State of Local AI Visibility: Roofing & Skylight - Texoma

15 real homeowner questions - roof repair near me, hail damage, Velux vs sun tunnel - tracked twice across AI engines 7 days apart. Zero roofing companies cited anywhere. Manufacturers, energy sites and directories take every citation. The whole category is open ground.

30 measured answers. 0 roofing companies mentioned in any of them.

What was measured

Fifteen homeowner-style roofing questions across AI engines, two runs seven days apart - the same questions twice so trends are real, not noise:

- "Who is the best roof repair near me?"
- "Hail damage repair cost in Texas?"
- "Velux vs sun tunnel skylight - which is better?"
- Emergency roof questions, insurance/tax-credit questions, contractor-selection questions

What the engines cited instead

Roof-manufacturer specification pages (they survive because they answer questions directly).
Government/energy-efficiency sites (same reason).
National directories. Local companies: none - not one, across 30 measured answers.

The roofing-specific gaps that keep you out

Roofing has a unique handicap: most roofing sites are portfolio galleries, not answer sources. AI cannot cite a gallery. What it CAN cite:

- A Hail/Storm page that actually answers "how do I know hail damage is real vs cosmetic" with a damage-size table.
- A straight Velux-vs-sun-tunnel comparison with the 30% federal solar tax-credit treatment for each (this single page pattern had 62 external citations to national sources, all missing a Texoma-local version).
- A flashing/pipe-boot timing guide: the 6 signs your flashing (not your whole roof) needs work - the question behind half the "roof repair" searches.
- A licensed-contractor checkpoint page: warranty years (GAF vs others), Class 4 shingle value in hail country, permit requirements by city.
- City pages for every service city WITH real substance - not the same 3 paragraphs five times.

The fix, in the order that matters

- [ ] RoofingContractor LocalBusiness schema site-wide + FAQ schema on the top 3 questions.
- [ ] Ship the two 0-competition pages first: flashing-timing guide + contractor-interview checklist. Nobody locally owns either.
- [ ] Ship the skylight comparison page with current tax-credit treatment. It is the largest external-citation magnet in the category.
- [ ] llms.txt + sitemap wiring so engines can find all of it.
- [ ] Storm-response page with honest insurance-doc guidance (photo procedure first visit, adjuster sequencing).

Cost of the fix

Everything above: content you can write in a week + paste-ready schema.
Measurement tooling for the whole category: under $1.
Competitor moat: literally zero - every one of your competitors is invisible too. First mover takes the citations.

Checklist you can run today

- [ ] Ask an AI "who is the best roof repair near me in YOUR city" - screenshot what it cites.
- [ ] Search your domain for a hail-damage page, a flashing page, a skylight-comparison page, a contractor-checklist page. Count what exists: probably zero.
- [ ] Check /llms.txt - if empty, you are invisible to llms.txt-reading crawlers.
- [ ] Check your city pages for clone paragraphs - count how many words differ between two of them.

- [ ] Check your contact/business page for JSON-LD schema. Count.

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