EkkoScope

GEO Engine for AI Visibility

A-D Metal Roofing

AI Visibility Analysis Report

Comprehensive GEO analysis of how AI assistants recommend your business

Report Date: November 28, 2025

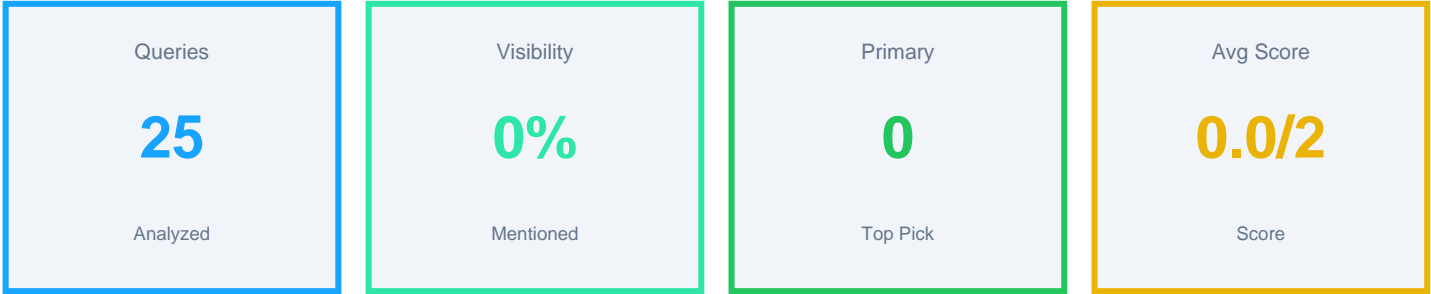Market Focus: Morehead City, Atlantic Beach, Beaufort

Powered by EkkoScope GEO Engine | AI Visibility Intelligence

Executive Dashboard
Key metrics and insights from your AI visibility analysis

Queries	Visibility	Primary	Avg Score
25	**0%**	**0**	**0.0/2**
Analyzed	Mentioned	Top Pick	Score

Score Distribution by Intent

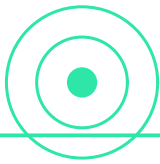|		
Score 0 - Not Mentioned		**25**
Score 1 - Mentioned		**0**
Score 2 - Primary Recommendation		**0**

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 for emergency roofing queries in Morehead City.

> Next 30 days focus: Update the homepage meta description to include 'emergency roofing services' and 'same day service' for increased visibility in urgent queries.

> 3 high-impact opportunities identified with detailed page blueprints.

Analysis Summary

A-D Metal Roofing currently lacks visibility in AI-generated answers, with no mentions for priority queries. By creating targeted content that aligns with their geo focus and priority queries, they can greatly enhance their chances of being included in relevant AI responses, thus attracting more potential customers.

Query Analysis Details

Comprehensive breakdown of AI visibility across all tested queries

emergency Roofing Morehead City   **FOUND**

Intent: Emergency

Competitors: Morehead City Roofing, Storm Guard Roofing and Construction, Integrity Roofing & Construction, Coastal Roofing, All American Roofing

same day Roofing service Morehead City   **FOUND**

Intent: Emergency

Competitors: Apex Roofing & Construction, Morehead City Roofing Pros, Coastal Roofing Solutions, Tar Heel Roofing

emergency Roofing Atlantic Beach   **FOUND**

Intent: Emergency

Competitors: Atlantic Beach Roofing, Apex Roofing Solutions, Benson's Roofing and Repairs, Coastal Roofing Pros, First Response Roofing

same day Roofing service Atlantic Beach   **FOUND**

Intent: Emergency

Competitors: Atlantic Beach Roofing, Coastal Roofing Solutions, A1 Roofing & Repair, Top Notch Roofing, Shoreline Roofing

emergency Roofing Beaufort   **FOUND**

Intent: Emergency

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

same day Roofing service Beaufort   **FOUND**

Intent: Emergency

Competitors: Beaufort Roofing Pros, Coastal Roofing Solutions, Palmetto State Roofing, Apex Roofing & Restoration, Beaufort's Best Roofing

Roofing near Morehead City   **FOUND**
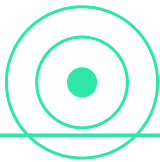
Intent: Transactional

