

# EkkoScope

GEO Engine for AI Visibility

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## A-D Metal Roofing

### AI Visibility Analysis Report

Comprehensive GEO analysis of how AI assistants recommend your business

Report Date: November 27, 2025

Market Focus: Morehead City, Atlantic Beach, Beaufort

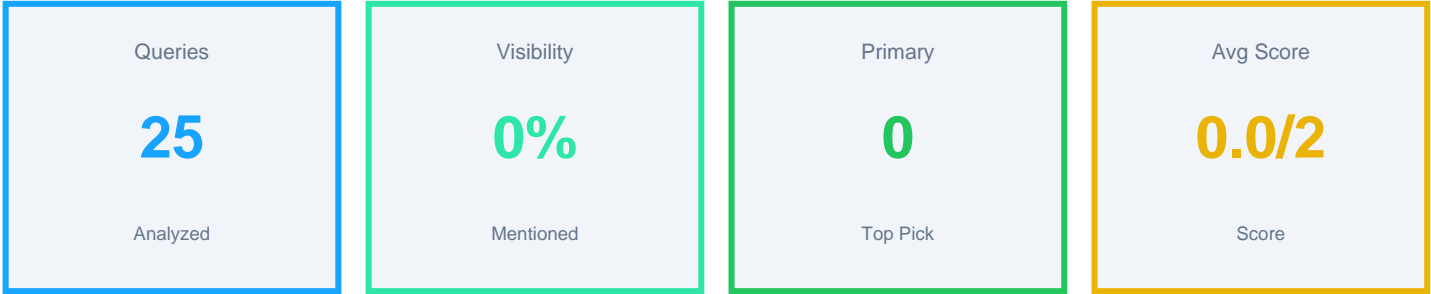
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Powered by EkkoScope GEO Engine | AI Visibility Intelligence



# Executive Dashboard

Key metrics and insights from your AI visibility analysis



## Score Distribution by Intent

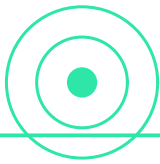


## Executive Summary

- > You are not recommended in any of the 25 queries tested.
- > Top competitors dominating AI recommendations: Coastal Roofing Solutions, Morehead City Roofing.
- > A-D Metal Roofing lacks visibility in emergency and same-day roofing queries in Morehead City.
- > Next 30 days focus: Update the meta description on the homepage to include 'Emergency Roofing Servic...
- > 2 high-impact opportunity(ies) identified with detailed page blueprints.

## Analysis Summary

A-D Metal Roofing currently has no mentions in AI-generated answers, indicating a significant opportunity for improvement. By enhancing their online content with targeted keywords, FAQs, and authoritative information, the business can increase its visibility and relevance for local roofing queries.



## Query Analysis Details

Comprehensive breakdown of AI visibility across all tested queries

### ~~NOT FOUND~~ emergency Roofing Morehead City

Intent: Emergency

Competitors: Harris Roofing, Morehead City Roofing, Coastal Roofing Solutions, East Coast Roofing, Apex Roofing

### ~~NOT FOUND~~ same day Roofing service Morehead City

Intent: Emergency

Competitors: East Coast Roofing & Siding, Morehead City Roofing, Coastal Roofing Solutions, Tar Heel Roofing, ABC Roofing & Construction

### ~~NOT FOUND~~ emergency Roofing Atlantic Beach

Intent: Emergency

Competitors: Atlantic Beach Roofing, First Coast Roofing Solutions, Apex Roofing & Restoration, Sunshine Roofing, Jacksonville Roofing Company

### ~~NOT FOUND~~ same day Roofing service Atlantic Beach

Intent: Emergency

Competitors: Atlantic Beach Roofing, A1 Roofing Solutions, Coastal Roofing Pros, First Coast Roofing

### ~~NOT FOUND~~ emergency Roofing Beaufort

Intent: Emergency

Competitors: Beaufort Roofing Pros, Coastal Roofing & Construction, All Weather Roofing, Palmetto State Roofing, Shingle Roofers of Beaufort

### ~~NOT FOUND~~ same day Roofing service Beaufort

Intent: Emergency

Competitors: Beaufort Roofing Pros, Coastal Roofing Solutions, Blue Sky Roofing, Palmetto State Roofing, Apex Roofing & Construction

