AI visibility report

Prepared for **Ridgeline CRM** ridgeline.example

VISIBILITY

64.3% +6.1 pts

Named in 45 of 70 answers

The share of answers that named Ridgeline CRM. 2 failed runs were left out.

SHARE OF VOICE

28.6%

No. 2 of 6 tracked brands

- Slatebook **31%**
- Ridgeline CRM **28.6%**
- Eaveworks **18.2%**
- Topcoat CRM **13.1%**
- Shinglebase **6.5%**
- Roofdesk **2.7%**

Ridgeline CRM's mentions as a share of all tracked brands' mentions.

What happened to the website

ridgeline.example across 70 answers.

20%
Cited
14 answers. The assistant cited the website.

27.1%
Looked at, not cited
19 answers. The assistant read the website and did not cite it.

52.9%
Absent
37 answers. The website did not appear.

Visibility by assistant

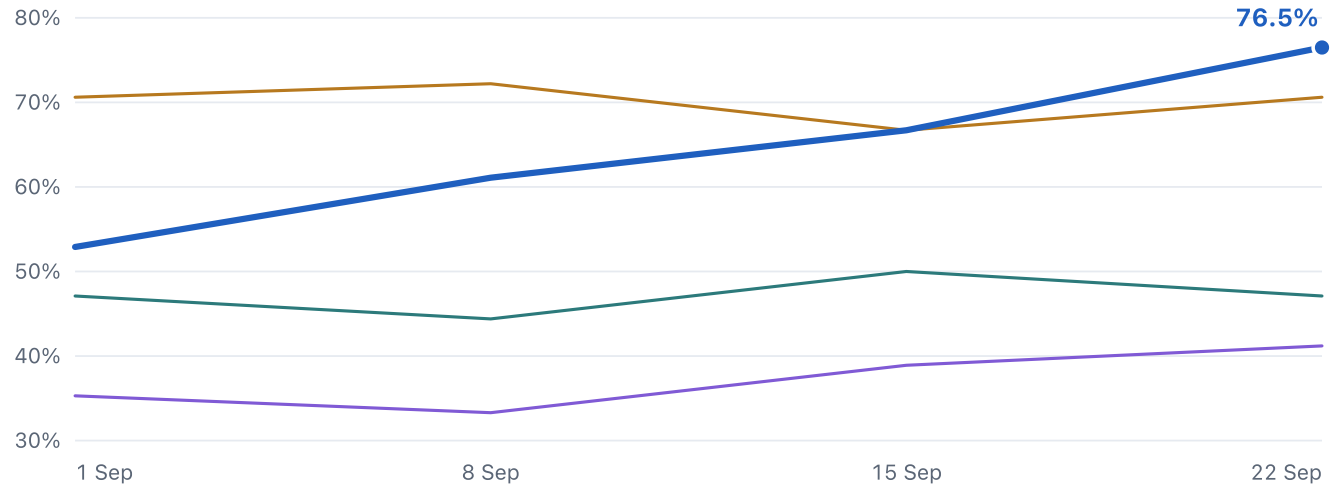
How often each assistant named Ridgeline CRM.

ChatGPT	**70.8%**	24 answers
Gemini	**69.6%**	23 answers

Claude	**52.2%**	23 answers

Visibility over time

Ridgeline CRM went from 52.9% (1 Sep) to 76.5% (22 Sep). Based on 70 answers.



Ridgeline CRM **76.5%** Slatebook **70.6%** Eaveworks **47.1%** Topcoat CRM **41.2%**

Competitor ranking

Share of voice: each brand's share of all tracked brands' mentions.

1	**Slatebook** slatebook.example	**31%**	104 mentions	−1.8 pts
2	**Ridgeline CRM** ridgeline.example	**28.6%**	96 mentions	+3.4 pts
3	**Eaveworks** eaveworks.example	**18.2%**	61 mentions	+0.2 pts
4	**Topcoat CRM** topcoat.example	**13.1%**	44 mentions	−0.9 pts
5	**Shinglebase** shinglebase.example	**6.5%**	22 mentions	−0.6 pts
6	**Roofdesk** roofdesk.example	**2.7%**	9 mentions	−0.3 pts

Questions tracked

8 questions across 3 assistants.

Question	ChatGPT	Gemini	Claude
What is the best CRM for roofing companies? Choosing a CRM	3/3 ●	3/3 ●	2/3 ●
Which roofing software is best for a small contractor? Choosing a CRM	3/3 ●	2/3	2/3 ●
Which roofing CRM has the best mobile app for crews? Field work	2/3	3/3 ●	2/3 ●
What software do roofers use for estimates and measurements? Field work	3/3 ●	2/3 ●	2/3
How much does a roofing CRM cost per user? Pricing	2/3 ●	2/3	1/3
Is there a roofing CRM with no long-term contract? Pricing	2/3	2/3 ●	2/3 ●
Which roofing CRM works with QuickBooks? Integrations	1/3	1/3	1/2
Which roofing CRM handles insurance claim paperwork? Integrations	1/3	1/2	0/3

Each cell shows how many answers named Ridgeline CRM out of how many were collected. A dot marks a question where the website was also cited.

