

EZ Web

Prepared for EZ Web · ezweb.dev · SEO and GEO agency: measures where AI assistants cite a brand, then builds the pages that get it named · snapshot taken 2026-09-03

In the 107 answers we recorded on 2026-09-03, EZ Web appeared in 53. The other 54 went to someone else.

Those answers went somewhere: clutch.co alone was cited in 11% of them.

Engines observed live: Google AI answers, Grok, ChatGPT, Perplexity, Claude. Google AI answers were measured live, both short AI Overviews and the full AI Mode answers Google now expands into on its own, and are part of the score; only the searches behind them are modeled separately.



AI VISIBILITY SCORE

18%

Answers that cited your site, of the 33 where links were rendered

50%

Answers that named EZ Web in the text

2

Answers that reached your site and cited someone else

This is fixable. Start with [what to do about it](#) on the next page, or [book 30 minutes](#) and we will walk you through it.

What to do about it

EZ Web scored 50 of 100 while clutch.co was cited in 11% of the answers we recorded. The first moves are small, and each one below is documented with evidence in [the technical section](#).

Answer what the assistants are telling buyers against you. Google AI answers put it this way: The generic name makes it difficult to verify track record and companies using this name are commonly associated with low-quality automated churn-and-burn services. All 13 are quoted in [what the assistants say about you](#). Each one needs a page that addresses it plainly, so the next answer has something better to draw on.

The phone number exists only in the page markup, never in words a reader or an assistant sees. Under an hour · this is the work we do.

Nothing on the homepage is quoted from a named source. Under an hour · this is the work we do.

Build the pages these searches ask for. Months two and three build the review roundups these searches call for, starting with the 20 you have zero of. Months two and three of [the six-month plan](#).

Book 30 minutes

We will walk through this report together and leave you with an order of operations, whether or not you hire us. Prefer email? Write to ezra@ezweb.dev.

How we ran this

Citrion opened 5 AI assistants the way a buyer would and asked each one the 10 questions in this report, more than once each. Every answer was recorded in a fresh session with memory and custom instructions off, on accounts we own, so nothing about us or about you leaked into the questions. Where a number is modeled rather than observed it wears a MODELED label and stays out of the score. AI answers move from day to day, so read this as a dated snapshot of what these assistants did on 2026-09-03, not as a tracked rate.

We read our own conversations and nothing else. No vendor systems were accessed and no accounts other than ours were used. Google AI answers were read off the results pages we loaded ourselves, so that part of Google is measured and in the score. We record which answer surface each question got, a short AI Overview or a full AI Mode answer, because Google expands some questions into the longer one on its own and the longer one cites more sources. Google still does not expose the searches behind either answer, so the fan-out section is modeled and labeled that way throughout.

Where these questions came from

6 of the 10 questions we asked are ones real people typed. The other 4 we wrote from your brief. 2 of them are searches your own site already appears for, taken from your own data rather than from anyone's model of your market. We print this because the question set decides everything else in this report.

Where you stand, question by question

Each cell is the strongest outcome we recorded for that question on that assistant.

BUYER QUESTION	CHATGPT	PERPLEXITY	CLAUDE	GROK	GOOGLE AI ANSWERS
ez web seo	NAMED seen 3/3	NAMED no links seen 2/2	ABSENT memory seen 0/3	NAMED	NAMED seen 2/2
ez web geo	NAMED seen 3/3	CITED seen 3/3	NAMED no links memory seen 1/3	NOT RUN	CITED seen 2/2
what is EZ Web ezweb.dev	NAMED seen 3/3	CITED seen 2/2	CITED seen 2/3	NOT RUN	CITED seen 2/2

BUYER QUESTION	CHATGPT	PERPLEXITY	CLAUDE	GROK	GOOGLE AI ANSWERS
is EZ Web a legit SEO agency	NAMED seen 3/3	CITED seen 3/3	NAMED seen 2/3	NOT RUN	NAMED seen 2/2
EZ Web SEO agency reviews	NAMED seen 2/3	NAMED seen 3/3	NAMED seen 2/3	NOT RUN	CITED seen 2/2
Citriion AI visibility audit	NAMED seen 3/3	NAMED seen 2/2	NAMED no links seen 1/3	NOT RUN	NAMED seen 2/2
generative engine optimization agency	ABSENT seen 0/3	ABSENT seen 0/3	ABSENT no links memory seen 0/3	NOT RUN	ABSENT seen 0/2
ai visibility audit	ABSENT seen 0/3	ABSENT seen 0/3	ABSENT no links memory seen 0/3	NOT RUN	ABSENT seen 0/2
seo and geo agency	ABSENT seen 0/3	ABSENT no links seen 0/3	ABSENT no links memory seen 0/3	NOT RUN	ABSENT seen 0/2
ai search optimization agency	ABSENT seen 0/3	ABSENT seen 0/2	ABSENT no links memory seen 0/3	NOT RUN	ABSENT seen 0/2

