Sample — fictional business

Copper Sage Mobile Detailing is invented. Profile, listing and AI-assistant findings below are illustrative. The accessibility and speed numbers are real measurements of a deliberately flawed sample page.

GracePath Ventures

Get Found report

Copper Sage Mobile Detailing (Sample) — current situation, before any changes

Package	Prepared	Prepared by
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Summary

Copper Sage does good work, but people searching on Google or asking an AI assistant mostly can't find it, and the people who do reach the website meet an unclear page that's hard to use on a phone. Five areas were checked. The biggest gaps are an incomplete Google profile, two different phone numbers across listings, and a website with 36 automated accessibility issues and a 2 MB home page.

At a glance

Area	What we found	Status
Google Business Profile	5 of 12 checklist items complete; phone and hours don't match the website	✕ Needs work
AI assistant visibility	Named in 1 of 18 answers, with an old phone number *(sample results)*	✕ Not visible

Area	What we found	Status
Listings consistency	4 different names, 2 phone numbers and 2 cities across 5 listings; 2 major listings missing	! Inconsistent
Website accessibility	36 automated issues in 9 rule types: 5 critical, 15 serious, 16 moderate (axe-core 4.14.0)	× Fails scan
Speed basics	2.0 MB home page; one 1800 px image does most of the weight; 10 s to show on a slow phone connection (lab test)	! Slow

Why this matters now

45%

of US consumers used AI tools such as ChatGPT for local business recommendations, up from 6% a year earlier. BrightLocal, Local Consumer Review Survey 2026 [1]

83% vs 14%

of restaurants tracked by Local Falcon never appeared in ChatGPT answers, compared with 14% invisible on Google (restaurants only, Feb 2026). Local Falcon [2]

95.9%

of the top one million home pages had automatically detected WCAG 2 failures, averaging 56.1 errors per page. WebAIM Million 2026 [3]

Local Falcon's figure covers restaurants already tracked on its platform, so it's a signal, not a measurement of detailers. We use it to show that ranking on Google does not mean an AI assistant will name you.

1 Google Business Profile checklist

The profile is the single biggest source for "near me" results on Google Search and Maps. Checked by viewing the public profile and the owner dashboard with the owner present.

> **Sample findings.** This business and its profile are fictional; the statuses show what a real checklist looks like.

Item	Finding	Status
Claimed and verified	Verified in 2023 under the owner's personal Gmail	✓ Done

Item	Finding	Status
Business name	"Copper Sage Auto Detailing LLC Best Mobile Detail Mesa" (extra keywords can get a profile suspended)	! Fix
Primary category	"Car wash"; should be "Car detailing service", with "Car wash" as secondary	! Fix
Service area, address hidden	Home address shown publicly; no service area set	✕ Missing
Phone	(480) 555-0119, an old number; the business now uses (480) 555-0137	! Fix
Hours	Shows Mon–Sun 8–6; real hours are Tue–Sat 7–5	! Fix
Website link	Links to the home page	✓ Done
Services and prices	None listed	✕ Missing
Description	Present, but doesn't name the cities served or the services	✓ Done
Photos	6 photos, newest 14 months old; no before/after work	✓ Done
Reviews	9 reviews; none answered by the owner; no routine for asking	✓ Done
Booking or inquiry link	None	✕ Missing

2 Can ChatGPT find you? AI assistant check

How the check works

We ask the questions a real customer would ask, in a fresh, signed-out session, with the city written into the question. Each question goes to ChatGPT, Google Gemini and Perplexity on the same day. We record whether the business is named, whether the details are right, and which sources the assistant cites. Answers change from day to day, so we keep screenshots and repeat the same questions after fixes.

1. Who does mobile car detailing in Gilbert, Arizona?

2. Best mobile detailer near Chandler AZ that comes to my house
3. Who can detail my car at my office in Mesa?
4. Interior car cleaning for dog hair in Queen Creek AZ
5. How much does a full car detail cost in Gilbert, and who should I call?
6. Is Copper Sage Mobile Detailing any good? (name check)

> **Sample results, fictional.** These questions were not run for a real business. The table shows the format a client receives.

Assistant	Named in	What it said or cited
ChatGPT	0 of 6	Named three competitors for questions 1–5. For the name check: "I couldn't find reliable information about this business."
Gemini	1 of 6	Named Copper Sage only for the name check, with the old phone number and "Mesa" from the Google profile.
Perplexity	0 of 6	Cited a Yelp listing for the name check but described it as a car wash; no prices or services found.

What the assistants had to work with

Assistants repeat what they can read and confirm across sources. Today the website has no services or prices in text (they're inside an image), no cities named, and no structured business data. The listings disagree on the name and phone number, so there is little an assistant can repeat with confidence.

3 Local listings consistency (name, address, phone)

Search engines and AI assistants trust a business more when its name, location and phone number match everywhere. Highlighted values don't match what the owner confirmed.

> **Sample findings.** Listings below are fictional.

