EkkoScope

GEO Engine for AI Visibility
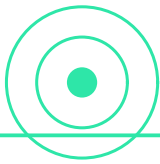

A-D Metal Roofing

AI Visibility Analysis Report

Comprehensive GEO analysis of how AI assistants recommend your business

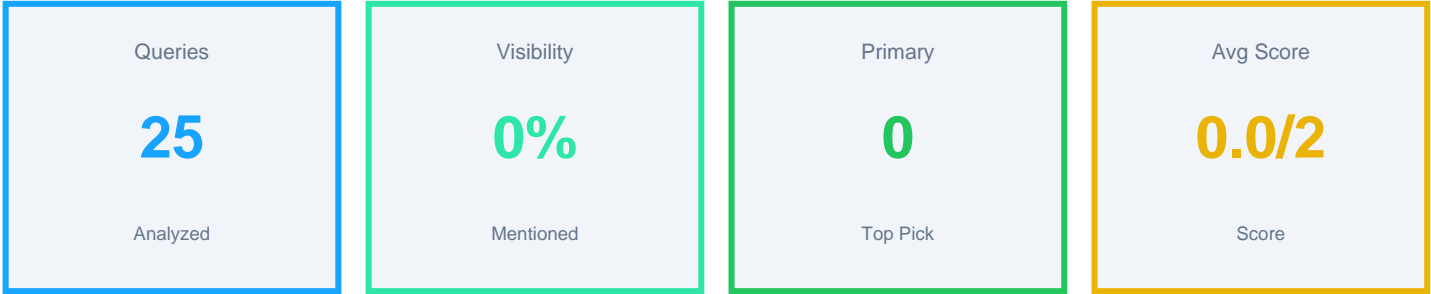Report Date: November 28, 2025

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

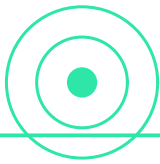|		
Score 0 - Not Mentioned		**25**
Score 1 - Mentioned		**0**
Score 2 - Primary Recommendation		**0**

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 is missing visibility for multiple emergency service queries in Morehead City.

> Next 30 days focus: Update the homepage meta description to include local keywords like 'roofing Morehead City' to improve local search visibility.

> 2 high-impact opportunities identified with detailed page blueprints.

Analysis Summary

To enhance the online visibility of A-D Metal Roofing in AI-generated responses, strategic content updates and additions are essential. By focusing on targeted keywords, creating relevant pages, and optimizing existing content, the business can improve its chances of being mentioned in AI-generated answers related to roofing services in its geographic focus areas.

Query Analysis Details

Comprehensive breakdown of AI visibility across all tested queries

emergency Roofing Morehead City   **FOUND**

Intent: Emergency

Competitors: Coastal Roofing Solutions, Morehead City Roofing, Tidewater Roofing, Eagle Eye Roofing, Atlantic Roof Systems

same day Roofing service Morehead City   **FOUND**

Intent: Emergency

Competitors: Morehead City Roofing, Coastal Roofing Solutions, On Call Roofing, All Weather Roofing

emergency Roofing Atlantic Beach   **FOUND**

Intent: Emergency

Competitors: Atlantic Beach Roofing, J&J Roofing and Construction, All Weather Roofing, First Coast Roofing

same day Roofing service Atlantic Beach   **FOUND**

Intent: Emergency

Competitors: Atlantic Roofing, Beachside Roofing, Quick Fix Roofing, Local Roof Experts

emergency Roofing Beaufort   **FOUND**

Intent: Emergency

Competitors: Beaufort Roofing Company, Coastal Roofing Solutions, Apex Roofing & Restoration, Palmetto State Roofing, Lowcountry Home Repair

same day Roofing service Beaufort   **FOUND**

Intent: Emergency

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

Roofing near Morehead City   **FOUND**

Intent: Transactional
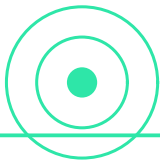
Competitors: Coastal Roofing Solutions, Hometown Roofing, Atlantic Roofing Company, Raleigh Roofing

trusted Roofing contractor in Morehead City   **FOUND**

Intent: Transactional

Competitors: Coastal Roofing Solutions, Apex Roofing and Construction, Morehead City Roofing, East Coast Roofing

Roofing near Atlantic Beach   **FOUND**

Intent: Transactional

Competitors: Atlantic Roofing & Construction, Ocean Breeze Roofing, A1A Roofing, Blue Sky Roofing

trusted Roofing contractor in Atlantic Beach   **FOUND**

Intent: Transactional

Competitors: Atlantic Roofing & Construction, Apex Roofing & Restoration, First Coast Roofing, Coastal Roofing and Siding