### ~~NOT FOUND~~ Roofing near Morehead City

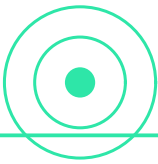
Intent: Transactional

Competitors: Baker Roofing Company, Hometown Roofing, Coastal Carolina Roofing, All Seasons Roofing

### ~~NOT FOUND~~ trusted Roofing contractor in Morehead City

Intent: Transactional

Competitors: Morehead City Roofing, Coastal Roofing Solutions, Outer Banks Roofing, Carolina Roofing and Construction



## **NOT FOUND** Roofing near Atlantic Beach

Intent: Transactional

Competitors: Atlantic Beach Roofing, Coastal Roofing Solutions, Jacksonville Roofing Company, Apex Roofing & Construction

## **NOT FOUND** trusted Roofing contractor in Atlantic Beach

Intent: Transactional

Competitors: A1 Roofing & Construction, Atlantic Beach Roofing, Coastal Roofing Solutions, Shoreline Roofing

## **NOT FOUND** Roofing near Beaufort

Intent: Transactional

Competitors: Beaufort Roofing Pros, Coastal Roofing Solutions, Palmetto State Roofing, Southern Roofing & Exteriors

## **NOT FOUND** trusted Roofing contractor in Beaufort

Intent: Transactional

Competitors: Beaufort Roofing Pros, Coastal Roofing Solutions, Palmetto State Roofing, Cypress Roofing & Construction

## **NOT FOUND** single installation in Morehead City

Intent: Transactional

Competitors: Hometown Roofing, Coastal Roofing Solutions, ABC Roofing & Construction, Pineapple Roofing, East Coast Roofing

## **NOT FOUND** metal Roofing in Morehead City

Intent: Transactional

Competitors: Morehead City Roofing, Coastal Metal Roofing, Eastern Roofing Solutions, Atlantic Roofing & Siding

## **NOT FOUND** flat Roof repair in Morehead City

Intent: Transactional

Competitors: Morehead City Roofing, Coastal Roofing Solutions, Apex Roofing & Construction, Atlantic Roofing Company

## **NOT FOUND** roof inspection in Morehead City

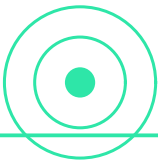
Intent: Transactional

Competitors: Atlantic Roofing & Construction, Coastal Roofing & Repair, Morehead City Roofing, Ridgeview Roofing

## **NOT FOUND** best Roofing in Morehead City

Intent: Informational

Competitors: Morehead City Roofing, Coastal Roofing Solutions, Tar Heel Roofing, East Coast Roofing & Siding



### ~~best rated~~ Roofing company in Morehead City

Intent: Informational

Competitors: Tidewater Roofing, East Coast Roofing, A Better Roofing Company, Pinnacle Roofing & Construction

### ~~best roofing~~ in Atlantic Beach

Intent: Informational

Competitors: Atlantic Beach Roofing, Apex Roofing & Construction, Roofing by Curry, Crown Roofing

### ~~top rated~~ Roofing company in Atlantic Beach

Intent: Informational

Competitors: Apex Roofing Solutions, Atlantic Beach Roofing Pros, Coastal Roofing and Construction, Eagle Eye Roofing, Beachside Roofing Company

### ~~best roofing~~ in Beaufort

Intent: Informational

Competitors: Beaufort Roofing, Lowcountry Roofing, Coastal Roofing Solutions, Palmetto State Roofing

### ~~top rated~~ Roofing company in Beaufort

Intent: Informational

Competitors: Beaufort Roofing Specialists, Coastal Roofing Solutions, Palmetto State Roofing, Southern Roofing & Construction

### ~~best shingle~~ installation company near Morehead City

Intent: Informational

Competitors: Coastal Roofing Solutions, Morehead City Roofing, East Coast Roofing & Siding, J&J Roofing, Apex Roofing & Exteriors

### ~~best metal~~ roofing company near Morehead City

Intent: Informational

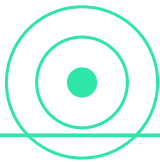
Competitors: Coastal Metal Roofing, Metal Roofing Systems, Hometown Roofing, Carolina Metal Roofing

### ~~best flat roof~~ repair company near Morehead City

Intent: Informational

Competitors: Morehead City Roofing, Coastal Roofing Solutions, Carolina Roofing Pros, Atlantic Roofing & Construction