CITED linked as a source **NAMED** named in the answer, no link

RETRIEVED your page was fetched, then passed over **ABSENT** no sign of you

When buyers ask about you by name

6 questions in this audit name EZ Web directly. These are the answers a buyer reads after hearing about you, so this is where an assistant either confirms you or sends them somewhere else.

ASSISTANT	ANSWERS	NAMED YOU	CITED YOUR SITE	FAVORABLE	MIXED OR NEGATIVE	OTHER BRANDS NAMED
ChatGPT	18	17	0	0	9	none
Perplexity	15	15	4	1	5	none

ASSISTANT	ANSWERS	NAMED YOU	CITED YOUR SITE	FAVORABLE	MIXED OR NEGATIVE	OTHER BRANDS NAMED
Claude	18	8	2	1		0 none
Grok	1	1	0	0		0 none
Google AI answers	12	12	6	4		3 none

No other tracked brand was named in those 64 answers.

What the assistants say about you

Every recorded answer that named EZ Web, on any question in this audit, was read for how it characterized you: 53 answers, each labeled favorable, neutral, mixed, or negative. Leads check a brand with an assistant before they sign, and this is what they hear.

FAVORABLE 6 answers **NEUTRAL** 30 answers **MIXED** 10 answers **NEGATIVE** 7 answers

17 answers of the 53 steered the buyer away from you or attached a drawback. Each one is quoted below.

In their words, you are: *Autonomous SEO & GEO (2), B Corp Certified (2), Get found on Google (2), Get quoted by AI (2), limited independent reviews (2), search engine optimization services (2), transparency issues (2), a specific product/tool (1).*

What a buyer hears against you.

NEGATIVE Google AI answers, asked "is EZ Web a legit SEO agency": The generic name makes it difficult to verify track record and companies using this name are commonly associated with low-quality automated churn-and-burn services. *"no single universally recognized major agency by that exact name, and caution is advised"*

MIXED Google AI answers, asked "EZ Web SEO agency reviews": Some clients report lack of measurable growth, slow website updates, and flawed keyword strategies; agencies also lack comprehensive public portfolios and verified third-party feedback. *"Independent reviews for agencies named 'EZ Web' or similar variations (like EZ Web or EZ Marketing Agency) are mixed and vary significantly depending on the specific entity you are hiring."*

MIXED Google AI answers, asked "EZ Web SEO agency reviews": Critical reviews report delayed deliverables, flawed keyword strategies, lack of visible return on investment, and insufficient portfolio transparency. *"Reviews for agencies named 'EZ Web' or similar variants like EZ Marketing Agency or EZ Rankings are mixed, with client feedback varying widely depending on the specific company and platform."*

NEGATIVE ChatGPT, asked "ez web geo": The assistant cannot find 'EZ Web Geo' and recommends EZ Rankings as an alternative with a '+1' endorsement, steering the buyer toward a competitor instead of the requested brand. *"If you mean 'EZ Web Geo 2026' as a specific website, tool, event, or course, I'm not finding a clear match."* **WEAK READ**

NEGATIVE ChatGPT, asked "what is EZ Web ezweb.dev": The domain is not reliably indexed in search results and is confused with multiple unrelated businesses, making it difficult to identify or verify. *"I'm not finding a reliable indexed result for that exact domain right now"* **WEAK READ**

12 more in the internal build.

Labels come from reading each stored answer for what it said about EZ Web, and every quote is copied from that answer. A concern marked weak read is one the reader itself was unsure of, so it is shown here and kept off the plan page.

Who owns your category's answers

Domains ranked by how many of the recorded answers cited them.

DOMAIN	ANSWERS CITED IN	SHARE OF ANSWERS
ezweb.dev YOU	12 of 66	18%
clutch.co	7 of 66	11%

DOMAIN	ANSWERS CITED IN	SHARE OF ANSWERS
ezweb.company	NAMED COMPETITOR	7 of 66 11%
109 more domains in the paid engagement		

Share is measured over the 66 answers where the assistant rendered source links. Answers with no links rendered are excluded rather than counted as a miss.