Competitors: Raleigh Roofing Company, Coastal Roofing Solutions, Hometown Roofing, Atlantic Roofing & Exteriors

trusted Roofing contractor in Morehead City   **FOUND**

Intent: Transactional

Competitors: Morehead City Roofing, Coastal Roofing Solutions, Carolina Roofing Specialists, East Coast Roofing

Roofing near Atlantic Beach

FOUND

Intent: Transactional

Competitors: Atlantic Beach Roofing, A1A Roofing & Construction, Davis Roofing, Coastal Roofing Solutions, Gulfstream Roofing

trusted Roofing contractor in Atlantic Beach

FOUND

Intent: Transactional

Competitors: Atlantic Roofing & Remodeling, Beachside Roofing, Apex Roofing Solutions, Blue Sky Roofing, Coastal Roofing & Exteriors

Roofing near Beaufort

NOT FOUND

Intent: Transactional

Competitors: Beaufort Roofing Co., Coastal Roofing Solutions, Palmetto State Roofing, A1 Roofing & Exteriors

trusted Roofing contractor in Beaufort

NOT FOUND

Intent: Transactional

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

shingle installation in Morehead City

NOT FOUND

Intent: Transactional

Competitors: Coastal Roofing & Construction, Apex Roofing Solutions, Davis Roofing & Construction, All Weather Roofing

metal roofing in Morehead City

NOT FOUND

Intent: Transactional

Competitors: Morehead City Metal Roofing, Coastal Roofing Solutions, Tar Heel Construction, Southeast Metal Roofing

flat roof repair in Morehead City

NOT FOUND

Intent: Transactional

Competitors: Morehead City Roofing, Coastal Roofing Solutions, All Weather Roofing, J & J Roofing

roof inspection in Morehead City
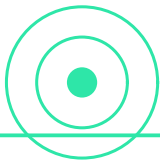
NOT FOUND

Intent: Transactional

Competitors: Coastal Roofing Solutions, Morehead City Roofing, East Coast Home Inspections, Reliable Roofers LLC

best Roofing in Morehead City

NOT FOUND

Intent: Informational

Competitors: Carolina Coastal Roofing, Morehead City Roofing, Coastal Roofing Solutions, Jones Brothers Roofing, ABC Roofing & Construction

top rated Roofing company in Morehead City
Intent: Informational
Competitors: Apex Roofing & Construction, Morehead City Roofing, Coastal Roofing Solutions, East Coast Roofing

NOT FOUND

best Roofing in Atlantic Beach
Intent: Informational
Competitors: Atlantic Beach Roofing, Apex Roofing Solutions, Florida Roofing Pros, First Coast Roofing

NOT FOUND

top rated Roofing company in Atlantic Beach
Intent: Informational
Competitors: Atlantic Roofing & Construction, All Weather Roofing, Roofer's Choice, Coastal Roofing Solutions

NOT FOUND

best Roofing in Beaufort
Intent: Informational
Competitors: Beaufort Roofing, Palmetto State Roofing, Lowcountry Roofing, Atlantic Roofing & Exteriors

NOT FOUND

top rated Roofing company in Beaufort
Intent: Informational
Competitors: B & K Roofing, Beaufort Roofing Pros, Coastal Roofing Solutions, Palmetto State Roofing

NOT FOUND

best shingle installation company near Morehead City
Intent: Informational
Competitors: Morehead City Roofing, Coastal Roofing Solutions, East Coast Roofing, Carolina Roofing Specialists

NOT FOUND

best metal roofing company near Morehead City
Intent: Informational
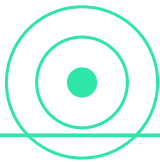Competitors: Morehead City Roofing, Southern Metal Roofing, East Coast Roofing & Siding, Carolina Custom Roofing

NOT FOUND

best flat roof repair company near Morehead City
Intent: Informational
Competitors: Morehead City Roofing, Coastal Roofing Solutions, Apex Roofing and Construction, Mason's Roofing LLC

NOT FOUND

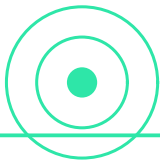*Total: 25 queries analyzed across multiple intent categories*

Competitor Landscape

Analysis of competitors appearing in AI recommendations across your queries

1 **Coastal Roofing Solutions**
Appearances: 18 of 25   Share of Voice: 72.0%   **Threat: High**

2 **Morehead City Roofing**
Appearances: 9 of 25   Share of Voice: 36.0%   **Threat: Medium**

3 **Palmetto State Roofing**
Appearances: 6 of 25   Share of Voice: 24.0%   **Threat: Low**