Visibility by topic

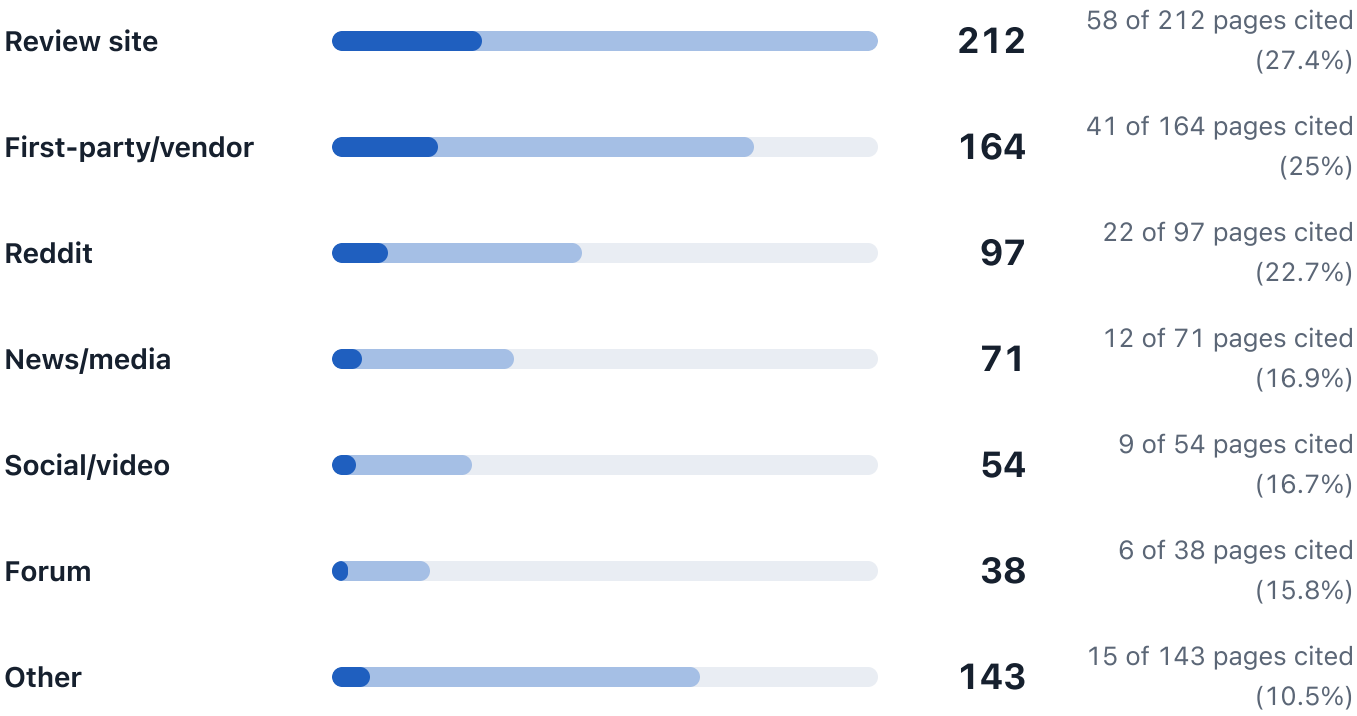
Share of answers in each topic that named each brand. Darker cells mean a competitor was named more often.

Topic	Answers	Ridgeline CRM	Slatebook	Eaveworks	Topcoat CRM
Choosing a CRM	18	83.3%	88.9%	55.6%	38.9%
Field work	18	77.8%	61.1%	66.7%	27.8%
Pricing	18	61.1%	66.7%	38.9%	50%

Topic	Answers	Ridgeline CRM	Slatebook	Eaveworks	Topcoat CRM
Integrations	16	31.3%	62.5%	25%	37.5%

Where the assistants looked

The kinds of site behind the answers. The darker part of each bar is the share that was cited.



Sources that appeared most

Domains the assistants returned to. Being cited here is how a brand gets named.

Domain	Answers	Cited
roofingreviews.example Review site	41	23
reddit.com Reddit	38	14
slatebook.example Competitor	36	19
ridgeline.example First-party/vendor	**33**	**14**

Domain	Answers	Cited
contractorweekly.example News/media	27	8
youtube.com Social/video	22	5
eaveworks.example Competitor	19	7

Searches the assistants ran

The smaller searches an assistant made on its own while answering. They show what a page has to answer to be found.

best crm for roofing companies 2026	**9 answers**
roofing crm pricing comparison	**7 answers**
roofing software for small contractors	**5 answers**
ridgeline crm reviews	**5 answers**
roofing crm quickbooks integration	**4 answers**
slatebook vs ridgeline crm	**3 answers**

What changed this month

Ridgeline CRM was named in **45 of 70 answers** (64.3%), up 6.1 points on August. The gain came week by week: from 52.9% in the first week to 76.5% in the last.

Slatebook still holds the larger share of voice (31.0% against 28.6%), but the gap narrowed by about five points.

Where the brand is missing

Integrations is the weak topic. Ridgeline was named in 5 of 16 answers (31.3%) while Slatebook was named in 62.5%.

- No assistant named Ridgeline consistently for the QuickBooks question.
- Claude never named Ridgeline for insurance claim paperwork.

- The website was absent from 37 of 70 answers and read without being cited in 19.

Recommended next steps

1. **Publish an integrations page that answers the accounting question directly**
   Assistants searched for "roofing crm quickbooks integration" in 4 answers and found competitor pages. A page that states plainly what connects, and how, gives them something to cite.

2. **Earn a place on the review site assistants keep returning to**
   roofingreviews.example appeared in 41 answers and was cited in 23. Review sites were the most-used kind of source this month.

3. **Turn pages that are read into pages that are cited**
   The website was read without being cited in 19 answers. Put the comparable facts (price per user, contract terms, mobile features) in short, quotable statements near the top of those pages.

How this was measured

- Assistants asked: ChatGPT, Gemini, Claude.
- Each question was asked 3 times on each assistant.
- Every percentage counts successful answers only; 2 failed runs were left out. Figures from fewer than 10 answers are marked as a small sample.
- Assistants answer differently from one run to the next, so these figures describe the answers collected in this period, not a fixed ranking.
- Brand names were matched as whole names, ignoring case. All names and figures on this page are an invented example.