The brands assistants type into their own searches

Before answering, each assistant writes its own searches. It often adds brand names the buyer never typed. Those brands get a head start on every answer.

BRAND	TIMES TYPED BY AN ASSISTANT	ENGINES
EZ Web YOU	65	ChatGPT, Claude, Grok, Perplexity
Evertune	0	none
EZ Web (Knoxville)	0	none
EZ Web Center	0	none
EZ Web Company	0	none
EZ Web Solutions	0	none
EZ Web Technology	0	none
EZ Web Work	0	none
EZ Web Works	0	none
Loudface	0	none
Otterly	0	none
Peec AI	0	none
Profound	0	none
Scrunch	0	none

Counted across the searches the assistants wrote for themselves, among the brands we tracked for this audit.

Your competitor list and the engines' competitor list

Before it answers, each assistant writes its own searches, and it often types brand names into them. Those names are the assistant's own shortlist for your category. We compared that shortlist with the list you gave us.

You named 13 brands. The assistants typed 0 brands into their own searches. No name is on both lists.

BRAND	ON YOUR LIST	ASSISTANTS THAT TYPED IT	TIMES TYPED
EZ Web (Knoxville)	yes	none	0
EZ Web Solutions	yes	none	0
EZ Web Works	yes	none	0
EZ Web Company	yes	none	0
EZ Web Center	yes	none	0
EZ Web Technology	yes	none	0
EZ Web Work	yes	none	0
Profound	yes	none	0
Peec AI	yes	none	0
Otterly	yes	none	0
Evertune	yes	none	0
Scrunch	yes	none	0
Loudface	yes	none	0

A brand earns a place in the assistant column when an assistant typed its name into a search of its own. Where we can match a domain the assistants read to the name, we do, so one brand does not appear twice under two spellings.

Brands the answers named but no assistant searched for

These names appeared in the text of the answers without any assistant searching for them. That is a weaker signal than a typed search, so we list them separately.

BRAND	ASSISTANTS THAT NAMED IT	TIMES NAMED
Siege Media	ChatGPT, Perplexity	5
WebFX	ChatGPT, Perplexity	3
SeoProfy	ChatGPT, Perplexity	2

A sample of the searches behind these answers

SEARCH THE ASSISTANT RAN	TIMES	ENGINES
EZ Web SEO agency reviews	9	Claude, Perplexity
ez web seo	4	Grok, Perplexity
generative engine optimization agency	4	Claude, Perplexity
ez web geo	3	Perplexity
Citrion company	3	Claude

Sample of 5 from the 68 distinct searches we recorded for your category. The full list, and the pages that would win each one, are part of the paid engagement.

Google, measured

These rows were observed, not modeled: we ran each question as a Google search on the audit profile and read the results page itself, including which AI answer Google rendered and which sources it cited. Google has two of these. An AI Overview is the short answer block at the top of the page. Since 28 August 2026 Google also expands some questions straight into a full AI Mode answer, with no click and the follow-up box already open, and those answers cite more sources. We record which one each question got, because counting them together would move your citation numbers for reasons that have nothing to do with you. They are part of the score. Google still does not expose the searches it runs behind either answer, so the modeled section below covers that half.

Google rendered an AI answer on 10 of the 10 questions we measured (3 as a short AI Overview, 10 as a full AI Mode answer Google expanded on its own), and cited EZ Web in 3 of them.

