1. The finding

ChatGPT cites a Mesa HVAC directory that leaves Sample Heating & Air off its list

Asked for HVAC help in Phoenix, AZ and Mesa, AZ, ChatGPT named Sample Heating & Air in 0 of 20 usable answers (20 October 2026).

ChatGPT linked this directory in 2 of 20 usable answers on 20 October 2026. A cited list that leaves out a business serving the town is one of the pages behind an answer that did not name it.

This directory also sells top-three placement, so its order is not independent selection, and a listing does not guarantee being named.

First action

Ask the directory for a correct, free Mesa listing; paid placement is a separate choice. Who controls it: the directory. How we check it: the listing is live, then we repeat the same ChatGPT questions.

2. Where it happens

Homeowner questions about HVAC work in Phoenix, AZ and Mesa, AZ (20 October 2026)

Google AI Mode	named you in 0 of 20 usable answers
ChatGPT	named you in 0 of 20 usable answers
Additional AI search check	named you in 0 of 20 usable answers

Questions that ask about Sample Heating & Air by name (20 October 2026)

Google AI Mode	named you in 2 of 2 usable answers
ChatGPT	named you in 2 of 2 usable answers

Each AI service is counted separately. A usable answer is one that came back complete; failed answers are left out of the totals, never counted as not naming you.

3. The answer

The question · ChatGPT

“Who are the best heating and furnace repair companies in Mesa, AZ?”

If you're looking for a reliable furnace or heating repair company in Mesa, Arizona, I'd start with a shortlist of established local HVAC contractors and compare their repair experience, customer reviews, emergency availability, and pricing.

ChatGPT answer captured 20 October 2026, Mesa, AZ (excerpt; no business names shown)

The source behind it · Mesa HVAC directory (bestprosintown.com)

“Below are the best 25 HVAC services in Mesa picked by BestProsInTown”

> **Sample Heating & Air is not among the 25 businesses on this page, which we read in full, footer included. Your own site says you serve Mesa.**

https://www.bestprosintown.com/az/mesa/hvac/ · read in full (4,785 characters, footer included) on 20 October 2026

4. Behind its links

Where each service's answers point

Sources linked in the usable answers to the homeowner questions in Phoenix, AZ and Mesa, AZ on 20 October 2026. Each answer counts once per kind of source.

Google AI Mode

Google business listings, Maps and search pages `google.com`	**12 of 20 answers**
Booking platforms `housecallpro.com` `servicetitan.com`	**7 of 20 answers**
Other sites, mostly other contractors (not named here)	**6 of 20 answers**
Lead marketplaces `angi.com`	**2 of 20 answers**
Review sites `yelp.com`	**1 of 20 answers**

ChatGPT

Other sites, mostly other contractors (not named here)	**19 of 20 answers**
Licence registries and BBB `az.gov` `bbb.org`	**5 of 20 answers**
Google business listings, Maps and search pages `google.com`	**3 of 20 answers**
Review sites `yelp.com` `birdeye.com`	**3 of 20 answers**
Roundups and directories `expertise.com` `bestprosintown.com`	**3 of 20 answers**
Manufacturer and utility pages `carrier.com`	**2 of 20 answers**

Additional AI search check

Other sites, mostly other contractors (not named here)	**16 of 20 answers**
Licence registries and BBB `bbb.org` `az.gov`	**5 of 20 answers**
Manufacturer and utility pages `carrier.com`	**3 of 20 answers**
Review sites `birdeye.com`	**2 of 20 answers**

Roundups and directories **expertise.com** **bestprosintown.com** **2 of 20 answers**

Lead marketplaces **homeadvisor.com** **1 of 20 answers**

F1 · A repeatedly used local source lacks a correct entry for your business.

ChatGPT: named in 0 of 20 usable answers (20 October 2026)

Linked in 2 of 20 usable ChatGPT answers: **bestprosintown.com**

- Local answers cited this list on bestprosintown.com. We read the whole page, footer included, and your business is not on it.
  https://www.bestprosintown.com/az/mesa/hvac/

Who controls the repair: The list publisher

6. First work to do

1. F1 · **Check the cited list and request a correct entry if you qualify.** Owner input: confirm the towns you serve and the business details for the listing. MSI work: business profile and listing record repair, cited-source correction (a service we are still trialling). Done when: The listing is live, and we repeat the same questions in the same towns.

7. Evidence and follow-up

Other findings

- Google AI Mode named the business in 0 of 20 usable homeowner answers on 20 October 2026.
- Additional AI search check named the business in 0 of 20 usable homeowner answers on 20 October 2026.

Evidence index

- Your page: https://sample-heating-air.example/ (read in full, 16,758 characters)
- Your page: https://sample-heating-air.example/service-area/ (read in full, 10,506 characters)
- Cited page: https://www.bestprosintown.com/az/mesa/hvac/ (read in full, 4,785 characters)
- 3 other cited pages were read and are kept in our internal evidence.

How we will judge the result

Three things are reported separately: the correction delivered, what the next comparable answers say, and any business response. None is promised.