

AnswerRank — AI-Search Visibility Audit

AI-Search Visibility Audit · by SwiftRep

Prepared for: Ace Power Washing

Website: <https://acepowerwashing.com>

Vertical: pressure washing | **Market:** Garfield NJ

Measurement surfaces: Gemini (Google-Search grounded), Perplexity (Sonar), ChatGPT (web search)

Method: each query run **1x** per surface; citation reported as a **rate with a 95% confidence interval** — not a single run.

Audit date: 2026-06-25

Valid as of: 2026-06-25 — AI-search results shift; findings are a snapshot, re-measure recommended by 2026-07-25.

Prepared by: Juan Almonte · juanalmonte406@gmail.com · SwiftRep (J. ALMOTE LLC)

Your AI-Visibility Score

54/100 — Emerging

Across **8** real buyer-intent searches (half English, half Spanish), each run **1x** across **3 AI surfaces**, an AI assistant **cited your website in 7** of them and **named your business in 7**.

Blended citation rate: 50% (95% CI 31%–69%) across 24 answered query-runs. **Mention rate: 62%** (95% CI 43%–79%).

Why a rate and a range? AI answers are stochastic — the same question can cite you one time and not the next. Running each query 1x and reporting a **confidence interval** is what separates a real measurement from a one-shot screenshot.

This is what happens *today* when a customer asks an AI for a **pressure washing** in **Garfield NJ**. AI answers are replacing the blue-link results buyers used to scroll.

English vs Spanish (es-US)

Language	Queries	Cited	Named	Cite rate
English	4	4	4	100%
Spanish (es-US)	4	3	3	75%

Spanish AI-search visibility is almost never audited — it's an open lane.

Per-Surface Breakdown

Each query was run **1x** per surface. *Cite-rate* is how often (across all those runs) the AI cited your site as a source, with a **95% Wilson confidence interval**; *named-rate* is how often it named your business in the answer text.

Surface	Queries	Runs	Cite-rate (95% CI)	Named-rate	Score
Gemini (Google-Search grounded)	8	8	62% (31%–86%)	50%	59/100
Perplexity (Sonar)	8	8	12% (2%–47%)	62%	28/100
ChatGPT (web search)	8	8	75% (41%–93%)	75%	75/100
Blended (all surfaces)	8	24	50% (31%–69%)	62%	54/100

AI engines share only ~11–12% of their cited sources — a strong number on one engine does **not** transfer to the others. That's why we measure several.

Share of Voice vs Competitors

Rank	Business	AI citations	Share
1	Ace Power Washing (you)	7	88%
2	gilliganspowerwashing.com	1	12%
3	JVS Power Washing	0	0%
4	bergencountypressurewashing.com	0	0%

Sources the AI Trusts (the rooms you need to be in)

Source domain	Times cited
acepowerwashing.com ← you	12
thumbtack.com	12
windowgenie.com	11

Source domain	Times cited
powerwashinggenie.com	7
homeadvisor.com	7
lawnguru.co	6
facebook.com	6
hydroecoclean.com	5
yelp.com	5
primepowerwashnj.com	4
pressurewashingnewjersey.com	4
aaapressurewash.com	3
thejollywasher.com	3
servpro.com	3
about.me	3

These are the directories, review sites, and pages the AI pulled from. Earning a strong, consistent presence on them is higher-leverage than chasing backlinks (**brand mentions correlate ~3x more with AI citations**).

Prioritized Gap List & 90-Day Fix Plan

1. Spanish (es-US) AI visibility lags English

Lever: content

ES cite-rate 0.75 vs EN 1.0. Almost no competitor audits Spanish AI search. Bilingual content + schema is a low-competition wedge to own es-US answers in Garfield NJ.

2. Content not citable (Who/How/Why test)

Lever: content

AI cites pages that clearly answer Who you serve, How you do the work, and Why you're credible (named author, specifics, proof). Thin service pages don't get cited. This is genuine content quality — Google rejects llms.txt / chunking / mention-farming as ineffective shortcuts.

3. LocalBusiness + FAQ schema

Lever: schema

Ensure LocalBusiness, Service, and FAQPage JSON-LD are present and valid so AI can parse your offerings, area served, and answers unambiguously. (Use the seo-schema skill to generate.)

How we measured this

We generated 8 buyer-intent queries for **pressure washing in Garfield NJ** (half EN / half es-US) and ran **each query 1× per surface** against Gemini (Google-Search grounded), Perplexity (Sonar), ChatGPT (web search). For every answer we recorded whether your business was cited as a source, whether it was named in the response, and which domains the AI grounded on. **Citation is reported as a rate with a 95% Wilson confidence interval — not a single stochastic run** — because AI answers vary between runs and a one-shot result is noise. The visibility score weights citation (0.7) over mention (0.3) because being a trusted *source* is the harder, higher-value signal.

Roadmap: AnswerRank Monitoring tracks these surfaces month over month (plus citation-share), so you see movement after the Fix Pack ships. Additional engines plug into the same harness with no change to how the audit runs.

Appendix — Per-Query Detail

Cited / Named columns show how many of the 1 × surface runs cited or named you for that query.

#	Lang	Query	Cited (of runs)	Named (of runs)
1	en	best pressure washing in Garfield NJ	2/3	3/3
2	en	top rated pressure washing Garfield NJ	1/3	2/3
3	en	pressure washing near me Garfield NJ	2/3	3/3
4	en	emergency pressure washing Garfield NJ	3/3	3/3
5	es	mejor pressure washing en Garfield NJ	1/3	1/3
6	es	pressure washing mejor calificado en Garfield NJ	2/3	1/3
7	es	pressure washing cerca de mi en Garfield NJ	1/3	2/3
8	es	pressure washing de emergencia en Garfield NJ	0/3	0/3

Your Next Step

This audit shows **where Ace Power Washing stands in AI search today**. The Fix Pack closes the gaps above — citable content, schema, presence on the sources AI trusts, and bilingual (es-US) coverage — then Monitoring tracks your citation-share month over month so you can see it move.

Book a free 15-minute walkthrough of this report with Juan Almonte. We'll go through your top 3 gaps live and map the fastest path to getting cited — no obligation.

→ Reply to this email, or reach out at Juan Almonte · juanalmonte406@gmail.com · SwiftRep (J. ALMOTE LLC) to grab a 15-min slot.

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