

AI Visibility Score

How well your roofing site is structured to be quoted by AI answer engines

What the score is

The AI Visibility Score is a single, repeatable diagnostic that estimates how well a roofing company's website is structured to be parsed, trusted, and quoted by AI answer engines. It combines four weighted inputs into a 0-100 number so you can see where you stand and what to fix first. A real score uses automated checks plus manual review.

The four weighted inputs

Structured data coverage (35%)

Valid Organization, LocalBusiness, FAQ, and Service schema across your highest-value pages.

Answer formatting (30%)

Pages lead with a direct, self-contained answer and use question-based headings.

Entity clarity (20%)

Consistent business name, service areas, and service definitions across the web.

Citation-readiness (15%)

Stated methodology, dates, and verifiable claims that AI engines prefer to quote.

How we build the framework

Our frameworks combine automated checks with manual review. Each framework documents its inputs, weights, and formula on its own page so the logic is fully inspectable. We review weights periodically as AI engines and search behavior change. We can improve how well a roofing website is structured for search and AI answer engines, but we cannot guarantee rankings, AI citations, lead volume, or revenue.

Get your real score

Book a free AI visibility audit at rooferfuel.ai/audit. We'll calculate your score, show you how engines describe you today, and hand you a prioritized action list.