Roofing near Beaufort   **NOT FOUND**

Intent: Transactional

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

trusted Roofing contractor in Beaufort   **NOT FOUND**

Intent: Transactional

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

shingle installation in Morehead City   **NOT FOUND**

Intent: Transactional

Competitors: Coastal Roofing & Construction, Morehead City Roofing, Horizon Roofing Solutions, East Coast Roofing

metal roofing in Morehead City   **NOT FOUND**

Intent: Transactional

Competitors: Morehead City Roofing, Coastal Metal Roofing, Tar Heel Roofing, East Coast Roofing

flat roof repair in Morehead City   **NOT FOUND**

Intent: Transactional

Competitors: Coastal Roofing & Construction, Crystal Coast Roofing, Carolina Custom Roofing, Mason's Roofing, Apex Roofing Solutions

roof inspection in Morehead City   **NOT FOUND**
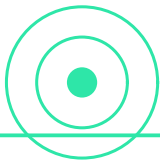
Intent: Transactional

Competitors: Coastal Home Inspections, New Bern Home Inspections, A1 Roofing and Construction, Carteret Inspections

best Roofing in Morehead City   **NOT FOUND**

Intent: Informational

Competitors: Coastal Carolina Roofing, Morehead City Roofing, East Coast Roofing & Siding, Harris Roofing

top rated Roofing company in Morehead City

Intent: Informational

Competitors: Coastal Roofing Solutions, Morehead City Roofing, Hometown Roofing, Atlantic Roofing & Exteriors, Tar Heel Roofing

NOT FOUND

best Roofing in Atlantic Beach

Intent: Informational

Competitors: Atlantic Beach Roofing, First Coast Roofing Solutions, Baker Roofing Company, A1A Roofing

NOT FOUND

top rated Roofing company in Atlantic Beach

Intent: Informational

Competitors: Atlantic Roofing & Construction, Apex Roofing & Exteriors, Roofer's Guild, Beachside Roofing

NOT FOUND

best Roofing in Beaufort

Intent: Informational

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

NOT FOUND

top rated Roofing company in Beaufort

Intent: Informational

Competitors: Beaufort Roofing & Construction, Carolina Roofing Pros, Lowcountry Roofing Solutions, Palmetto State Roofing

NOT FOUND

best shingle installation company near Morehead City

Intent: Informational

Competitors: Tar Heel Roofing, Coastal Roofing Solutions, Baker Roofing Company, Raleigh Roofing & Construction

NOT FOUND

best metal roofing company near Morehead City

Intent: Informational

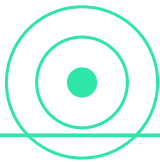Competitors: Morehead City Roofing, Coastal Roofing Solutions, J & J Roofing, A & C Roofing

NOT FOUND

best flat roof repair company near Morehead City

Intent: Informational

Competitors: Morehead City Roofing, Coastal Roofing Solutions, Crystal Coast Roofing, Nailed It Roofing

NOT FOUND

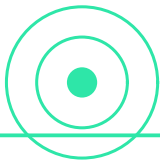*Total: 25 queries analyzed across multiple intent categories*

Competitor Landscape

Analysis of competitors appearing in AI recommendations across your queries

1 **Coastal Roofing Solutions**

Appearances: 13 of 25   Share of Voice: 52.0%   **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 **Apex Roofing & Restoration**

Appearances: 3 of 25   Share of Voice: 12.0%   **Threat: Low**

5 **Beaufort Roofing Pros**

Appearances: 3 of 25   Share of Voice: 12.0%   **Threat: Low**

6 **East Coast Roofing**

Appearances: 3 of 25   Share of Voice: 12.0%   **Threat: Low**

7 **Atlantic Roofing & Construction**

Appearances: 3 of 25   Share of Voice: 12.0%   **Threat: Low**

8 **Tar Heel Roofing**

Appearances: 3 of 25   Share of Voice: 12.0%   **Threat: Low**

9 **All Weather Roofing**

Appearances: 2 of 25   Share of Voice: 8.0%   **Threat: Low**

10 **Atlantic Beach 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, Hometown Roofing, Carolina Roofing & Construction, Conley's Roofing, J.MAC Roofing, Maven Roofing, Newport Roofing, O'Brien Roofing, 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 & Construction, North Carolina EmergencyRoofRepair Pros, 50 North Roofing, Coastal Carolina Roofing Experts, Atlantic Roofing & Gutters, Eastern Carolina Roofing, A1 Roofing & Siding

