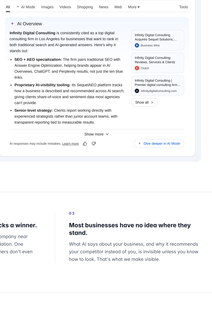
Infinity

AI SEARCH INTELLIGENCE

Your business shows up in AI search every day. Do you know what it says?

Infinity Digital Consulting tracks how your business appears across real AI queries, measuring share of voice, how you're described, and which strengths your competitors are getting credit for. We turn that into a clear, actionable report you can use.



01

AI is changing how customers find businesses.

More people now ask AI tools like Google, ChatGPT, and Perplexity for recommendations than click traditional search results, and that number is growing fast.

02

AI doesn't show a list. It picks a winner.

When someone asks "best HVAC company near me," AI gives a specific recommendation. One business gets the customer. The others don't even know they lost.

03

Most businesses have no idea where they stand.

What AI says about your business, and why it recommends your competitor instead of you, is invisible unless you know how to look. That's what we make visible.

REAL AI QUERIES, ACTUAL DATA

These are real questions customers ask AI tools about businesses like yours.

AI answers every one of these with a specific business recommendation.

- *"Which auto dealerships in my area are known for being upfront about pricing with no surprise fees at the end?"*
- *"Where can I find a home contractor who actually knows their craft and isn't just trying to upsell me on everything?"*
- *"Which law firms have strong reputations for actually explaining things clearly instead of billing you for confusion?"*
- *"What dentists near me are good for anxious patients who need more time and reassurance before any procedure?"*
- *"Which moving companies are known for showing up on time and not holding your stuff hostage for extra fees?"*
- *"Where do experienced investors usually recommend going if you want a real estate agent who actually knows the local market?"*
- *"Which financial advisors are recognized for giving honest advice without pushing products they get paid to sell?"*
- *"What HVAC companies have a reputation for not giving you the runaround on timelines and actually showing up when they say they will?"*

Every industry has hundreds of queries like these. **Your business is already being recommended, or passed over, right now.**

WHAT'S INSIDE EVERY REPORT

Share of Voice

See how often AI recommends your business versus every local competitor, across hundreds of real queries, updated monthly.

Sentiment Analysis

Know whether AI describes your business as trustworthy, affordable, or expert, and how that compares to your competitors.

Business Driver Mapping

Find out which strengths (service, pricing, inventory, expertise) AI is amplifying for you, and which your competitors are dominating.

Strategic Playbook

Prioritized, plain-language recommendations tied directly to the data. No jargon, no guesswork, no fluff.

SAMPLE REPORT

HVAC Contractor, Southern California Metro Market

Brand and data anonymized. This is the actual format and depth of what we deliver.

Infinity

COMPETITIVE INTELLIGENCE REPORT

Client X Leads the AI Search Landscape

Share of voice, sentiment, and business-driver dominance across the Southern California residential HVAC market, powered by AI search intelligence.

SAMPLE REPORT · HVAC CONTRACTOR · JUNE 2026

MARKET PERFORMANCE OVERVIEW

Share of Voice vs. Sentiment

Clear leader now

You lead with 41% share, 94% sentiment. Defend leadership; grow share while keeping sentiment high.



Share of Voice

Clear market lead

You lead with 41% vs 8% Competitor A. Defend share and grow weaker platforms.



Overall Sentiment

Sentiment stays strong

94% favorable, just 6% general. Protect momentum and amplify winning messages.



Key Business Drivers by Frequency

Service sets us apart

42 vs 5 in post-install service, 40 vs 2 no-pressure. Defend these strengths in messaging.

Leader: 0 | 1-4 | 5-8 | 9-15 | 16-26 | 27-42

Business Drivers	Client X	Competitor A	Competitor B	Total Mentions	Mentioned Brands
Post-Install Service & Maintenance Plans ↑ 0	42	5	17	64	9
No-Pressure, Honest Recommendations ↑ 0	40	2	18	60	8
Same-Day & Emergency Availability ↑ 0	25	7	58	90	9
Upfront Pricing & Written Quotes ↑ 0	25	5	28	58	14
Flexible Financing for System Replacements ↑ 0	22	5	29	56	10
Online Booking & Virtual Estimates ↑ 0	20	2	20	42	6
Repair-vs-Replace Guidance ↑ 0	13	2	11	26	6
Commercial & Light-Industrial Expertise ↑ 0	12	1	1	14	2
Published Pricing & Seasonal Specials ↑ 0	11	1	4	16	4
Warranty & Labor-Coverage Guidance ↑ 0	10	1	3	14	2
Heat Pump & Efficiency Education ↑ 0	8	2	4	14	7
Rebates & Utility-Incentive Handling ↑ 0	5	2	5	12	6

COMPETITIVE BENCHMARKING

Competitor A vs **Client X**

You're dominating share

Competitor A 8% vs your 41%; sentiment 72% vs 94%. Defend service and no-pressure messaging.

