Tegora

FREE GUIDE

FOR LOCAL SERVICE OWNERS

Does ChatGPT name your business?

A 10-minute check you can run tonight, what the answer is built from, and what to fix if you're not in it.

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THE SHORT ANSWER

ChatGPT isn't Google Maps. It names whoever the pages it reads are talking about.

When someone asks ChatGPT for a plumber or a cleaner in their town, it usually runs a web search, reads a handful of pages, and names the businesses those pages mention.

Most of those pages are lists: directories, review sites and "best of" articles. Your own website is the next biggest piece. Your Google profile, the thing you've spent years on, is almost never one of the sources it shows.

> So the question isn't "am I on Google?" It's "am I on the pages ChatGPT reads for my trade in my town?" You can see those pages yourself in about ten minutes. Page 08 shows you how.

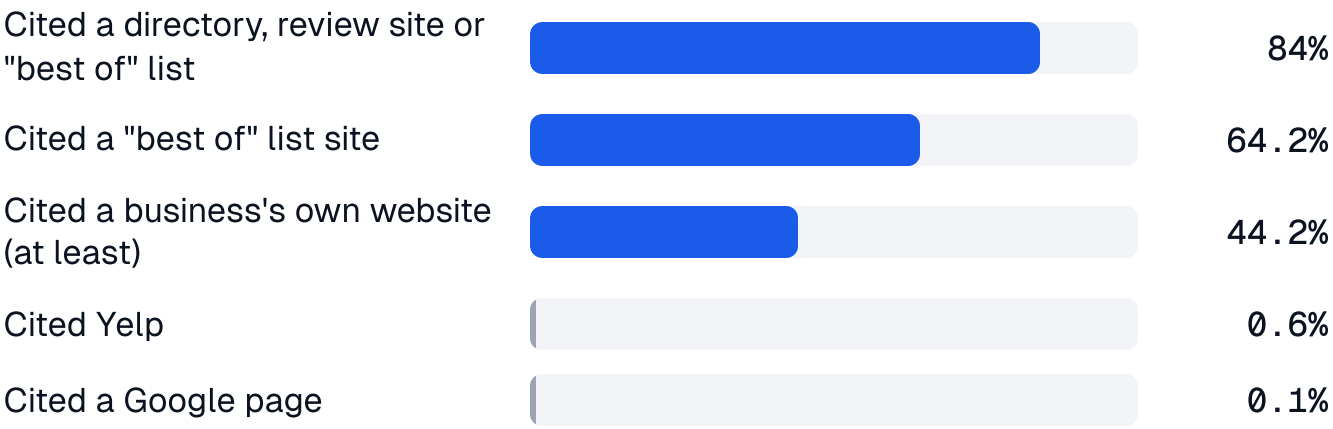
OpenAI says ChatGPT search may share queries with "third-party search providers such as Bing" and uses your general location from your IP address. It doesn't say how it chooses which businesses to name. Everything below comes from people who tested it.

Sources: OpenAI Help Center, ChatGPT search; Search Engine Land, "How does ChatGPT conduct local searches?" (May 2025).

WHERE CHATGPT LOOKS

Lists first. Your website second. Google and Yelp almost never.

One study read 9,434 ChatGPT answers to home-services questions in 100 US and Canadian cities, Aug 31 to Sept 20, 2026. Of the answers that cited anything:



The named sites, US answers only: Expertise.com in 53.5%, Angi or HomeAdvisor in 49.1%, BBB in 9.8%. Thumbtack showed up in 5.0% of all answers and Reddit in 4.9%.