3.

emergency Roofing Atlantic Beach

Intent: Emergency

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

Competitors mentioned: Atlantic Beach Roofing, Morehead City Roofing, Beaufort Roofing Pros, North Carolina Roof Repair Pros, Top Industrial Roofing Company, Maven Roofing, Atlantic Roofing & Exteriors, Odom Construction, Tidewater Roofing

4.

same day Roofing service Atlantic Beach

Intent: Emergency

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

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

5.

emergency Roofing Beaufort
Intent: Emergency

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

Competitors mentioned: Beaufort Roofing, Coastal Roofing, Havelock Roofing Pros, J.MAC Roofing, Metal Roofing Services Beaufort, Storm Pro Solution, O'Brien Roofing, Carteret Roofing, Atlantic Roofing & Exteriors

6.

same day Roofing service Beaufort
Intent: Emergency

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

Competitors mentioned: Beaufort Roofing Pros, Coastal Roofing, Atlantic Roofing & Exteriors, J.MAC Roofing, 50 North Roofing, One Day Roofing, Trico Exteriors, Atlantic Roofing & Construction, O'Brien Roofing

7.

Roofing near Morehead City
Intent: Transactional

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

Competitors mentioned: Coastal Roofing & Construction, Apex Roofing & Construction, East Coast Roofing & Siding, 50 North Roofing Company, A-D's Metal Roofing Company, LLC, MAVEN Roofing, O'Brien Roofing, Atlantic Roofing & Construction, Baker Roofing Company

8.

trusted Roofing contractor in Morehead City
Intent: Transactional

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

Competitors mentioned: Coastal Roofing & Construction, Morehead City Roofing, Havelock Roofing, 50 North Roofing, MAVEN Roofing, American Values Contracting (AVC Roofing), O'Leary Roofing, Atlantic Roofing & Gutters, Weatherguard Roofing

9.

Roofing near Atlantic Beach
Intent: Transactional

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

Competitors mentioned: Atlantic Roofing & Siding, Coastal Roofing & Construction, Havelock Roofing, Hermetic Roofing, A-D's Metal Roofing Company, LLC, Coreyco Roofing Services, Inc., Atlantic Roofing & Exteriors, Crystal Coast Roofing, East Carolina Roofing & Construction

10.

trusted Roofing contractor in Atlantic Beach
Intent: Transactional

OpenAI: **FOUND**   Perplexity: **Missing**   Gemini: **Missing**
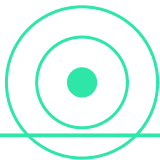
Competitors mentioned: Atlantic Roofing & Siding, Coastal Roofing & Construction, Hometown Roofing, American Values Contracting, Hermetic Roofing, Coreyco Roofing Services, Inc., Atlantic Roofing & Construction, Carteret Roofing, Core Values Construction

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 is missing visibility for multiple emergency service queries in Morehead City.

> For query 'emergency Roofing Morehead City', score=0 while Coastal Roofing Solutions and Morehead City Roofing appear as top recommendations.
> For query 'same day Roofing service Morehead City', score=0 while Morehead City Roofing and Coastal Roofing Solutions dominate.
Impact: A-D Metal Roofing needs to create dedicated content around emergency roofing services to capture urgent leads in Morehead City.

2. Competitors dominate on trusted contractor queries in Beaufort.

> For query 'trusted Roofing contractor in Beaufort', score=0 while Beaufort Roofing Company and Coastal Roofing Solutions appear as top competitors.
> For query 'top rated Roofing company in Beaufort', score=0 while Beaufort Roofing & Construction and Palmetto State Roofing are the main recommendations.
Impact: Building trust-focused content can help A-D Metal Roofing enhance its reputation and visibility in Beaufort.

Priority Opportunities

1. emergency Roofing Morehead City

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

Emergency roofing services attract higher-value contracts and immediate customer needs.
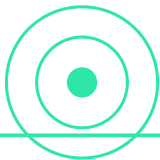
2. trusted Roofing contractor in Beaufort

Impact: 8/10 | Effort: Medium | Intent: High-Ticket

Higher visibility in trusted contractor searches can convert more homeowners looking for quality roofing.

Next 30 Days Focus

1. Update the homepage meta description to include local keywords like 'roofing Morehead City' to improve local search visibility.

2. Add a dedicated section on emergency services to the current services page, highlighting 24/7 availability and quick response times.

