



CANOPY RADAR

AI-Visibility & SEO Report Sample

Where you stand in AI answer engines & search — and how to win the queries your buyers ask.

Prepared for: [Client name] · [Date] · Engines: ChatGPT · Perplexity · Claude

We find the friction. We build the fix.

Headline

8%

AI-CITATION RATE

20%

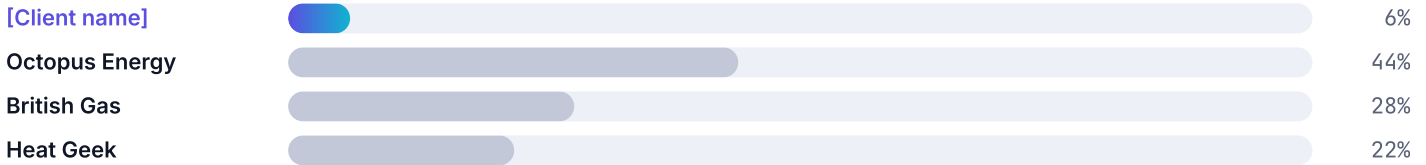
BRAND MENTION RATE

6%

SHARE OF VOICE

Across 10 buyer-intent queries × 3 AI engines. Sample figures — a live Canopy Radar run populates your real numbers.

Share of voice — you vs competitors



How you appear, query by query

BUYER-INTENT QUERY	CHATGPT	PERPLEXITY	CLAUDE	COMPETITORS CITED
air source heat pump installer in Watford	—	—	—	Octopus, Heat Geek
how much does a heat pump cost in the UK	—	●	—	Octopus
Boiler Upgrade Scheme grant explained	—	—	—	British Gas, Octopus
heat pump vs gas boiler — which is better	●	—	—	Heat Geek
do heat pumps work in a UK winter	—	—	—	Heat Geek
MCS certified heat pump installer Hertfordshire	—	—	—	—
new boiler installation cost UK	—	—	—	British Gas
how to get the £7,500 heat pump grant	—	—	●	Octopus

✓ cited (your domain in the sources) ● mentioned (brand named, no link) — absent

Priority gaps — competitor cited, you're not

"Boiler Upgrade Scheme grant explained," "air source heat pump installer in Watford," "new boiler installation cost UK" and "do heat pumps work in a UK winter" all cite a competitor while you're absent. These are the fastest wins — high intent, and you can honestly be the best local answer.

Google AI Overviews (manual check — no API)

"heat pump cost UK" — AI Overview shown · you absent

"MCS installer Hertfordshire" — no AI Overview · local pack opportunity

Opportunities (Canopy)

£7,500 grant cluster — own the highest-intent, fastest-growing topic with a guide + FAQ/HowTo schema

Local landing pages — Watford / Hertfordshire / nearby towns for "near me" + map-pack

"Heat pump vs boiler" comparison — high commercial intent, AI engines love comparison tables

Linkable free tool — a "Boiler Upgrade Scheme savings calculator" that earns links + AI citations

Entity + llms.txt — schema, sameAs, AI-crawler index so models can quote you

Recommended next steps

1. Publish the grant + cost clusters with matched FAQ/HowTo schema
2. Ship local landing pages for your service area
3. Build the BUS savings calculator as a linkable asset
4. Add entity schema + llms.txt so AI engines can cite you
5. Start **monthly Canopy Radar tracking** to watch share-of-voice climb

Suggested engagement: **Lead Engine build + Care & SEO retainer with monthly Radar tracking.**

Sample report — figures are illustrative. A live Canopy Radar run on your queries populates the real citation data, competitors and trend vs. the previous run.