QUESTION	ANSWER GOOGLE SHOWED	EZ WEB	SOURCES THE ANSWER CITED
ez web seo	AI Mode, auto expanded	NAMED	ezweb.us, theezwebsolutions.com, ezwebworks.com, ez-web.com.pl, ezwebhostingservices.com, ez-websolution.com, youtube.com
ez web geo	AI Mode, auto expanded	CITED	techbehemoths.com, ezweb.dev, dash.ezlocal.com, ezgeoinventory.com, apps.apple.com
what is EZ Web ezweb.dev	AI Mode, auto expanded	CITED	ezweb.dev
is EZ Web a legit SEO agency	AI Mode, auto expanded	NAMED	bbb.org, reddit.com, nz.trustpilot.com, theezwebsolutions.com, ez-websolution.com, ezwebdeals.com, facebook.com
EZ Web SEO agency reviews	AI Mode, auto expanded	CITED	ezweb.dev, ezmarketing.agency, clutch.co, trustpilot.com, techbehemoths.com, ca.trustpilot.com
Citrion AI visibility audit	AI Mode, auto expanded	NAMED	triplewhale.com, reddit.com, govisible.ai, savageaudit.com, odyssiant.ai, whitelabeliq.com, growtika.com, quickseo.ai, salesmarketing.ai
generative engine optimization agency	both, varied by run	ABSENT	percepture.com, luminary.com, tripledart.com, greenbananaseo.com, quora.com, clutch.co, directiveconsulting.com, firstpagesage.com, thriveagency.com, stellarising.com
ai visibility audit	both, varied by run	ABSENT	whitelabeliq.com, youtube.com, partnerstack.com, seranking.com, semrush.com, cision.com, amplitude.com, ahrefs.com, nav43.com
seo and geo agency	both, varied by run	ABSENT	idhagency.com, gofishdigital.com, found.co.uk, youtube.com, winstondigitalmarketing.com, scalerrs.co, yesoptimist.com, percepture.com, stellarising.com
ai search optimization agency	AI Mode, auto expanded	ABSENT	percepture.com, yesoptimist.com, scandiweb.com, tslmarketing.com, agencies.semrush.com

Google AI answers come and go per query and per session, and the same question can get a short AI Overview one day and a full AI Mode answer the next, so a page that showed no answer today can show one tomorrow. The snapshot date on the cover applies here as it does everywhere.

Google, modeled MODELED

Google does not expose the searches it runs behind AI Overviews and AI Mode, so nothing in this section was observed. It is modeled from Google's published patent on query fan-out and kept separate from every observed number above, including the score.

Of the 120 modeled searches we checked, EZ Web has a plausible page for 60.

ASSET TYPE THE SEARCH CALLS FOR	MODELED SEARCHES	COVERED	COVERAGE
review_roundup	20	0 of 20	0%
about_page	17	6 of 17	35%
Comparison table	16	8 of 16	50%
pricing_page	14	12 of 14	86%
Product spec sheet	13	12 of 13	92%
FAQ page	10	7 of 10	70%
Article	10	4 of 10	40%
case_study	10	4 of 10	40%
How to steps	8	7 of 8	88%
Buyers guide	2	0 of 2	0%

The modeled query list itself, and the specific pages that would cover it, are part of the paid engagement.

Whether the page can be read at all

Everything above measures what the assistants said. This measures the thing underneath it: what they get when they come to fetch ezweb.dev/, as of 2026-09-03.

We found 2 issues on this page: 1 high and 1 medium.

How to read the labels. Each finding below says what kind of evidence stands behind it.

Causal evidence. A controlled test with a control group and a published effect size.

HIGH

CAUSAL EVIDENCE

The phone number exists only in the page markup, never in words a reader or an assistant sees

Your JSON-LD states telephone "+1-561-692-6868", and none of those values are written out in the readable copy. Assistants read visible HTML and strip the JSON-LD block, so to them these facts are not on the page. Some of these (telephone) do sit inside a link or a button on the page, so a person can reach them by clicking. That is not the same as the text stating them, and a model summarising the page has nothing to quote.

Why it costs you: A buyer asking an assistant for your price, hours or rating gets an answer built from whoever did put it in words, which is usually a marketplace listing or a review site.

The fix: Print the phone number and the Miami address in visible text on the homepage and on the About page, in the same words the structured data carries. The About page built on 2026-09-03 does this and is waiting on deploy.

Effort: under an hour · this is the work we do.

MEDIUM

CAUSAL EVIDENCE

Nothing on the homepage is quoted from a named source

No block quotations, and no quoted passage with an attribution next to it. Every claim on the page is the site asserting it in its own voice.

Why it costs you: In the one controlled study on this, adding quotations from named sources was among the strongest content changes tested. Pages that show their sources get lifted into answers more often than pages that assert.

The fix: Add one attributed quotation the assistants can lift: a named client on the results page, or the founder on the About page. Both pages were built on 2026-09-03 and carry an attributed quote; they are waiting on deploy.

Effort: under an hour · this is the work we do.