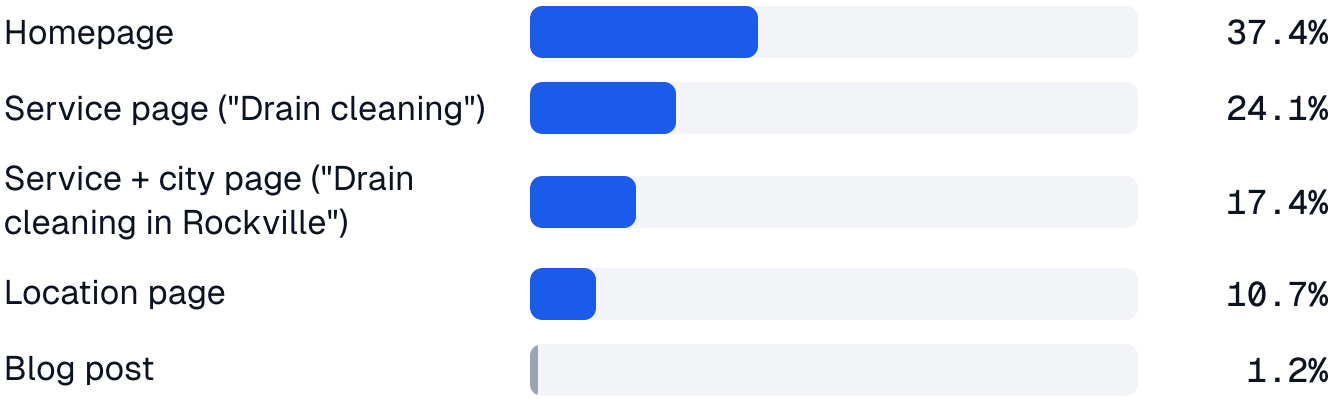
Caveat: the company behind the study sells AI-visibility software, and it's three weeks of home-services data. Treat it as a direction, then check your own trade on page 08.

Source: Cheers, "Where Does ChatGPT Get Its Information? Local Data 2026" (9,434 ChatGPT answers, 32 questions, 100 metros).

WHICH PAGE OF YOUR SITE IT READS

It reads your homepage and your service pages. Not your blog.

When ChatGPT did cite a contractor's own site, this is which page it picked:



> The test for your site: can a stranger tell, from your homepage alone, what you do and which towns you do it in? If they have to click around to find out, ChatGPT probably can't tell either.

Source: Cheers, Local Data 2026, cited pages on contractor websites.

YOUR TRADE CHANGES THE ANSWER

A plumber and a roofer get found in different places.

PLUMBING ANSWERS

53.7%

cited a plumber's own website.

ROOFING ANSWERS

17.8%

cited a roofer's own website. 40.0% cited Expertise.com.

Same tool, same study, very different picture. For a plumber, the website does a lot of the work. For a roofer, a list site was more than twice as likely to be the source as any roofer's site.

That's why "just fix your website" is half an answer. Which half depends on your trade, and you won't know which until you look at the sources ChatGPT shows for your own questions.

Source: Cheers, Local Data 2026 (roofing: 600 answers).

THE PART NOBODY CHECKS

Yelp is almost never cited. It's all over the map.

Yelp showed up as a source in 0.6% of ChatGPT's answers. But when ChatGPT showed a map with star ratings, a third of those business cards linked to Yelp.

RATED MAP CARDS

34%

linked to the business's Yelp page (Sept 18 to 22, 2026).

UNDER 4.0 STARS

98%

of answers showing a business under 4.0 stars involved a Yelp card.

If you've ignored your Yelp page because nobody in your trade uses Yelp, this is the reason to open it. The rating ChatGPT puts next to your name may be your Yelp rating, not your Google one.

Source: Cheers, Local Data 2026, ChatGPT map cards.

WHY ONE CHECK ISN'T ENOUGH

Ask four AI tools the same question and you get four lists.

77%

of the businesses named appeared in only one of the four AI engines' answers, when all four were asked the same question for the same city in the same week.

And the sources move. A late-2024 study of 800 ChatGPT local searches found business websites were 58% of sources and directories 15%. The 2026 study above found directories in 84% of answers. Different methods, but the direction is clear: what worked last year may not be what ChatGPT reads now.

