

AI named **40+** roofers. You made **7 of 24.**

When buyers asked ChatGPT, Gemini and Perplexity who to hire for roof replacement in Houston, Bayou City Roofing was named in only 7 of 24 answers.

SUMMARY

Bayou City Roofing appeared in 12 of 30 AI answers.

Five came from questions that asked about you by name. When homeowners asked which roofer to hire, you were named in only 7 of the 24 answers. Lone Star Roof Co., Gulf Coast Roofing Pros and Heights Roofing were named most often instead.

Buyer questions · 1–8

7/24

answers named you when buyers asked who to hire

Asked by name · 9–10

5/6

answers named you when someone asked about you directly

 ChatGPT • Some visibility

5/10



Missing from 5 answers

 Gemini • Some visibility

4/10



Missing from 6 answers

 Perplexity • Low visibility

3/10



Missing from 7 answers

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Does AI understand your business?

How each platform answered “What is Bayou City Roofing known for?” A buyer searches by service and city, so both should appear in the first line.

ChatGPT

• Service comes second

“Bayou City Roofing is a family-owned Houston contractor known for its 20-year workmanship warranty and storm damage repairs.”

Gemini

• Service and city match

“Bayou City Roofing is primarily known as a residential roof replacement company serving Houston, Texas and nearby suburbs.”

Perplexity

• City missing

“Bayou City Roofing is best known for insurance claim help and shingle roof replacements.”

What this means

AI knows who you are, and two of three platforms place you in Houston. But each one leads with your warranty or insurance help, not the service a homeowner is searching for. [Fix 1](#) addresses this.

The 30 answers behind the score

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

#	Buyer question	ChatGPT	Gemini	Perplexity
Buyer questions			Named in 7 of 24	
1	Who are the best roofing companies for roof replacement in Houston, TX?	Not included	Not included	Not included
2	Which roofer has the strongest proven results for roof replacement in Houston, TX?	Included	Not included	Not included
3	What should a homeowner look for when choosing a roofer for roof replacement?	Not included	Not included	Not included
4	Which roofers handle both insurance claims and roof replacement?	Included	Included	Not included
5	Which roofing companies are trusted by Houston homeowners for roof replacement?	Not included	Not included	Not included
6	Who offers warranty-backed roof replacement in Houston, TX?	Included	Included	Included
7	Which roofers publish the strongest before-and-after work for roof replacement?	Not included	Not included	Not included
8	What companies are known for roof replacement in Houston, TX?	Not included	Not included	Included
Asked by name			Named in 5 of 6	
9	What is Bayou City Roofing known for?	Included	Included	Included
10	Is Bayou City Roofing a credible choice for roof replacement?	Included	Included	Not included

ANSWER DETAIL · QUESTION 1 · CHATGPT

“If you’re looking for a trusted roofer for roof replacement in Houston, TX, here are several well-reviewed options...”

Bayou City Roofing was not named in this answer.

Who AI recommends instead

Appearances across all 30 answers. No single roofer dominates: the most-named competitor appeared in 5. You appeared in 7 buyer answers, plus 5 when someone asked for you by name.

■ ChatGPT ■ Gemini ■ Perplexity

Appearances in all 30 answers

1	Lone Star Roof Co. ChatGPT 1 · Gemini 2 · Perplexity 2		5/30
2	Gulf Coast Roofing Pros ChatGPT 0 · Gemini 3 · Perplexity 1		4/30
3	Heights Roofing & Exteriors ChatGPT 2 · Gemini 1 · Perplexity 0		3/30
4	Bayou Storm Restoration ChatGPT 0 · Gemini 2 · Perplexity 1		3/30
5	Space City Roofing ChatGPT 1 · Gemini 0 · Perplexity 2		3/30
6	Katy Roof Masters ChatGPT 0 · Gemini 1 · Perplexity 2		3/30
7	Memorial Roofing Group ChatGPT 1 · Gemini 1 · Perplexity 0		2/30
8	Clear Lake Roofers ChatGPT 0 · Gemini 0 · Perplexity 2		2/30
9	Pearland Roof Works ChatGPT 1 · Gemini 0 · Perplexity 1		2/30
10	Cypress Creek Roofing ChatGPT 0 · Gemini 2 · Perplexity 0		2/30
11	Galleria Roof & Gutter ChatGPT 1 · Gemini 1 · Perplexity 0		2/30
—	Bayou City Roofing (you) 7 buyer answers, plus 5 when asked by name		12/30

Businesses named twice or more. 30 more were named once each; the full list is on the next page.

An answer can name more than one business. Generic descriptions like “licensed and insured roofer” are excluded. 5

Every other business AI named

30 businesses were named once each, and the platform that named them. Together with the 11 on the previous page, that’s 41 names recommended ahead of you. A few may be one company listed two ways.