Source	Name shown	City	Phone
Correct (owner confirmed)	Copper Sage Mobile Detailing	Gilbert (service area)	(480) 555-0137

Source	Name shown	City	Phone
Website	Copper Sage Auto Detailing LLC	Mesa	480-555-0119
Google Business Profile	Copper Sage Auto Detailing LLC Best Mobile Detail Mesa	Mesa	(480) 555-0119
Facebook page	Copper Sage Mobile Detailing	Gilbert	(480) 555-0137
Yelp	CopperSage Detail	Mesa	(480) 555-0119
Apple Business Connect	No listing		
Bing Places	No listing		
Nextdoor	Copper Sage Mobile Detailing	Gilbert	(480) 555-0137

4 Website accessibility scan

We scanned the current home page with axe-core 4.14.0, the open-source engine behind many accessibility checkers, in Chromium at desktop (1280 px) and phone (375 px) widths. Both widths gave the same result. These are real counts from the sample "before" page, which was built with typical problems on purpose.

36 issues across 9 rule types

Issue	Impact	Count	What it means for a customer
Images without alt text	Critical	4	Screen-reader users hear nothing for the logo or the "Spring special" banner, which only exists as a picture.
Button with no name	Critical	1	The contact form's arrow button is announced as just "button".
Low colour contrast	Serious	12	Light grey and white-on-peach text is hard to read outdoors in Arizona sun.
Links with no name	Serious	2	Facebook and Instagram icons are announced as unnamed links.

Issue	Impact	Count	What it means for a customer
Page language not set	Serious	1	Screen readers may read the page with the wrong pronunciation.
Zoom disabled	Moderate	1	Phone users can't pinch to enlarge small text.
Heading levels skipped	Moderate	1	The page outline jumps from the main heading to a fourth-level heading.
No main landmark	Moderate	1	Keyboard and screen-reader users can't jump to the main content.
Content outside landmarks	Moderate	13	Same cause as above: the page has no header, main or footer regions.

Found by hand (the scanner passes these)

The form fields use placeholder text instead of labels, so the hint disappears as soon as someone starts typing. The phone number is plain text and can't be tapped to call. "Click here" tells nobody where the link goes.

Before: current page

- 36 automated issues (5 critical, 15 serious)
- Phone number not tappable
- Form fields without labels

After: new sample site

- 0 automated issues at both widths, same scanner
- Click-to-call in header, booking section and a phone action bar
- Labelled form with clear error messages

Not legal advice; an automated scan does not guarantee ADA compliance. Automated tools catch only part of what WCAG covers; a full review also needs manual and assistive-technology testing.

5 Speed basics

Measured in Chromium with a simulated slow mobile connection (1.6 Mbps, 150 ms latency). These are lab numbers from one run, not data from real visitors, but they show where the weight is. Google's "good" targets are content visible within 2.5 seconds and layout shift under 0.1 [4].

Measure	Before	After (sample site)
Home page weight	2.0 MB	168 KB
Files requested	5	4
Largest content shown (LCP), slow connection	10.0 s	0.4 s
Layout shift (CLS), desktop	0.49	0.01
Biggest image	1800 × 990 px, shown at 375 px wide on a phone	None; illustrations are inline vector drawings

Most of the delay comes from one image: the hero banner is about 2 MB and has no width and height set, so the text jumps down when it finally loads. Resizing it, saving it in a modern format and putting the "Spring special" text into the page as real text fixes most of it.

6 Fix plan, in priority order

Each fix is mapped to the Business Launch & Growth level that covers it. Level 1 Get Found, Level 2 Get Customers, Level 3 Grow.

#	Fix	Why first	Level
1	Pick one name and phone number; correct the Google profile name, category, hours and service area	Everything else repeats these details	Level 1
2	Update Yelp and the website footer; create Apple Business Connect and Bing Places listings	Removes the conflicting phone and city	Level 1
3	Replace the home page with a fast, accessible one-page site: services and prices as text, cities served, click-to-call, LocalBusiness structured data	Gives Google and AI assistants facts they can read and repeat	Level 1
4	Simple brand basics: wordmark, colours, one-line description used everywhere	Makes the business recognisable across listings	Level 1

#	Fix	Why first	Level
5	Add a booking request form and link it from the Google profile	Turns visits into requests outside business hours	Level 2
6	Follow-up text after each job asking for an honest Google review; reply to all existing reviews	Fresh, answered reviews help both people and assistants	Level 2
7	Promotion content set (before/after posts, seasonal offers) and matching social profiles	Keeps the profile and pages active	Level 2
8	Online deposits or gift cards and automatic booking reminders	Fewer no-shows, fewer phone calls	Level 3
9	Monthly content care, with this AI check and scan repeated every month	Shows whether visibility is improving	Level 3

Each level is quoted per project. A real Get Found report covers your business, your listings and your actual AI-assistant answers.

Request a quote

Request a quote: www.gracepathventures.com/contact · Sample site: www.gracepathventures.com/launch-growth/sample-site/

Sources

1. BrightLocal, "Local Consumer Review Survey 2026", published Feb 11, 2026; survey of 1,002 US consumers. brightlocal.com/research/local-consumer-review-survey/
2. Local Falcon, "The AI Visibility Crisis: Why 83% of Restaurants Don't Exist in ChatGPT", published Mar 3, 2026; 189,905 ChatGPT results, data from Feb 2026. localfalcon.com/research/the-ai-visibility-crisis-why-83-percent-of-restaurants-dont-exist-in-chatgpt
3. WebAIM, "The WebAIM Million", 2026 report. webaim.org/projects/million/
4. Google, "Web Vitals" (LCP good at 2.5 s or less; CLS good at 0.1 or less; measured at the 75th percentile of page loads). web.dev/articles/vitals

5. Deque Systems, axe-core 4.14.0 accessibility engine. github.com/dequelabs/axe-core

Sources checked October 22, 2026.

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