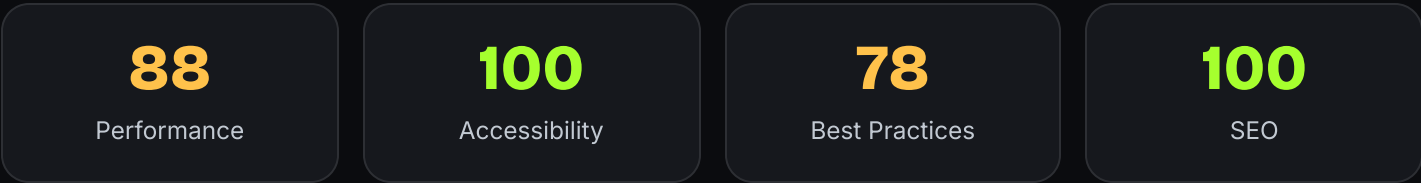
What each assistant's crawler receives

We requested the page as each named user agent and recorded the status it came back with. Nothing was spoofed beyond the user-agent string, which is the same thing the real crawler sends.

USER AGENT	STATUS	WHAT THAT MEANS
Googlebot	200	allowed in robots.txt and served 73,193 bytes
GPTBot	200	allowed in robots.txt and served 73,193 bytes
OAI-SearchBot	200	allowed in robots.txt and served 73,193 bytes
PerplexityBot	200	allowed in robots.txt and served 73,193 bytes
ClaudeBot	200	allowed in robots.txt and served 73,193 bytes
Claude-SearchBot	200	allowed in robots.txt and served 73,193 bytes
Claude-User	200	allowed in robots.txt and served 73,193 bytes
Bingbot	200	allowed in robots.txt and served 73,193 bytes

What Lighthouse says

Lighthouse, desktop run, on the page above. These are Google's own numbers.



METRIC	MEASURED
Largest Contentful Paint	1.2s
Total Blocking Time	0ms
Cumulative Layout Shift	0.001

Page weight: 317 KiB over 19 requests, 174 KiB of that from 6 third-party requests.

Checked and fine

All 8 AI and search crawlers we asked received the page with a 200, and robots.txt allows every one of them.

The page serves 1994 words of readable text in the raw HTML, before any JavaScript runs. That is what an AI fetcher gets.

3 sentences carry a specific number an assistant can quote.

The content links 12 third-party sources, so the page shows its work.

2 structured data blocks parse cleanly (ProfessionalService, Offer, Service, PriceSpecification, FAQPage, Question). Keep it, and treat it as rich-results and Shopping hygiene rather than an AI lever.

Every finding above is labeled with the evidence behind it. The six-month plan is in **The next six months**, or **book 30 minutes** and we will walk through it together.

What this means

Your visibility is 50 out of 100. That is the share of answers where EZ Web was either cited as a source or named in the text. The remaining 54 answers named someone else.

2 answers reached your site and passed you over. The assistant fetched a page of yours and chose not to cite it. Reaching your site was never the obstacle, so the work sits on the page itself. This is the cheapest gap to close.

clutch.co is cited in 11% of the answers we recorded. A small set of domains is absorbing your category's AI answers. Those pages are what the assistants read before they recommend anyone.

15 answers came from training memory with no search at all. Page work does not move those directly. Third party coverage does, which is a different piece of work and worth planning separately.

8 answers rendered no source links, so citation could not be measured there. We left those out of the citation figure instead of scoring them as a miss.

The next six months

This audit is the map. The work is a climb back into these answers, in the order the evidence supports, and each stage builds on the one before it.

MONTH 1

Open the door

Every AI crawler we tested can already read your site, so month one goes straight to the page. Then the first fixes from the technical section: The phone number exists only in the page markup, never in words a reader or an assistant sees; Nothing on the homepage is quoted from a named source. Some of this is your own team's work, and it comes first whether or not you hire us.

MONTHS 2 TO 3

Answer the searches

Months two and three build the review roundups these searches call for, starting with the 20 you have zero of. Each page states the answer in words a model can quote, with the numbers and sources it needs to trust it.

MONTHS 4 TO 6

Get talked about, and measure it

Mentions on the sites these assistants already cite, the new pages kept current, and a re-measure of these same questions every month. Rerunning these questions in 30 days will produce different detail, and that movement is the metric worth tracking.

Month one and the first pages fit our Starter plan at \$1,490 a month. The full six-month arc, at pace, is Growth at \$2,490 a month. Both are at ezweb.dev/start, and we scope yours on the call.

Book 30 minutes

We will walk through your results together and leave you with an order of operations, whether or not you hire us. Prefer email? Reply to the one this came in on, or write to ezra@ezweb.dev.

Our recent work, live right now: eleveo.com · chicagoaccidentattorney.net · behappybeyou.net.

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