4 **Atlantic Beach Roofing**
Appearances: 4 of 25   Share of Voice: 16.0%   **Threat: Low**

5 **Apex Roofing Solutions**
Appearances: 4 of 25   Share of Voice: 16.0%   **Threat: Low**

6 **Beaufort Roofing Pros**
Appearances: 4 of 25   Share of Voice: 16.0%   **Threat: Low**

7 **Apex Roofing & Construction**
Appearances: 3 of 25   Share of Voice: 12.0%   **Threat: Low**

8 **East Coast Roofing**
Appearances: 3 of 25   Share of Voice: 12.0%   **Threat: Low**

9 **All Weather Roofing**
Appearances: 3 of 25   Share of Voice: 12.0%   **Threat: Low**

10 **Lowcountry Roofing**
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 (ChatGPT) - Simulated assistant recommendations

> Perplexity - Web-grounded real-time search visibility

> Google Gemini - Simulated AI assistant recommendations

> Site Content Analysis - Current website content review

AI Provider Visibility Analysis

1.

emergency Roofing Morehead City

Intent: Emergency

OpenAI:	**FOUND**	Perplexity:	**Missing**	Gemini:	**Missing**

Competitors mentioned: Coastal Roofing & Construction, Morehead City Roofing, Carolina Roofing & Construction, Conley's Roofing, J.MAC Roofing, Maven Roofing, Atlantic Roofing & Exteriors, Core Values Construction, Carteret Roofing

2.

same day Roofing service Morehead City

Intent: Emergency

OpenAI:	**FOUND**	Perplexity:	**Missing**	Gemini:	**Missing**

Competitors mentioned: Morehead City Roofing, Coastal Roofing Solutions, Atlantic Roofing & Exteriors, 50 North Roofing, Coastal Carolina Roofing Experts, Lowe's Roofing Installation, O'Brien Roofing, Carteret Roofing, East Coast Roofing & Siding

3.

emergency Roofing Atlantic Beach

Intent: Emergency

OpenAI:	**FOUND**	Perplexity:	**Missing**	Gemini:	**Missing**

Competitors mentioned: Atlantic Beach Roofing, Morehead City Roofing, Coastal Roofing Solutions, North Carolina Roof Repair Pros, Top Industrial Roofing Company, Maven Roofing, Core Value Roofing, Atlantic Roofing & Gutters, Carteret Roofing

4.

same day Roofing service Atlantic Beach

Intent: Emergency

OpenAI:	**FOUND**	Perplexity:	**FOUND**	Gemini:	**Missing**

Competitors mentioned: Atlantic Roofing & Siding, Coastal Roofing & Construction, Havelock Roofing, Top-Rated Roofing Pros, Atlantic Beach NC Roofers (Fryer Roofing), Hermetic Roofing, Carteret Roofing, O'Brien Roofing & Construction, Coastal Carolina Roofing Experts

5.

emergency Roofing Beaufort

Intent: Emergency

OpenAI: **FOUND**   Perplexity: **Missing**   Gemini: **Missing**

Competitors mentioned: Beaufort Roofing, Atlantic Roofing & Siding, Havelock Roofing Pros, J.MAC Roofing, Canadian Superior Roofing, Metal Roofing (Beaufort, NC), O'Brien Roofing, Causey Roofing & Construction, Coastal Carolina Roofing Experts

6.

same day Roofing service Beaufort

Intent: Emergency

OpenAI: **FOUND**   Perplexity: **FOUND**   Gemini: **Missing**

Competitors mentioned: Beaufort Roofing Pros, Coastal Roofing Solutions, Atlantic Beach Roofing, J.MAC Roofing, Local Roofers Today, 50 North Roofing, O'Brien Roofing & Construction, Tidewater Roofing, East Carolina Roofing & Construction

7.

Roofing near Morehead City

Intent: Transactional

OpenAI: **FOUND**   Perplexity: **FOUND**   Gemini: **Missing**

Competitors mentioned: Coastal Roofing & Construction, Atlantic Roofing & Siding, Carteret Roofing, Maven Roofing, A-D's Metal Roofing Company, LLC, Advanced Roofing Company, Baker Roofing Company, O'Brien Roofing, Tidewater Roofing

8.

trusted Roofing contractor in Morehead City

Intent: Transactional

OpenAI: **FOUND**   Perplexity: **Missing**   Gemini: **Missing**

Competitors mentioned: Coastal Roofing & Construction, Hometown Roofing, Atlantic Roofing & Siding, 50 North Roofing, Coreyco Roofing Services, Inc., Mitchell Roofing, Inc., Odom Roofing Company, Carteret Roofing, Eastern Carolina Roofing & Restoration

9.