Total: 25 queries analyzed across multiple intent categories

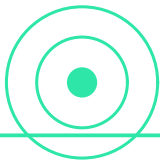


## Competitor Landscape

Analysis of competitors appearing in AI recommendations across your queries

1	<b>Coastal Roofing Solutions</b>	Appearances: 15 of 25	Share of Voice: 60.0%	Threat: High
2	<b>Morehead City Roofing</b>	Appearances: 9 of 25	Share of Voice: 36.0%	Threat: Medium
3	<b>Palmetto State Roofing</b>	Appearances: 6 of 25	Share of Voice: 24.0%	Threat: Low
4	<b>Atlantic Beach Roofing</b>	Appearances: 5 of 25	Share of Voice: 20.0%	Threat: Low
5	<b>Beaufort Roofing Pros</b>	Appearances: 4 of 25	Share of Voice: 16.0%	Threat: Low
6	<b>Apex Roofing &amp; Construction</b>	Appearances: 4 of 25	Share of Voice: 16.0%	Threat: Low
7	<b>East Coast Roofing</b>	Appearances: 3 of 25	Share of Voice: 12.0%	Threat: Low
8	<b>East Coast Roofing &amp; Siding</b>	Appearances: 3 of 25	Share of Voice: 12.0%	Threat: Low
9	<b>Hometown Roofing</b>	Appearances: 3 of 25	Share of Voice: 12.0%	Threat: Low
10	<b>Tar Heel Roofing</b>	Appearances: 2 of 25	Share of Voice: 8.0%	Threat: Low

*Threat Level indicates how often a competitor appears in AI recommendations relative to total queries. Critical = appears in 75%+ of queries.*



# Multi-Source AI Visibility Matrix

Cross-platform comparison of your visibility across multiple AI assistants

## AI Providers Analyzed

- > OpenAI GPT-4o-mini - Simulated AI recommendations
- > Perplexity Sonar - Web-grounded real-time visibility
- > Site Content Analysis - Current website content review

## OpenAI vs Perplexity Visibility Analysis

1.

### emergency Roofing Morehead City

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Harris Roofing, Morehead City Roofing, Coastal Roofing Solutions, East Coast Roofing, Apex Roofing

2.

### same day Roofing service Morehead City

OpenAI: **Not Found**

Perplexity: **FOUND**

Competitors mentioned: East Coast Roofing & Siding, Morehead City Roofing, Coastal Roofing Solutions, Tar Heel Roofing, ABC Roofing & Construction

3.

### emergency Roofing Atlantic Beach

OpenAI: **Not Found**

Perplexity: **Missing**

Competitors mentioned: Atlantic Beach Roofing, First Coast Roofing Solutions, Apex Roofing & Restoration, Sunshine Roofing, Jacksonville Roofing Company

4.

### same day Roofing service Atlantic Beach

OpenAI: **Not Found**

Perplexity: **FOUND**

Competitors mentioned: Atlantic Beach Roofing, A1 Roofing Solutions, Coastal Roofing Pros, First Coast Roofing



5.

#### emergency Roofing Beaufort

OpenAI: **Not Found** Perplexity: **Missing**

Competitors mentioned: Beaufort Roofing Pros, Coastal Roofing & Construction, All Weather Roofing, Palmetto State Roofing, Shingle Roofers of Beaufort

6.

#### same day Roofing service Beaufort

OpenAI: **Not Found** Perplexity: **FOUND**

Competitors mentioned: Beaufort Roofing Pros, Coastal Roofing Solutions, Blue Sky Roofing, Palmetto State Roofing, Apex Roofing & Construction

7.

#### Roofing near Morehead City

OpenAI: **Not Found** Perplexity: **FOUND**

Competitors mentioned: Baker Roofing Company, Hometown Roofing, Coastal Carolina Roofing, All Seasons Roofing

8.

#### trusted Roofing contractor in Morehead City

OpenAI: **Not Found** Perplexity: **FOUND**

Competitors mentioned: Morehead City Roofing, Coastal Roofing Solutions, Outer Banks Roofing, Carolina Roofing and Construction

9.