> Run the check once a month, save a screenshot each time, and change one thing between checks. That's the only way you'll know what moved it.

Sources: Cheers, Local Data 2026; BrightLocal, "Uncovering ChatGPT Search Sources" (800 searches, Nov 2024).

THE 10-MINUTE CHECK

Ask the five questions your customers ask.

Open ChatGPT in a **temporary chat** so your history doesn't steer it. Type your town every time. Ask like a customer, not like an owner.

1

The shortlist

Who does it name first?

```
Who's the best [your trade] in [your town]?
```

2

The real job

A specific job you want more of.

```
I need [the job] in [town]. Who should I call?
```

3

The urgent one

The 6 pm call that goes to whoever answers.

```
My [problem] in [town]. Who can come today?
```

4

Your name

Does it know you, and is it right?

```
Is [your business name] in [town] any good?
```

5

You vs. them

Use the name it gave you in question 1.

```
Compare [your business] and [their business].
```

After each answer, click **Sources** and write down every site it used. That list is your to-do list.

YOUR SCORECARD

Fill this in. Then do it again next month.

Date: _____ Town: _____ Trade: _____

#	QUESTION	NAMED? WHERE?	SOURCES IT USED	WRONG ABOUT YOU?
1	The shortlist			
2	The real job			
3	The urgent one			
4	Your name			
5	You vs. them			

If a map showed up: whose rating was next to your name, and where did it link? (Yelp, Google, your site) _____

Sites that came up more than once:

_____

Anything it got wrong (hours, services, towns, phone):

_____

WHAT TO FIX, IN THIS ORDER

Six fixes. None of them costs money to start.

1

Say what you do and where, on your homepage

One line near the top: the service, the towns. Then one page per service you want more of, and a service-plus-town page for your main area. These are the pages it cites.

2

Get on the lists from your scorecard

Start with the sites that came up more than once. Find out how each one picks businesses: some take a listing, some are editorial and can't be bought.

3

Open your Yelp page

Claim it, match your details, add photos. Its rating may be the one shown next to your name.

4

Make your details match everywhere

Name, phone, hours and services, identical on your site, your Google profile and every list. One cleaning business we looked at had different services on Google than on its own site.

5

Claim Bing Places and check Bing Webmaster Tools

ChatGPT searches Bing's index. Whether it reads your Bing Places profile is disputed, but it's free and it takes 15 minutes.

6

Fix what it got wrong

Wrong hours or a service you don't offer usually trace back to one source. Find it in the Sources list and correct it there.

Sources: Cheers, Local Data 2026; Search Engine Land (May 2025); Local Falcon (Nov 2025).

WHAT THIS WON'T DO

Being named is the start. It isn't a booked job.

You can't pay ChatGPT to name you, and nobody can promise you a spot or a timeline. Anyone who does is guessing.

And getting named only matters if the next part works. When someone reads your name in ChatGPT and calls, three things decide whether you get the job:

- [ ] Did someone pick up, or did it go to voicemail while you were on a job?
- [ ] If they filled out a form, how long did they wait for a reply?
- [ ] If you sent a quote, did anyone follow up?

Most owners can't answer those three from memory, because the answers live in four different places: the phone, the inbox, the job software and their head.

IF YOU WANT ALL OF IT ON ONE SCREEN

This check is one card of the Blind Spot Snapshot.

$297. Three days. One screen.

You give me 30 minutes and access. Three days later you get one screen with:

- your leads by source
- how long each one waited
- the quotes nobody chased
- whether Google and ChatGPT name you
- three blind spots, with a dollar figure on each

Then a 45-minute call where I walk you through it. You keep the screen either way.

Book the 15-minute call

tegora.ai/growth-os
or DM SNAPSHOT to @theandrewdelgado

One cleaning company went from 0 website conversions in July to 25 leads and 8 new customers since its new site launched in August.