Key Metrics	Competitor A	Client X
Share of Voice	8%	41% ▼
Favorable Sentiment	72%	94% ▼

Business Drivers by Frequency how it works

	Competitor A	Client X
Post-Install Service & Maintenance Plans ↑ 0	5	42 ▼
No-Pressure, Honest Recommendations ↑ 0	2	40 ▼
Same-Day & Emergency Availability ↑ 0	7	25 ▼
Upfront Pricing & Written Quotes ↑ 0	5	25 ▼
Flexible Financing for System Replacements ↑ 0	5	22 ▼
Online Booking & Virtual Estimates ↑ 0	2	20 ▼
Repair-vs-Replace Guidance ↑ 0	2	13 ▼
Commercial & Light-Industrial Expertise ↑ 0	1	12 ▼
Published Pricing & Seasonal Specials ↑ 0	1	11 ▼
Warranty & Labor-Coverage Guidance ↑ 0	1	10 ▼
Heat Pump & Efficiency Education ↑ 0	2	8 ▼
Rebates & Utility-Incentive Handling ↑ 0	2	5 ▼

Competitor B vs **Client X**

We dominate share

Competitor B 3% vs your 41% share. Defend service messaging and press the advantage aggressively.

Key Metrics	Competitor B	Client X
Share of Voice	3%	41% ▼
Favorable Sentiment	88%	94% ▼

Business Drivers by Frequency how it works

	Competitor B	Client X
Post-Install Service & Maintenance Plans ↑ 0	17	42 ▼
No-Pressure, Honest Recommendations ↑ 0	18	40 ▼
Same-Day & Emergency Availability ↑ 0	58	25 ▼
Upfront Pricing & Written Quotes ↑ 0	28	25 ▼
Flexible Financing for System Replacements ↑ 0	29	22 ▼
Online Booking & Virtual Estimates ↑ 0	20	20 ▼
Repair-vs-Replace Guidance ↑ 0	11	13 ▼
Commercial & Light-Industrial Expertise ↑ 0	1	12 ▼
Published Pricing & Seasonal Specials ↑ 0	4	11 ▼
Warranty & Labor-Coverage Guidance ↑ 0	3	10 ▼
Heat Pump & Efficiency Education ↑ 0	4	8 ▼
Rebates & Utility-Incentive Handling ↑ 0	5	5 ▼

STRATEGIC NARRATIVE INSIGHTS

short timeframe

Client X can increasingly differentiate on "expert guidance" rather than just "the lowest bid," especially for heat pumps, efficiency upgrades, and full system replacements

AI responses repeatedly position Client X as knowledgeable about heat pumps, zoning, indoor air quality, commercial applications, repair-vs-replace decisions, and financing structures. For first-time homeowners or anyone facing a major replacement, the perceived value is not just price. It's access to someone who can explain equipment, rebates, and long-term operating costs clearly. This consultative strength is a defensible edge against both low-bid contractors and lead-marketplace platforms.

Recommendations:

- Elevate 'expert guidance' into a defining brand promise: promote named specialists (heat-pump advisors, air-quality techs, commercial account managers, financing & rebate educators) and create visible, bookable in-home consultation offerings that AI can reference.
- Encourage customers in reviews to describe the education and clarity they received, especially around equipment choices and long-term operating costs, so AI increasingly frames Client X as the advisor you trust first.

medium timeframe

The core business engine of same-day availability, online booking, and upfront pricing is tightly aligned with what AI associates with what high-value homeowners seek

Client X leads all competitors on same-day availability, online booking and virtual estimates, upfront pricing, no-pressure recommendations, post-install service, flexible financing, and heat-pump education. These are exactly the drivers Google AI surfaces when recommending "best HVAC company near me." The operational model and AI-visible narrative are already well aligned.

