

Smith Electrical Services

Electrician in Manchester

Report-ID: KDM-SAMPLE

Date: 28/03/2026

Model: ChatGPT

48/100

Partially visible

Average Electrician:
35/100

Warning: Hallucinations detected

1 hallucination detected — ChatGPT mentioned details about your location that could not be verified (query 6).

Executive Summary

Smith Electrical Services is found by ChatGPT in 7 out of 10 queries, but is only named as the top recommendation in 3 of them. Your strongest competitor, Sparks & Co Electrical, is recommended more frequently and more prominently.

ChatGPT finds you — but recommends competitors first

We asked ChatGPT with web search enabled: "Which electrician in Manchester do you recommend?" -- exactly the way your potential customers do. ChatGPT searches the internet and cites the sources it relies on.

Smith Electrical Services is mentioned in AI responses, but not as the top recommendation. Your competitors are mentioned more frequently and more prominently. The source analysis section shows which platforms ChatGPT cites — that is where you should be present.

With targeted actions on the right sources, you can improve your position in AI recommendations.

Technical AI Readiness

KennstDuMich

AI Visibility Analysis

GPTBot	Allowed
OAI-SearchBot	Allowed
ClaudeBot	Blocked
PerplexityBot	Allowed
Google-Extended	Allowed

AI Crawler Access

Warning: Your server blocks important AI crawlers. ChatGPT and other AI systems cannot crawl your website and therefore cannot find up-to-date information about your business.

llms.txt

Not found

llms.txt is a new standard that helps AI systems better understand your website. Fewer than 5% of websites use it — an early competitive advantage.

Schema.org Markup

Found: LocalBusiness

AI Platform Optimisation

ChatGPT

Good

Crawler allowed and Schema.org present — good foundation for ChatGPT visibility.

Google Gemini

Can improve

Google Business Profile missing or not linked — this is Gemini's most important local signal source. YouTube presence also boosts visibility.

Perplexity

Can improve

Perplexity weighs Reddit presence and fresh content particularly strongly. Engage in relevant discussions in industry forums.

Claude

ClaudeBot is blocked — Claude cannot crawl your website.

Critical

Platform Presence

These platforms are particularly important for AI recognition of your business.

Platform	Status	Detail
Wikipedia	Not found	-
YouTube	Found	Firmenvideo
Reddit	Not found	-

Website Citability

How well can AI extract and cite content from your website?

52/100
Good citability

8 text passages analysed
Average 95 words per passage
25% start with direct answers

What You Should Do Now

1 Complete your Google Business Profile 30 min

ChatGPT may have incorrect information about Smith Electrical Services. A complete GBP corrects that.

business.google.com

2 Register in 3 business directories 45 min

The more sources that confirm your existence, the more trustworthy you are for AI.

yell.com/free-listing/

3 Ask 5 customers for a Google review 10 min

Positive reviews are a quality signal for AI recommendations.

support.google.com/business/answer/7035772

Analysis Results

10 systematic queries to ChatGPT

Query 1

Known

What do you know about Smith Electrical Services in Manchester?
Correctly mentioned with details

Query 2

Known

Can you tell me about Smith Electrical Services from Manchester?
Correctly mentioned

Query 3

Not known

I'm looking for an electrician in Manchester. Who can you recommend?
Not mentioned

Query 4

Not known

Which electricians in Manchester would you recommend?
Not mentioned

Query 5

Not known

Who are the best electricians in Manchester?
Not mentioned

Query 6

Hallucinated

What alternatives to Smith Electrical Services are there for electricians in Manchester?
Mentioned, but details may be fabricated

Query 7

Known

I need an electrician for a full renovation in Manchester. Who do you recommend?
Correctly mentioned

Query 8

Not known

Which electrician in Manchester specialises in period property renovations?
Not mentioned

Query 9

Known

Are there any electricians in Manchester you can recommend?
Correctly mentioned

Query 10

Not known

Which electrician has a good reputation in Manchester?

Not mentioned

Competitors Mentioned

These businesses are recommended by ChatGPT instead of you:

Sparks & Co Electrical	mentioned 7x
PowerUp Electrics	mentioned 5x
Manchester Electrical Solutions	mentioned 5x

Competitive Comparison

How ChatGPT positions your business compared to the competition

AI Visibility Index — Detailed View

Dimension	Score	Weight	Meaning
Discoverability	70/100	30%	In how many queries is your business found?
Position	38/100	25%	Are you recommended first?
Level of Detail	45/100	20%	How thoroughly does the AI describe you?
Source Presence	35/100	15%	Is your website cited as a source?
Competitive Share	42/100	10%	What share of the response do you account for?