#### Roofing near Atlantic Beach

OpenAI: **Not Found** Perplexity: **FOUND**

Competitors mentioned: Atlantic Beach Roofing, Coastal Roofing Solutions, Jacksonville Roofing Company, Apex Roofing & Construction

10.

#### trusted Roofing contractor in Atlantic Beach

OpenAI: **Not Found** Perplexity: **Missing**

Competitors mentioned: A1 Roofing & Construction, Atlantic Beach Roofing, Coastal Roofing Solutions, Shoreline Roofing

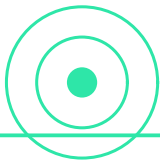
11.

#### Roofing near Beaufort

OpenAI: **Not Found** Perplexity: **FOUND**

Competitors mentioned: Beaufort Roofing Pros, Coastal Roofing Solutions, Palmetto State Roofing, Southern Roofing & Exteriors





12.

**trusted Roofing contractor in Beaufort**

OpenAI: **Not Found**      Perplexity: **Missing**

Competitors mentioned: Beaufort Roofing Pros, Coastal Roofing Solutions, Palmetto State Roofing, Cypress Roofing & Construction

13.

**shingle installation in Morehead City**

OpenAI: **Not Found**      Perplexity: **Missing**

Competitors mentioned: Hometown Roofing, Coastal Roofing Solutions, ABC Roofing & Construction, Pineapple Roofing, East Coast Roofing

14.

**metal roofing in Morehead City**

OpenAI: **Not Found**      Perplexity: **FOUND**

Competitors mentioned: Morehead City Roofing, Coastal Metal Roofing, Eastern Roofing Solutions, Atlantic Roofing & Siding

15.

**flat roof repair in Morehead City**

OpenAI: **Not Found**      Perplexity: **FOUND**

Competitors mentioned: Morehead City Roofing, Coastal Roofing Solutions, Apex Roofing & Construction, Atlantic Roofing Company

16.

**roof inspection in Morehead City**

OpenAI: **Not Found**      Perplexity: **FOUND**

Competitors mentioned: Atlantic Roofing & Construction, Coastal Roofing & Repair, Morehead City Roofing, Ridgeview Roofing

17.

**best Roofing in Morehead City**

OpenAI: **Not Found**      Perplexity: **FOUND**

Competitors mentioned: Morehead City Roofing, Coastal Roofing Solutions, Tar Heel Roofing, East Coast Roofing & Siding

18.

**top rated Roofing company in Morehead City**

OpenAI: **Not Found**      Perplexity: **FOUND**

Competitors mentioned: Tidewater Roofing, East Coast Roofing, A Better Roofing Company, Pinnacle Roofing & Construction



19.

#### best Roofing in Atlantic Beach

OpenAI: **Not Found** Perplexity: **Missing**

Competitors mentioned: Atlantic Beach Roofing, Apex Roofing & Construction, Roofing by Curry, Crown Roofing

20.

#### top rated Roofing company in Atlantic Beach

OpenAI: **Not Found** Perplexity: **FOUND**

Competitors mentioned: Apex Roofing Solutions, Atlantic Beach Roofing Pros, Coastal Roofing and Construction, Eagle Eye Roofing, Beachside Roofing Company

21.

#### best Roofing in Beaufort

OpenAI: **Not Found** Perplexity: **Missing**

Competitors mentioned: Beaufort Roofing, Lowcountry Roofing, Coastal Roofing Solutions, Palmetto State Roofing

22.

#### top rated Roofing company in Beaufort

OpenAI: **Not Found** Perplexity: **Missing**

Competitors mentioned: Beaufort Roofing Specialists, Coastal Roofing Solutions, Palmetto State Roofing, Southern Roofing & Construction

23.

#### best shingle installation company near Morehead City

OpenAI: **Not Found** Perplexity: **Missing**

Competitors mentioned: Coastal Roofing Solutions, Morehead City Roofing, East Coast Roofing & Siding, J&J Roofing, Apex Roofing & Exteriors

24.

#### best metal roofing company near Morehead City

OpenAI: **Not Found** Perplexity: **FOUND**

Competitors mentioned: Coastal Metal Roofing, Metal Roofing Systems, Hometown Roofing, Carolina Metal Roofing

25.