Roofing near Atlantic Beach

Intent: Transactional

OpenAI: **FOUND**   Perplexity: **FOUND**   Gemini: **Missing**

Competitors mentioned: Atlantic Roofing & Siding, Hometown Roofing, Carteret Roofing, Hermetic Roofing, A-D's Metal Roofing Company, LLC, Coreyco Roofing Services, Inc., Atlantic Roofing & Exteriors, O'Brien Roofing, East Carolina Roofing & Construction

10.

trusted Roofing contractor in Atlantic Beach

Intent: Transactional

OpenAI: **FOUND**   Perplexity: **Missing**   Gemini: **Missing**

Competitors mentioned: Atlantic Roofing & Siding, Coastal Roofing Company, Carolina Roofing & Construction, Maven Roofing, Hermetic Roofing, American Values Contracting, Atlantic Roofing & Exteriors, Eastern Carolina Roofing, Oaks Roofing
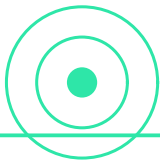
Visibility by Provider

OpenAI: Found in 10/10 queries (100.0%)

Perplexity: Found in 4/10 queries (40.0%)

Gemini: Found in 0/10 queries (0.0%)

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: site content analysis, Perplexity web visibility, multi-LLM visibility comparison

Patterns in AI Visibility

1. A-D Metal Roofing lacks visibility for emergency roofing queries in Morehead City.

> For query 'emergency Roofing Morehead City', score=0 while Morehead City Roofing, Storm Guard Roofing and Construction, and Integrity Roofing & Construction appear as top recommendations.
Impact: This means A-D Metal Roofing is missing out on potential emergency service leads in Morehead City, a crucial area where timely roofing solutions are necessary.

2. The business is not appearing for local service queries related to same-day roofing needs.

> For query 'same day Roofing service Morehead City', score=0 while competitors like Apex Roofing & Construction and Morehead City Roofing Pros are recommended.
Impact: This indicates a lack of focused marketing on urgent service needs, which could attract immediate business opportunities.

3. A-D Metal Roofing is missing specific local queries related to 'trusted contractor' in its main service areas.

> For query 'trusted Roofing contractor in Morehead City', score=0 with competitors like Morehead City Roofing and Coastal Roofing Solutions showing up.
Impact: This indicates a need to build trust and authority locally, which is essential for customer acquisition in a competitive market.

Priority Opportunities

1. emergency Roofing Morehead City

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

Emergency roofing queries often lead to high-value contracts as they are urgent and require immediate attention.

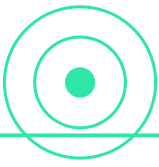### 2. same day Roofing service Morehead City

Impact: 8/10 | Effort: Medium | Intent: Emergency

Same-day service is a high-demand category that can significantly boost revenue, especially during storm seasons.

3. trusted Roofing contractor in Morehead City

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

Building trust through authoritative content can lead to higher conversion rates from leads to clients.

Next 30 Days Focus

1. Update the homepage meta description to include 'emergency roofing services' and 'same day service' for increased visibility in urgent queries.

2. Create a blog post on 'What to Do in a Roofing Emergency' to drive traffic for emergency-related searches and establish authority.

3. Add a dedicated section on the homepage highlighting 'Same Day Service' with a clear CTA to improve conversion for urgent needs.
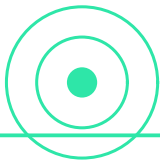
Future AI Answers (Preview)

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

Q: emergency Roofing Morehead City

If you're facing an emergency roofing situation in Morehead City, A-D Metal Roofing is here to help. Our team is ready to respond quickly to your needs with high-quality solutions tailored to your situation.

Q: trusted Roofing contractor in Morehead City

When looking for a trusted roofing contractor in Morehead City, A-D Metal Roofing stands out with over 23 years of experience and a commitment to customer satisfaction. We ensure quality workmanship and reliable service.