 ChatGPT 10  Gemini 10  Perplexity 10

Westchase Roofing	ChatGPT	Sugar Land Roof Pros	Gemini	Kingwood Roofing Co.	Perplexity
Third Ward Exteriors	ChatGPT	Spring Branch Roofing	Gemini	Atascocita Roof Repair	Perplexity
Humble Roofing Solutions	ChatGPT	Bellaire Roof & Siding	Gemini	Tomball Roof Co.	Perplexity
Friendswood Roofing	ChatGPT	League City Roofers	Gemini	Montrose Roof Works	Perplexity
Greenway Exteriors	ChatGPT	Energy Corridor Roofing	Gemini	Copperfield Roofing	Perplexity
Sienna Roof Pros	ChatGPT	Champions Roofing	Gemini	Oak Forest Roofing	Perplexity
River Oaks Roof Co.	ChatGPT	Baytown Roofing Group	Gemini	Conroe Storm Roofing	Perplexity
Seabrook Roof Masters	ChatGPT	Missouri City Roofing	Gemini	Fulshear Roof Co.	Perplexity
Jersey Village Roofers	ChatGPT	Alief Roofing	Gemini	Meyerland Roof & Gutter	Perplexity
Garden Oaks Roofing	ChatGPT	Hockley Roofing	Gemini	Webster Roof Pros	Perplexity

Descriptions, not businesses

Some answers described a type of roofer instead of naming one. These aren’t counted as competitors: “top roofers in Houston, TX”, “Houston-based roofing company”, “licensed and insured roofer”, “roofer with strong reviews”, “storm damage specialist”, “family-owned roofing company”.

Where the answers get their information

The pages AI cited most, and whether your business appears on them. Getting listed on Angi and BBB (S2, S3) is Fix 3.

	Cited page	Cited	You on page
S1	Best Roofers in Houston, TX – Yelp yelp.com/search?find_desc=roofers&find_loc=Houston	10	Not present
S2	Top Roofing Contractors in Houston – Angi angi.com/companylist/us/tx/houston/roofing.htm	9	Not present
S3	Houston Roofing Contractors – BBB bbb.org/us/tx/houston/category/roofing-contractors	8	Not present
S4	Roof Replacement in Houston – HomeAdvisor homeadvisor.com/c.Roofing.Houston.TX.html	8	Not present
S5	Lone Star Roof Co. Houston Roof Replacement lonestarroofco.com/roof-replacement-houston	7	Not present
S6	The 10 Best Roofers in Houston (2026) houstonhomeguide.com/best-roofers	6	Not present
S7	Gulf Coast Roofing Pros – Storm Damage Repair gulfcoastroofingpros.com/houston	6	Not present
S8	Houston Roofing Contractors – Nextdoor nextdoor.com/pages/houston-roofers	5	Not present
S9	Bayou City Roofing: Roof Replacement & Repair bayoucityroofing.com/	5	Present
S10	Roofers Near Houston – Google Maps google.com/maps/search/roofers+houston	4	Not present
S11	Best Roof Replacement Companies in Texas texasroofingreview.com/best	4	Not present
S12	Heights Roofing & Exteriors Houston heightsroofing.com/	4	Not present

Three changes to get named in more answers

Hand these to the person who edits your site. Publish each change, then ask the same buyer questions again.

1 Say what you do and where, in your first sentence.

What we saw You appeared in only 7 of 24 buyer answers. Every platform leads with your warranty or insurance help, not your service.

Where bayoucityroofing.com/ (homepage)

SUGGESTED CONTENT

Bayou City Roofing replaces and repairs roofs for homeowners in Houston, Texas.

- 1 Make this the first sentence on your homepage.
- 2 Change the page title to “Roof Replacement in Houston, TX | Bayou City Roofing”.
- 3 Publish, then re-ask questions 1, 6 and 8.

2 Turn project work into evidence AI can cite.

What we saw Competitors were named for case studies (question 7). Your About page shows project photos with no written request, work or result.

Where bayoucityroofing.com/gallery → [new project pages](#)

SUGGESTED CONTENT

A homeowner in [neighborhood] needed [request]. We [what you did]. The result: [measurable outcome].

- 1 Create one project page per client. Title it with the job and your city.
- 2 Fill in the three sentences above using facts you can verify.
- 3 Link each page from your homepage, then re-ask questions 3 and 7.

3 Get listed on the pages AI already trusts.

What we saw Angi and BBB were cited in 17 answers combined. You weren't found on either.

Where [angi.com](https://www.angi.com) · [bbb.org](https://www.bbb.org)

SUGGESTED CONTENT

Bayou City Roofing is a roof replacement and repair company in Houston, Texas.

- 1 Create or claim your profile on Angi and BBB.
- 2 Use this description word for word, so it matches your homepage.
- 3 Ask two recent clients for a review on each, then re-ask questions 1 and 4.

How to retest

After publishing a change, ask the same buyer question on ChatGPT, Gemini and Perplexity. Count a win only if your business is named. [Changes can take a few weeks to show up in answers.](#)

About this report

This report is a point-in-time benchmark generated from standardized, stateless API requests to OpenAI, Google Gemini, and Perplexity using web-grounded models. It does not reproduce the personalized consumer ChatGPT, Gemini, or Perplexity interfaces, where answers can vary by model, date, location, account, conversation history, and available sources. Visibility measures whether the business appeared in the completed responses to the listed non-branded questions. Branded questions and website-readiness checks are reported separately and do not increase the visibility rate. Unavailable responses are excluded from the denominator and clearly labeled.

Questions about this report?

Talk to the team that ran the audit. No pitch, just answers.

[Talk through my results →](#)