

AI Citation Audit

Riverside Plumbing Co.

Monthly report · 1 Jun 2026 – 30 Jun 2026 · Generated 30 Jun 2026 · Perplexity Sonar, OpenAI web search, Claude web search

THE BOTTOM LINE

Riverside Plumbing Co. is cited in **9 of 24** AI answers (38%). You're on the board — the plan below is about widening the lead where competitors still own the answer.

38%

Cited rate

9/24

Answers cited

3

Engines checked

7

Rivals cited

What this measures & why it matters

Read this first — it frames every number that follows.

What "AI citation" is

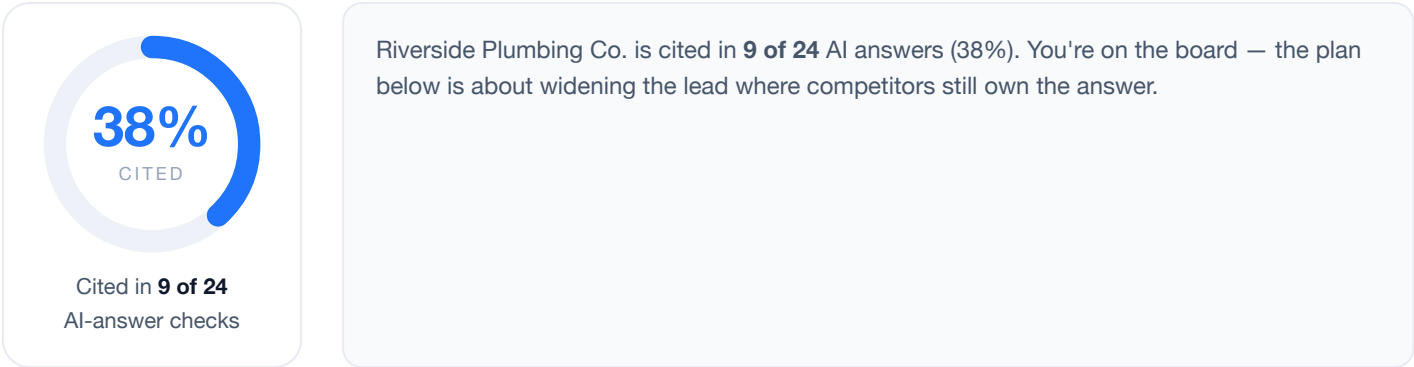
AI answer engines (ChatGPT, Perplexity, Claude, Google AI Overviews) increasingly answer people's questions directly and **cite the sources they used**. Being one of those cited sources is the new front page of search — it earns visibility, referral traffic, and authority.

Why it matters to Riverside Plumbing Co.

When a buyer asks an AI the questions in this report, the engine names a handful of sources. If that's a competitor and not you, they win the trust and the click. **Not being cited is lost demand you can't see in Google Analytics.**

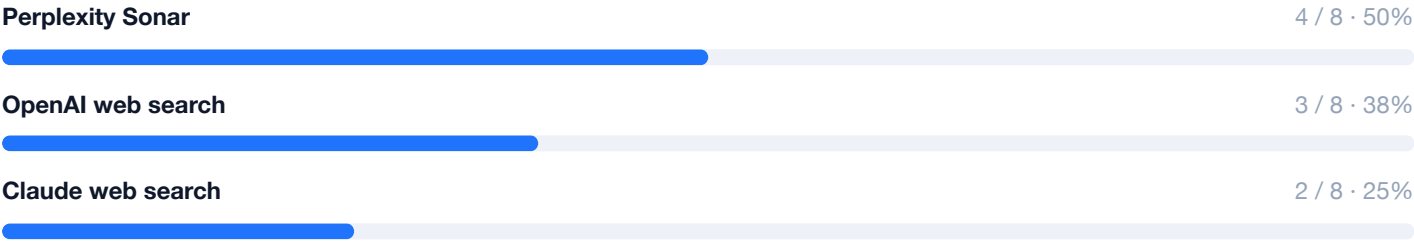
How we measured it (methodology)

We asked **Perplexity Sonar, OpenAI web search, Claude web search** the real buyer questions below — brand-neutral, the way a prospect actually phrases them — using each engine's live web-search surface. For every answer we recorded the exact source URLs the engine cited and checked whether Riverside Plumbing Co. was among them (page-level first, then domain). "Cited" means your URL was a named source; "mentioned" means named in the text without a link. This is API web-search citation — **not** Google Search ranking, which is a separate signal.