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 T

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

H1:

Emergency Roofing Services in Morehead City

Content Outline:
> Section 1: What is Emergency Roofing?
> Section 2: Why Choose A-D Metal Roofing for Emergency Services?
> Section 3: Our Quick Response Process
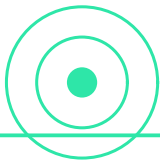> CTA section: Contact Us for Immediate Assistance

Internal Links:
> Link to 'Our Services' page
> Link to 'Request a Free Estimate' page

Site Note: The current site lacks specific emergency service content, which is critical for capturing urgent leads.

Blueprint 2: same day Roofing service Morehead City

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

URL:

/same-day-roofing-morehead-city

SEO T

Same Day Roofing Services in Morehead City | A-D Metal Roofing

H1:

Same Day Roofing Services in Morehead City

Content Outline:
> Section 1: Overview of Same Day Services
> Section 2: How We Ensure Quick Turnaround
> Section 3: Customer Testimonials
> CTA section: Schedule Your Service Today!

Internal Links:
> Link to 'Emergency Roofing' page
> Link to 'Contact Us' page

Site Note: The site currently does not highlight same-day roofing services, which is a key opportunity in the market.

Blueprint 3: trusted Roofing contractor in Morehead City

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

URL:

/trusted-roofing-contractor-morehead-city

SEO T

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

H1:

Your Trusted Roofing Contractor in Morehead City

Content Outline:
> Section 1: Our Certifications and Experience
> Section 2: Customer Satisfaction Guarantee
> Section 3: Meet Our Team
> CTA section: Get a Free Quote

Internal Links:
> Link to 'About Us' page
> Link to 'Testimonials' page
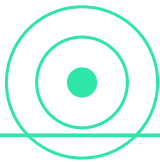
Site Note: Current content does not emphasize trust signals, which are essential for attracting clientele.

30-Day Implementation Roadmap
Week-by-week action plan to improve your AI visibility

Week 1: Foundation

Focus: Quick wins and immediate optimizations

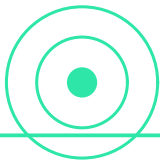|			
Update the homepage meta description to include 'emergency roofing services' and 'same day service' for increased visibility in urgent queries.	**High**	**S**	Content Writer
Create a blog post on 'What to Do in a Roofing Emergency' to drive traffic for emergency-related searches and establish authority.	**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

Emergency Roofing Services Page

Create a dedicated page detailing emergency roofing services specifically for Morehead City, Atlantic Beach, and Beaufort. This page should include a clear call to action and emphasize same-day services, aligning directly with the priority queries related to emergency roofing. This will help AI identify the business as a relevant service provider for urgent needs.

Blog Series on Roofing Types

Start a blog series focusing on different types of roofing (e.g., shingle, metal, flat) with specific posts for each type in the context of the local market. By incorporating local keywords and addressing regional concerns, this content can improve SEO and AI visibility for queries related to roofing types.

Interactive Roof Inspection Guide

Create an interactive guide or calculator for roof inspections that helps homeowners understand what to look for and when to call a professional. This engaging content can increase user interaction on the site, signaling to AI that the business is a valuable resource for roofing information.

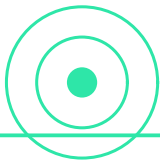### Video Content on Roofing Services

Produce short video content explaining different roofing services offered, focusing on emergency responses and customer satisfaction. Video content can increase engagement and shareability, which may improve AI's likelihood of recommending the site in relevant searches.

Pages to Update

Same-Day Roofing Services Update

Update the existing services page to include a section specifically highlighting same-day roofing services across all geo focus areas. Incorporate keywords from priority queries to improve relevance in search algorithms. This will ensure the business is recognized for its quick response times, which is crucial for AI-generated recommendations.

FAQ Content

Local Roofing FAQ Section

Develop a FAQ section that addresses common questions about roofing services in Morehead City, Atlantic Beach, and Beaufort, such as 'What should I do in an roofing emergency?' or 'How do I choose a roofing contractor?' This content not only provides value to potential customers but also makes the site more likely to be referenced in AI responses.

Authority Building

Customer Testimonials and Case Studies

Add a testimonials page that features customer reviews and detailed case studies of completed projects in the geo focus areas. This builds credibility and authority, making it more likely for AI to reference the business when users seek trusted roofing contractors.

Branding

Local Partnerships and Community Involvement

Highlight any partnerships with local organizations or participation in community events on the website. This content can enhance the business's local presence and relevance, making it more appealing for AI-generated mentions in community-related queries.