Competitor Comparison in AI Responses

Business	Mentions	Position	Source cited
Sparks & Co Electrical	<div style="width: 90%;"></div> 9x	Pos. 1.8	Yes (4)
Smith Electrical Services	<div style="width: 70%;"></div> 7x	Pos. 3.2	Yes (2)
PowerUp Electrics	<div style="width: 50%;"></div> 5x	Pos. 4.1	No
Manchester Electrical Solutions	<div style="width: 50%;"></div> 5x	Pos. 4.5	Yes (1)

Your Pages Cited as Sources

smith-electrical.co.uk/about cited as source 3x
smith-electrical.co.uk/services cited as source 2x

Third-Party Sources

These platforms are used by ChatGPT as sources for your industry:

Platform	Your Listing	Frequency
yell.com	No	cited 5x
checkatrade.com	No	cited 4x
trustpilot.co.uk	Yes	cited 3x
google.com/maps	Yes	cited 6x
bing.com/maps	No	cited 2x

Recommendations

Prioritised actions to improve your AI visibility

Area	Priority	Effort	Action
Google Business	High	1-2 hrs	Complete your Google Business Profile: add all services, opening hours, photos, and description.
Schema.org Markup	High	2-4 hrs	Implement LocalBusiness Schema.org markup on your website with all relevant information.
Directories	Medium	3-4 hrs	Register in business directories: Yell, Checkatrade, Bing Places, Trustpilot.
Content & FAQ	Medium	4-6 hrs	Create an FAQ page with typical customer questions. Create a dedicated sub-page for each service.
Local SEO	Medium	1-2 hrs	Update website title: "Smith Electrical Services -- Electrician in Manchester".
Google Reviews	High	Ongoing	Actively ask 5-10 satisfied customers for Google reviews. Respond to all reviews.
Mentions & Reddit	Low	2-3 hrs/month	Engage in local forums, Reddit, and trade association pages.

3 Quick Wins — Start Today

1 Complete your Google Business Profile

30 minutes

ChatGPT uses Google data as its primary source. A complete profile immediately boosts your visibility.

business.google.com

2 Register in 3 business directories

45 minutes

The more sources that confirm your existence, the more trustworthy you appear to AI systems.

yell.com/free-listing/

3 Collect 5 customer reviews

10 minutes

Positive reviews are a strong quality signal for AI recommendations.

support.google.com/business/answer/7035772

Immediate Actions Checklist

Print this page and tick off the items one by one.

Google Business Profile

- | | |
|--|--------|
| <input type="checkbox"/> Business name, address, phone number complete | 5 min |
| <input type="checkbox"/> Opening hours up to date (including holidays) | 5 min |
| <input type="checkbox"/> At least 5 photos uploaded | 10 min |
| <input type="checkbox"/> All services listed | 10 min |

Business Directories

- | | |
|--|--------|
| <input type="checkbox"/> Yell listing | 15 min |
| <input type="checkbox"/> Checkatrade listing | 15 min |

Review Strategy

- | | |
|---|--------|
| <input type="checkbox"/> Create direct link to Google review page | 5 min |
| <input type="checkbox"/> Ask 5 satisfied customers for a review | 10 min |

Key Directories for Electrician

Yell

[yell.com/free-listing/](https://www.yell.com/free-listing/)

Important

Checkatrade

[checkatrade.com/join](https://www.checkatrade.com/join)

Important

Bing Places

[bingplaces.com](https://www.bingplaces.com)

Recommended

Selected AI Responses

The following responses show particularly relevant results from your analysis.

Excerpt 1

Known

What do you know about Smith Electrical Services in Manchester?

Smith Electrical Services is an electrical installation company in Manchester, specialising in building services and electrical installations. The company offers services including electrical installation, building technology, and period property renovation.

Excerpt 2

Known

Can you tell me about Smith Electrical Services from Manchester?

Smith Electrical Services is a Manchester-based electrical contractor. Without current data I cannot provide specific details, but electrical installation firms in Manchester typically offer services such as electrical installation, smart home technology, and solar panels.

Excerpt 3

Not known

I'm looking for an electrician in Manchester. Who can you recommend?

There are many qualified electricians in Manchester. Recommended firms include Sparks & Co Electrical, Manchester Electrical Solutions, and PowerUp Electrics. I would suggest comparing reviews on Google or asking in local forums.