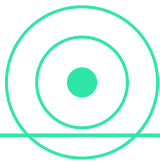
#### best flat roof repair company near Morehead City

OpenAI: **Not Found** Perplexity: **FOUND**

Competitors mentioned: Morehead City Roofing, Coastal Roofing Solutions, Carolina Roofing Pros, Atlantic Roofing & Construction

## Understanding Your Visibility Gap

Your business is missing from 100% of relevant AI-generated recommendations. This represents significant lost visibility and potential customers being directed to competitors instead.



# Genius Insights & Opportunity Map

Deep strategic analysis powered by AI to uncover hidden patterns and high-value opportunities

Analysis includes: with site content analysis and Perplexity web visibility

## Patterns in AI Visibility

### 1. A-D Metal Roofing lacks visibility in emergency and same-day roofing queries in Morehead City.

> "emergency Roofing Morehead City" scored 0, while competitors like Harris Roofing and Coastal Roofing Solutions dominate.

> "same day Roofing service Morehead City" also scored 0, with East Coast Roofing & Siding as a top competitor.

*Impact: This indicates a significant opportunity for A-D Metal Roofing to capture urgent service requests in Morehead City, a critical area for potential revenue.*

### 2. Competitors are dominating the 'trusted roofing contractor' queries across multiple locations.

> "trusted Roofing contractor in Morehead City" and its variants in Atlantic Beach and Beaufort scored 0, with competitors like Morehead City Roofing and Beaufort Roofing Pros appearing frequently.

*Impact: Establishing a dedicated landing page for trusted contractor services could position A-D Metal Roofing as the go-to choice in these areas.*

## Priority Opportunities

### 1. emergency Roofing Morehead City

**Impact: 9/10 | Effort: Medium | Intent: Emergency**

Emergency roofing services can command higher prices, especially in urgent situations.

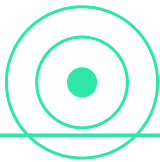
### 2. trusted Roofing contractor in Morehead City

**Impact: 8/10 | Effort: Medium | Intent: Informational**

Positioning as a trusted contractor can lead to high-value projects and long-term clients.

## Next 30 Days Focus

1. Update the meta description on the homepage to include 'Emergency Roofing Services' to capture urgent search queries.
2. Create a blog post titled '5 Reasons to Choose A-D Metal Roofing for Emergency Repairs' to improve visibility for urgent service queries.
3. Add a dedicated FAQ section on emergency roofing services to enhance content relevancy and improve SEO for related queries.



## Future AI Answers (Preview)

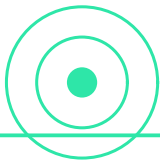
*Preview of how AI assistants could respond once your visibility improves:*

### **Q: emergency Roofing Morehead City**

For urgent roofing needs in Morehead City, A-D Metal Roofing provides swift and reliable emergency services to ensure your home is protected. With over 23 years of experience, our expert team is ready to assist you at a moment's notice.

### **Q: trusted Roofing contractor in Morehead City**

A-D Metal Roofing is recognized as a trusted contractor in Morehead City, offering top-quality roofing services backed by years of experience and positive customer reviews. Contact us today for a free consultation!



# Page Blueprints

Detailed content specifications for high-priority pages to improve AI visibility

## Blueprint 1: emergency Roofing Morehead City

Impact: 9/10 | Effort: Medium | Target: Morehead City

**URL:**

</emergency-roofing-morehead-city>

**SEO Title**

Emergency Roofing Services in Morehead City | A-D Metal Roofing

**H1:**

Emergency Roofing Services in Morehead City

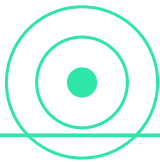
**Content Outline:**

- > Section 1: Overview of Emergency Roofing Services
- > Section 2: Why Choose A-D Metal Roofing for Emergencies
- > Section 3: How We Handle Emergency Requests
- > CTA section: Contact Us for Immediate Assistance

**Internal Links:**

- > [Link to /about-us](/about-us)
- > [Link to /contact](/contact)

*Site Note: Current content lacks urgency and specific details on emergency services, which are critical for conversion.*



## Blueprint 2: trusted Roofing contractor in Morehead City

Impact: 8/10 | Effort: Medium | Target: Morehead City

### URL:

</trusted-roofing-contractor-morehead-city>

SEO Title

Trusted Roofing Contractor in Morehead City | A-D Metal Roofing

H1:

Your Trusted Roofing Contractor in Morehead City

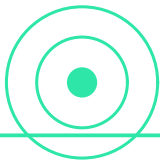
### Content Outline:

- > Section 1: Our Commitment to Quality and Trust
- > Section 2: Customer Testimonials and Reviews
- > Section 3: Certifications and Credentials
- > CTA section: Get a Free Consultation

### Internal Links:

- > [Link to /services](/services)
- > [Link to /testimonials](/testimonials)

*Site Note: Existing content does not emphasize trust and credentials, which are vital for clients seeking contractors.*



# 30-Day Implementation Roadmap

Week-by-week action plan to improve your AI visibility

## Week 1: Foundation

*Focus: Quick wins and immediate optimizations*

Update the meta description on the homepage to include 'Emergency Roofing Services' to capture urgent search queries.	High	S	Content Writer
Create a blog post titled '5 Reasons to Choose A-D Metal Roofing for Emergency Repairs' to improve visibility for urgent service queries.	High	S	Developer
Register or update Google My Business profile with complete information	High	S	Owner

## Week 2: Content Development

*Focus: Create new pages targeting high-value queries*

Create first priority landing page from blueprint	High	M	Content Writer
Add FAQ section addressing top customer questions	Medium	S	Content Writer
Implement schema markup on key pages	Medium	M	Developer

## Week 3: Authority Building

*Focus: Establish expertise and build trust signals*

Publish industry insight blog post or guide	Medium	M	Content Writer
Add customer testimonials and case studies	High	M	Owner
Create second priority landing page from blueprint	High	M	Content Writer



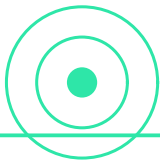
Week 4: Optimization & Review

Focus: Refine and measure results

Review and optimize internal linking structure	Medium	S	Developer
Ensure brand consistency across all domains	Medium	S	Owner
Schedule next AI visibility audit to measure progress	High	S	Owner

Effort: S = Small (1-2 hours), M = Medium (half day), L = Large (1+ days)





## Strategic Recommendations

Comprehensive recommendations to improve your AI visibility based on the analysis

### New Pages to Create

#### Create a Service Overview Page

Develop a dedicated page that outlines all roofing services offered, including emergency roofing, same-day service, and various types of roof installations. This page should be optimized with relevant keywords from the priority queries to improve search relevance and help AI recognize the business as a local authority in roofing.

#### Create a Blog Series on Roofing Tips

Launch a blog series focusing on roofing maintenance tips, types of roofing materials, and seasonal roofing advice tailored for the coastal climate. This content will establish A-D Metal Roofing as an authority in the industry and can include links to services offered, increasing the chances of being referenced in AI-generated answers.

#### Create a Resource Page for Roof Types

Develop a comprehensive resource page that explains different types of roofing materials, including metal and shingles, and their specific benefits. This educational content can attract both users and AI, positioning the business as a knowledgeable resource in the roofing space.

### FAQ Content

#### Add Localized FAQs

Include a FAQ section on the website that addresses common roofing questions specific to the Morehead City and surrounding areas, such as 'What to do in an emergency roofing situation?' or 'How to choose a roofing contractor in Morehead City?'. This targeted content can help capture voice search queries and improve visibility in AI responses.

### Pages to Update

#### Update Existing Content with Local Keywords

Review existing content and incorporate local keywords related to roofing in Morehead City, Atlantic Beach, and Beaufort. For instance, adding phrases like 'trusted roofing contractor in Morehead City' to the existing service descriptions can enhance relevance for local searches.

#### Optimize for Mobile and Local SEO

Ensure that the website is mobile-friendly and optimized for local SEO practices, such as including location-based keywords in titles, meta descriptions, and alt text for images. A responsive design enhances user experience and can improve rankings, making it easier for AI to index the site.



## Authority Building

### Develop Case Studies of Local Projects

Showcase completed roofing projects in the targeted geographic areas with detailed case studies. Highlight challenges, solutions provided, and customer testimonials. This not only builds credibility but also improves the likelihood of being recognized by AI as an expert in roofing for those locations.

## Branding

### Highlight Customer Testimonials and Reviews

Feature customer testimonials prominently on the homepage and service pages to build trust and credibility. Positive reviews can influence both potential customers and AI algorithms, increasing the chances of being mentioned in relevant queries.