros profile.

S3 · localpros.com/bayou-city-roofing

WHAT WE FOUND

Perplexity's Question 05 answer cited this profile and described you as serving Galveston, which you don't cover. Wrong service areas can also push you out of Houston-specific answers.

CURRENT

Profile lists "Galveston and surrounding areas."

SUGGESTED CONTENT

Bayou City Roofing Co. provides roof replacement, storm damage repair and roof inspections in Houston, Katy and Cypress, TX. Licensed and insured. Visit bayoucityroofing.com to schedule an inspection.

IMPLEMENTATION

1. Claim or log in to the LocalPros profile and update service area, services and phone number.
2. Match the wording to /about so every public listing agrees.
3. Save the corrected URL and re-check it after the listing is approved.

Retest Questions 05 and 08 · same wording, all three platforms

Use verified business details in the final copy. These briefs do not establish the cause of an omission or guarantee a future mention. To compare against the 7/30 baseline, rerun all 10 questions on the same three platforms.

Questions about this report?

Not sure which change to make first, or how to make it? Talk to the team that ran the audit. No pitch, just answers.

[Talk Through My Results →](#)

Sample report. Bayou City Roofing Co., the competitors and the cited pages are illustrative and do not refer to real businesses. A completed report checks 10 questions across three platforms. Results are a snapshot; mentions do not guarantee recommendations or business outcomes. ChatGPT, Gemini and Perplexity are trademarks of their respective owners. Not affiliated.