

Are you in the answer, or invisible?

Four buyer questions, two engines, one number. About ten minutes. Most businesses score zero.

01 Run these in ChatGPT (search on) and Perplexity

Ask them the way your buyer would, not by your brand name:

1. Best [what you do] in [city] for [your ideal customer].
2. Most trusted [your category] in [city]? Who do people recommend?
3. I'm a [customer type] trying to [outcome]. Who should I contact?
4. Compare the top [category] in [city] for [what they care about].

02 Score it

Four questions on two engines = eight answers. Count how many name your business. **0** = invisible. **1-2** = lucky. **3+** across both = you're in the conversation.

03 Read the pattern

The same few names keep coming up because they are **readable, trusted, and cited**. Size is not the deciding factor. That gap is the whole game.

Honest note: these answers shift day to day. One good answer means little; consistent presence means everything. Nobody can promise you a spot, the work is moving the number.