Findings

Cited rate by engine, then every tracked question and who the AI cited.



Who is the best emergency plumber in Riverside?

CITED Perplexity Sonar

Cited: riversideplumbco.com · #1

How much does it cost to fix a burst pipe?

CITED OpenAI web search

Cited: riversideplumbco.com · #2

Best rated plumbing companies near me for water heaters

NOT CITED Claude web search

Cited instead: homeadvisor.com angi.com yelp.com

What should I do about low water pressure in the whole house?

NOT CITED OpenAI web search

Cited instead: thisoldhouse.com familyhandyman.com

Emergency plumber open now Riverside 24 hours

CITED Perplexity Sonar

Cited: riversideplumbco.com · #1

How to stop a running toilet without a plumber

NOT CITED Claude web search

Cited instead: homedepot.com lowes.com

Competitive landscape

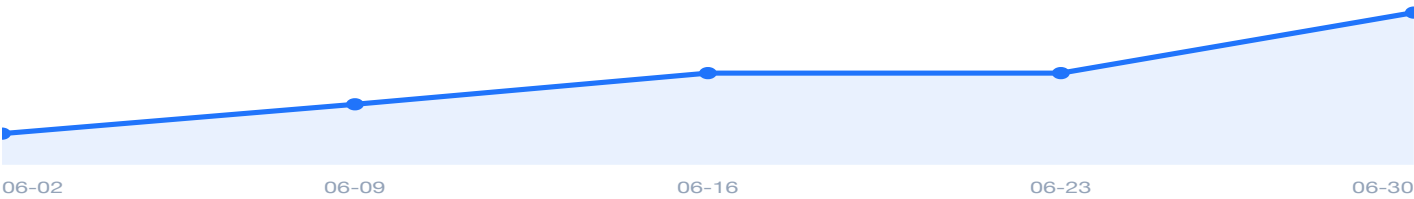
The sources AI cited instead of you, ranked by how many of your answers they won.

	DOMAIN WINNING YOUR ANSWERS	ANSWERS WON
1	homeadvisor.com	1
2	angi.com	1
3	yelp.com	1
4	thisoldhouse.com	1
5	familyhandyman.com	1
6	homedepot.com	1
7	lowes.com	1

These are the incumbents to displace. Where their cited page is thin or dated, that answer is the easiest to take.

Progress over time

Citation rate across your checks — the before/after that proves the work.



Readiness GEO →→, AEO →→re-check: now cited #2

Readiness GEO →→, AEO →→re-check: now cited #3

Readiness improving is content getting more quotable; a citation on re-check is the proof it worked. They are not the same thing.

Prioritised action plan

Where to spend the next cycle — highest-leverage answers first.

- 1

Best rated plumbing companies near me for water heaters

Publish a dedicated, answer-first post for this query — clear headings, an FAQ block, and schema so the engine can quote it.

Currently won by homeadvisor.com, angi.com.
- 2

What should I do about low water pressure in the whole house?

Publish a dedicated, answer-first post for this query — clear headings, an FAQ block, and schema so the engine can quote it.

Currently won by thisoldhouse.com, familyhandyman.com.
- 3

How to stop a running toilet without a plumber

Publish a dedicated, answer-first post for this query — clear headings, an FAQ block, and schema so the engine can quote it.

Currently won by homedepot.com, lowes.com.

Next step: we re-run this audit next cycle. Each answer you win flips from **Not cited** to **Cited** on the Findings page and lifts the Progress trend — measurable proof the content moved the needle.