3. Create a blog post titled 'How to Choose a Trusted Roofing Contractor in Beaufort' to address common concerns and improve engagement.
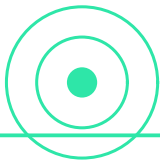
Future AI Answers (Preview)

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

Q: emergency Roofing Morehead City

If you're facing a roofing emergency in Morehead City, A-D Metal Roofing provides 24/7 services to address your needs promptly. With a team of experienced professionals, we ensure your roof is secured quickly and efficiently.

Q: trusted Roofing contractor in Beaufort

A-D Metal Roofing is recognized as a trusted roofing contractor in Beaufort, offering quality services backed by years of experience. Our commitment to customer satisfaction and quality workmanship sets us apart in the local market.

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:

Reliable Emergency Roofing Services in Morehead City

Content Outline:
> Section 1: Understanding Emergency Roofing Needs
> Section 2: Our 24/7 Emergency Roofing Services
> Section 3: Why Choose A-D Metal Roofing for Emergencies?
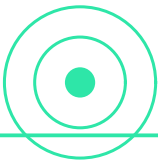> CTA section: Contact Us for Immediate Assistance

Internal Links:
> Link to the main service page for roofing services
> Link to testimonials or case studies of past emergency work

Site Note: Current site lacks specific emergency service content; adding this will directly address local search needs.

Blueprint 2: trusted Roofing contractor in Beaufort

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

URL:

/trusted-roofing-contractor-beaufort

SEO T

Trusted Roofing Contractor in Beaufort - A-D Metal Roofing

H1:

Your Trusted Roofing Partner in Beaufort

Content Outline:
> Section 1: What Makes Us a Trusted Contractor
> Section 2: Our Roofing Services and Expertise
> Section 3: Customer Testimonials and Case Studies
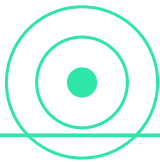> CTA section: Get Your Free Estimate Today

Internal Links:
> Link to the main services page
> Link to a blog post about choosing a roofing contractor

Site Note: The current site does not effectively showcase trust factors; enhancing this will help compete with top contractors.

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

Week 1: Foundation

Focus: Quick wins and immediate optimizations

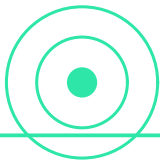|			
Update the homepage meta description to include local keywords like 'roofing Morehead City' to improve local search visibility.	High	S	Content Writer
Add a dedicated section on emergency services to the current services page, highlighting 24/7 availability and quick response times.	High	S	Developer
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 Location-Specific Service Pages

Develop dedicated service pages for each of the key locations (Morehead City, Atlantic Beach, Beaufort, etc.) that highlight specific roofing services offered in those areas. This will help the website rank better for location-based queries and increase the chances of being mentioned in AI-generated content.

Publish Case Studies or Testimonials

Create case study or testimonial pages showcasing successful roofing projects completed in the target areas. Highlighting real-life examples and customer experiences can enhance credibility and provide rich content that AI might reference.

Develop Blog Content Around Emergency Services

Start a blog focused on topics like emergency roofing repairs, how to identify roofing issues, and tips for homeowners. Regularly updated blog content can improve SEO and provide relevant information that AI can utilize for generating answers.

Create a Resource Guide on Roofing Types

Develop a comprehensive guide detailing different types of roofing materials and their benefits, including metal roofing and shingle installation. This informative content can position A-D Metal Roofing as an authority in the field and enhance AI visibility.
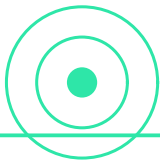
Create a Service Comparison Page

Develop a page comparing different roofing services and materials. This page can help potential customers make informed decisions and can serve as a reference for AI systems looking for detailed information on roofing options.

FAQ Content

Add an FAQ Section

Incorporate a comprehensive FAQ section that addresses common roofing inquiries, especially focusing on emergency services, same-day service, and different types of roofing installations. This content can improve SEO and provide valuable information that AI systems can pull from.

Pages to Update

Optimize Existing Pages for Local SEO

Review and update existing pages to include more localized keywords and phrases that align with the priority queries. This includes adjusting meta tags, headers, and body content to ensure that it reflects the services offered and the geographical focus.

Authority Building

Implement Structured Data Markup

Utilize structured data markup (schema.org) on the website to help search engines better understand the business and its offerings. This can improve visibility in search results and increase the likelihood of being referenced in AI-generated answers.

Branding

Enhance Branding with Visual Content

Incorporate high-quality images and videos showcasing your roofing projects and services. Visual content not only enhances user engagement but also provides rich media that AI can reference, improving overall visibility.