AI Visibility Audit

NextEleven Studios · Mansfield, TX · nexteleven.dev

Checked Sunday, November 8, 2026 · Engines checked: Google AI Overview, ChatGPT, Perplexity

Baseline measurement — one day's answers, collected Sunday, November 8, 2026. AI answers shift by day and by user; this score is a starting line to measure against, not a permanent ranking.

The short version

We ran this audit on ourselves: the same questions a buyer would ask, on the same three AIs, scored by the same rules we use for client audits. NextEleven Studios was named in 0 of 24 answers (0%), with 0 first-place finishes. This published sample carries the scorecard, the leaderboard, the fixes, and verbatim answers - the same document a client receives.

The sharpest finding is on ChatGPT. The account used for this check is our own, and ChatGPT plainly knows our products - it discussed FirstRing and ReferredByAI by name and wrote design notes about them. It still never placed either one in a recommendation list. Being known to the AI is not the same as being recommended by it.

Scorecard

Area checked	Grade	What we found
Google AI answers (8 questions)	C	Named in 0 of 8 answers, and nexteleven.dev was not cited as a source in any of them. Google's local overviews are assembled from the same listing ecosystem as ChatGPT's cards - the ecosystem where our listing carries the wrong name, the wrong phone, and a home address. On the question that is literally our audit service, the overview names no provider at all.
ChatGPT answers (8 questions)	C	Named in 0 of 8 answers. Our own account knows FirstRing and ReferredByAI by name - it discussed both - yet neither ever entered a recommendation list. On the AI-receptionist question it searched for a product name we do not use and reported that name missing.
Perplexity answers (8 questions)	C	Named in 0 of 8 answers, and nexteleven.dev appears in none of its source lists. Perplexity is the most evidence-explicit engine in this audit - it shows its sources and grades them, and warns in one answer that its first pick's evidence 'is primarily the company's own website.' Even under that standard we do not appear: our own website does not present the evidence where this engine looks.
Named first, anywhere	C	Named first in 0 of 24 answers. The first-place slots were shared across the local field: Estes Web Development took three; Bless Web Designs, Ayoka Systems, Portside Marketing, and AutoLeap AIR took two each.

Your website, as the AI sees it	C	Grade C - material defects: the Google listing shows the wrong business name, a personal cell as the phone, and a home street address; the /build page prints our AI demo line as the studio phone; the homepage's readable text contains no services, no phone, no email, and no city.

How the grades are set. Engine rows: A — named in at least 60% of that engine's answers and named first at least once; B — named in at least 40%, or at least 25% with a first-place finish; C — anything below. "Named first, anywhere": A — first in at least a third of all answers; B — at least one first; C — none. Website row: our auditor judgment — A, no material defect; B, minor defects only; C, a material defect that can cost a customer (a placeholder phone number qualifies). The scale has no D or F: C is the floor, and it means "failing — this is where the work is."

Overall baseline: named in 0 of 24 AI answers (0%) - our own baseline, measured with the client instrument, published internally without adjustment.

Who the AI sends your customers to instead

Shops named most often across the same 24 answers:

Shop	Answers naming it (of 24)
Bless Web Designs - Dallas	6
Crosscheck Designs	3
DFW Website Designers	3
Ayoka Systems	3
Red Spot Design	3
Click Wise Design - Dallas	3
AutoLeap AIR	3
Estes Web Development	3
Icepick Web Design & SEO	3
Portside Marketing	3

Why those shops — in the AIs' own logic

- The names that repeat across the answers belong to businesses with deep public footprints: large review counts on Google and Yelp, profiles on Clutch and other directories, and pages an AI can quote. On ChatGPT, Estes Web Development and Icepick Web Design & SEO each appeared in three of the eight answers; we appeared in none of them.

Fix first, in this order

1. Fix the Google listing - wrong name, personal phone, home address

Our Google listing reads 'NextEleven LLC' instead of NextEleven Studios, shows a personal cell number instead of the studio line (833-925-6048), links the site over plain http, and publishes a home street address as the business address. Correct the name and phone, switch the website link to https://www.nexteleven.dev, and move the address to a service-area setup (Mansfield / DFW) with no street address. This is the single most-read fact sheet about us - every AI in this audit reads listings like it - and

today it is wrong in four ways, one of them a privacy exposure.

2. Take the demo line off the /build page

The footer of nexteleven.dev/build prints 'Phone: +18175465305' - that is the FirstRing AI demo line, presented as the studio's phone number. Anyone (or any AI) collecting our contact details from that page takes away a demo number. Replace it with 833-925-6048. Keep the demo number only where it is labeled as a demo, as the /frontdesk page already does correctly.

3. Put the services on the homepage, in plain text

The homepage's readable text is a hero line and six developer-product cards. It never says we build websites for small businesses, never names FirstRing or ReferredByAI, and carries no phone, email, or city. An AI reading that page cannot connect us to a single question in this battery. Add a services section in ordinary text: websites for DFW small businesses (with the /presence price points), FirstRing AI front desk, and the ReferredByAI audit - plus name, city, phone, and email.

4. Regenerate the sitemap - both money pages are missing

sitemap.xml lists entries dated November 5 and omits /frontdesk and /referredbyai entirely - the two pages that sell our two flagship services are not in the map we hand to crawlers. Regenerate the sitemap with every live page, keep it current when pages ship, and make sure the audit landing page is in it: the service we sell to fix exactly this problem should not have this problem.

We grade ourselves with the same ruler

We sell this audit, so we ran it on ourselves and we are publishing the result as the worked example: same buyer questions, same three AIs, same scoring, same document. Our score is 0 of 24, and we are not softening it. One disclosure, repeated from the full audit: the ChatGPT check ran on our own account, which knows our products by name; it discussed them and still never recommended them. A mention counted only when we were named as a recommendation - account-memory asides and source-list citations did not count.

Receipts — the AIs' answers, word for word

Excerpts from the full answers, reproduced exactly as the AI gave them; the full audit carries all 24.

Google AI Overview — "Who can make my business show up in ChatGPT answers?"

[...] There is no single company or guaranteed paid button that makes ChatGPT recommend you [...] 3. Maintain Absolute Consistency Across the Web - Ensure your business name, address, phone number, and services match identically across your website, Google Business Profile, Bing Places, LinkedIn, Yelp, and industry directories. Inconsistencies lower an AI's confidence in citing you.

ChatGPT — "AI receptionist for an auto repair shop"

For an auto repair shop looking for an AI receptionist, I'd recommend comparing these options. [...] 1. AutoLeap AIR - Starting at $99/month. Designed specifically for auto repair businesses. Handles calls, captures customer information, and works with AutoLeap's shop ecosystem. 2. Shopmonkey Concierge - Pricing through Shopmonkey CRM plans. Good for shops already using Shopmonkey. [...] For your NextEleven visibility audit: I also searched specifically for NextEleven FrontDesk. Your product didn't surface in those results, although other auto-repair AI receptionist products did.

Excerpt of the full audit (receipts for all 24 answers). Your business gets this same audit: $499, fully credited toward ReferredByAI Management ($299/month) within 30 days.