



Where AI gets what it says about you

Every fact in the answer traces back to a source you control

SELF-AUDIT

A CUSTOMER ASKS AN AI ASSISTANT

Tell me about Bluff City Plumbing in Memphis. Are they any good?

AI ANSWER

Bluff City Plumbing is a plumbing company in Memphis, TN. They're **open Mon–Sat, 7am–7pm**, and you can reach them at **(901) 555-0148**. Customers describe them as **reliable for emergency and after-hours calls**. They handle **drain cleaning, water heater installs, and repiping**, and they're **often listed among Memphis's top-rated plumbers**.

Confident, specific — and only as accurate as the sources below.

Each highlighted fact comes from one place:



Google Business Profile

Feeds your **hours, address, and category**. Wrong here means wrong everywhere.



Directory listings (NAP)

Feeds your **phone number and name**. When listings disagree, AI loses confidence.



Reviews

Feeds your **reputation**. AI summarizes the words and recency of your reviews.



Your website & schema

Feeds your **services and specialties** — but only the ones written in plain, readable text.



Third-party mentions

Feeds **independent reputation** — local news, "best of" lists, and forum threads AI treats as unbiased.

The takeaway: you can't edit the AI, but you can edit every source it reads. Fix the source, fix the answer.

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