# State of Local AI Visibility: Collision & PDR - Dallas-Fort Worth

42 real driver questions measured across 3 AI engines (ChatGPT, Gemini, Google AI Overviews). Zero local collision/PDR companies cited; every answer leaned on national aggregators and review sites. A 36-row 3-engine baseline confirmed the void across engines.

**0 of 42 prompts had a local shop mentioned. 80+ external citations, none local.**

## What was measured

Forty-two driver-style questions across three engines: dent repair price questions, hail-damage workflows, PDR-vs-bodyshop decisions, paint-matching concerns, insurance-totaling thresholds:

> "How much does paintless dent repair cost per dent in DFW?"
> "Will insurance total my car for hail damage?"
> "Is paintless dent repair better than body shop filler for small dents?"
> City-level variants across Dallas, Plano, Frisco, Arlington and beyond

**What the engines cite instead**

National PDR aggregators and how-it-works pages.
Review-site local listings (stars visible, but no local SHOP content).
Manufacturer pages on paint. Zero local shops with real content.

## Why PDR shops are invisible

Collision and PDR is the most price-sensitive of all the local verticals we tracked - and the shops publish the least. Typical local shop site: a gallery, a phone number, a Google maps embed. Every question drivers actually ask is left to national aggregators:

> No per-dent pricing page: "how much per dent" is the single most-asked question and nobody answers it locally with real ranges.
> No insurance-workflow page: totals, OOP-vs-claim thresholds, the "free hail inspection" bait - drivers want this explained and nobody local explains it.
> No PDR-vs-replacement decision page with the real factors (paint integrity, panel depth, access holes, aluminum vs steel).
> No schema at all in most cases: the shop cannot be a citable ENTITY.

## The fix, in the order that matters

[ ] AutoBodyShop/PDR LocalBusiness schema site-wide + FAQ schema.
[ ] Per-dent cost table page: price bands by panel count, size class, and multi-dent discounts - transparent ranges beat radio-jingle marketing.
[ ] Insurance decision page: the honest OOP-vs-totaled threshold logic plus what a hail claim actually looks like step by step.
[ ] PDR-vs-bodyshop decision page with the five factors a tech evaluates - the question behind a third of the tracked prompts.
[ ] City pages that name real neighborhoods and real hail-season patterns. The DFW hail belt is real geography - map it.

**The first-mover math**

Every local competitor is at 0% - first local shop with citable content takes the whole category of answers.
The fix is 5 pages + schema. Weeks of evenings, not months.
AI answers compound: once one shop is cited, later answers inherit the pattern. Early stays early.

## Checklist you can run today

[ ] Ask an AI "how much does paintless dent repair cost in [your city]" - screenshot the citations.
[ ] Count your site pages that ANSWER a question vs pages that just list services and photos.
[ ] Check JSON-LD on your homepage. Count blocks. Most shop sites: zero.
[ ] Check /llms.txt. Most: 404.

- [ ] Compare your city pages word-by-word. 90%+ same = invisible.

Published by GetFound Local AI, an AI-visibility practice by HiVergent AI (Nathan Brown). Market-level data; no individual business identified. AI-assisted analysis, human-verified. Nov 2026.

## Want the same measurement for YOUR business?

The Local Business AI-Readiness Audit shows you exactly what AI assistants say when customers ask about your business: tracked questions, mention/citation percentages, and a paste-ready fix list (schema + llms.txt + content actions). 2 pages, delivered fast, full sample included.

**Get the audit - $49**

Open payhip.com/getfoundlocal and look for the AI-Readiness Audit ($49).

Includes: 2-page measurement report + paste-ready JSON-LD schema + llms.txt fixes.

Free sample on the listing: an actual report (report.pdf + fixes.json) so you see the format before paying.