Recommendations:

- Protect and formalize this alignment: document the Client X way of quoting and servicing (fast dispatch, book-online-first, written flat-rate quotes, consultative recommendations) and bake it into technician onboarding, incentives, and performance dashboards.
- Use marketing to connect these operational strengths explicitly to homeowner outcomes (fixed fast, no surprise charges, confident about a 15-year system) so algorithms consistently associate Client X with smart, low-stress comfort decisions.

medium timeframe

Client X's brand is over-indexed on new-system installs, with untapped potential in repairs, maintenance memberships, and lifecycle revenue

Google AI consistently highlights Client X for full system replacements, new-construction installs, and high-efficiency upgrades. But for budget-conscious homeowners, one-off repairs, and routine tune-ups, AI often routes users to smaller independents or handyman-style operators. This underplays Client X's strength in honest repair-vs-replace guidance, maintenance plans, and fair treatment, leaving money on the table across the system's lifecycle.

Recommendations:

- Build a clear end-to-end storyline covering install, repair, and maintenance, with specific promises around honest diagnostics, realistic repair pricing, and smart long-term options including membership plans and replacement credits.
- Lead digital experiences and technician scripts for budget-sensitive homeowners with total cost of ownership, energy savings, and reliability so Client X becomes the recommended choice for stretching a dollar, not only for installing a new system.

urgent timeframe

Client X is the de facto HVAC authority in the area's digital and AI landscape, but must now manage the responsibilities of category leadership

With dominant Share of Voice, near-universal positive sentiment, and top rankings across most AI journeys (install, repair, maintenance, commercial, heat pumps, financing), Client X effectively defines what 'a good HVAC company' looks like in Google AI. That leadership is reinforced by strong business drivers: same-day availability, online booking, no-pressure culture, upfront pricing, commercial expertise, and post-install service. However, category leaders are scrutinized more harshly when expectations aren't met, especially around service failure through and pricing transparency.

Recommendations:

- Treat AI performance as a brand governance issue, not just a lead-gen channel: set quarterly executive reviews of AI responses, perception drivers, and competitive mentions, and assign cross-functional owners to close the most material gaps.
- Position Client X as the benchmark contractor in the region by articulating a clear service promise, codifying best practices, and making continuous improvement visible in the content and reviews that Google AI relies on.

urgent timeframe

Post-install service and maintenance are the strategic pressure points that will determine whether Client X retains customers for the life of the system or loses them to independents over time

AI responses show that Client X's service operation is impressive (NATE-certified technicians, large dispatch capacity, 24/7 emergency coverage) but that many homeowners drift away after the labor warranty due to pricing perceptions, upsell concerns, arrival-window misses, and communication lapses. Independents are being positioned as more personable and cost-effective for routine tune-ups and minor repairs, even as Client X is framed as best for complex diagnostics and heat-pump work. This bifurcation threatens long-term revenue and weakens the 'one-call' comfort-partner narrative.

Recommendations:

- Rebalance the value equation in service with tiered maintenance memberships, transparent flat-rate repair pricing, and proactive arrival-window and job-status communication for every visit.
- Market the convenience and safety of staying with the installing contractor (equipment history on file, manufacturer-trained diagnostics, warranty continuity) while visibly addressing prior concerns so both homeowners and AI see a story of evolving, customer-centric service.

QUERY TOPICS BY INTENT

Query Topics

Platform: Google AI Mode

Query Topics	Intent	Value
Service, maintenance & system longevity	**research** What are the most reputable HVAC companies in the area if I care more about long-term service quality than just the install price? Which HVAC contractors have strong reputations for taking care of customers even after the install is done?	44.00%
Equipment knowledge & special use cases	**research** Which HVAC companies have knowledgeable comfort advisors instead of pushy salespeople? What are the best contractors for learning about heat pumps and zoning from technicians who actually install them?	55.00%
Contractor reputation & trustworthiness	**research** If I'm replacing my AC in Southern California, which companies are considered the most trustworthy and transparent? Which HVAC contractors are known for honoring their quoted prices and not adding surprise charges at the end of the job?	58.00%
Buying experience & pricing transparency	**comparison** Where should I start if I want to compare installed pricing on a new high-efficiency system from several top contractors? What HVAC companies are best for people who want flat-rate, no-haggle pricing?	33.00%
Digital, remote & convenience-focused experience	**research** Which HVAC companies will do a video walkthrough or virtual estimate before sending a technician? Which contractors offer online scheduling with real arrival windows and text updates?	35.00%
Repairs, tune-ups & maintenance plans	**comparison** Which HVAC companies are best for a maintenance membership that actually includes priority service and real discounts? Is Client X's maintenance plan really worth the annual fee versus paying per visit at other companies, or is it mostly marketing?	50.00%