

AI VISIBILITY REPORT

Ridgeline Coffee Roasters

Portland, OR · Specialty coffee

VISIBILITY SCORE

42 / 100

Below category average of 61

IN ONE LINE

When customers ask AI for a coffee recommendation in Portland, your competitors get named and you usually don't, and the AI is repeating wrong facts about you to the customers it does reach.

The 60-second verdict

Ridgeline scores **42 out of 100** for AI visibility, against a Portland-roaster category average of 61. You are recommended in only a fraction of the questions customers actually ask, while three competitors split most of the answers between them. Where AI does mention you, it is often wrong.

2 / 8

High-value prompts where you're named

18%

Your share of AI recommendations vs. 47% / 33% / 29% for rivals

5

Factual errors AI is telling customers right now

THE THREE THINGS THAT MATTER MOST

- 01 You're invisible in the buying questions.** For high-intent prompts like "best specialty coffee roaster in Portland" and "best coffee subscription," AI names Foghorn and Cascade. You don't appear at all.
- 02 Competitors own the sources AI trusts.** A single Yelp "best of" list and a Reddit thread drive over half of all AI mentions in your category. You're absent from both.
- 03 AI is actively misinforming customers.** Two engines say you're "permanently closed." Others say you don't ship nationally and credit your cold brew to a competitor.

THE COST OF STAYING INVISIBLE

If the four buying prompts where you're absent are asked roughly **1,500 to 2,000 times a month** across these engines in the Portland area, and even 2% would have ordered, that's an estimated **\$1,800 to \$3,000 in monthly orders** routed to competitors by AI alone.

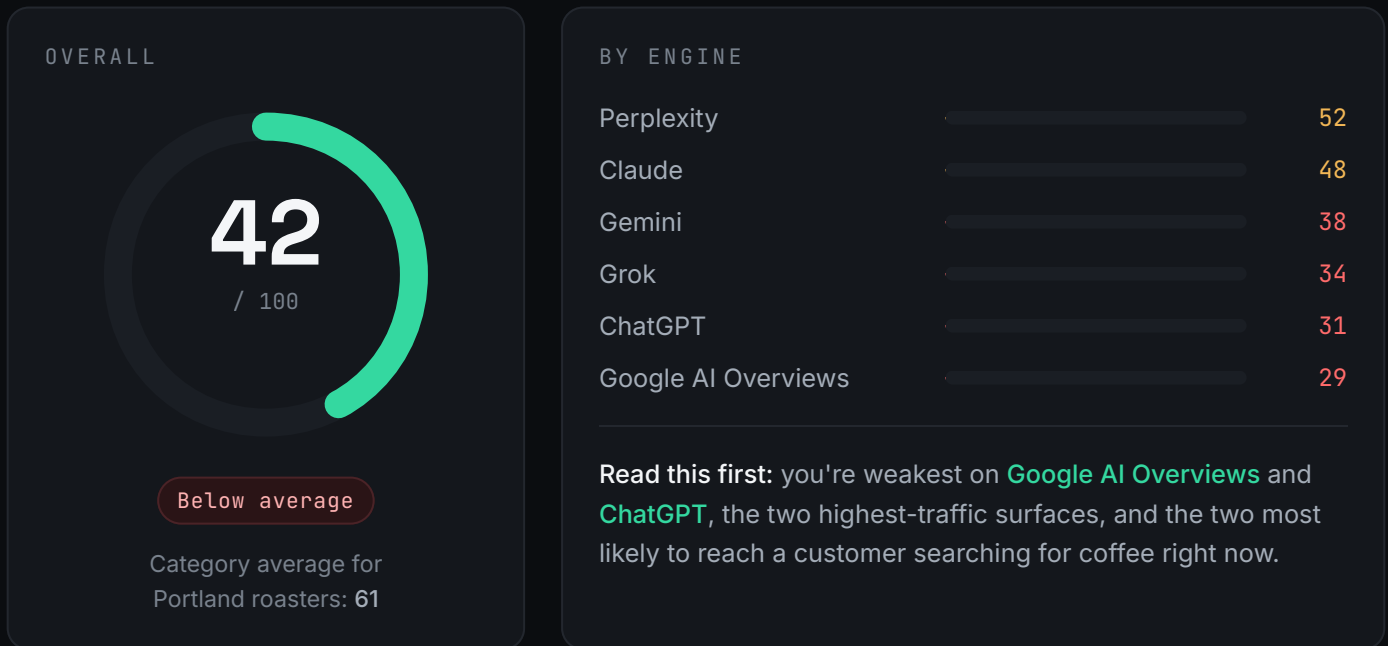
Illustrative estimate based on category prompt activity and a typical online order value. Your real report uses your own numbers.

THE SINGLE BIGGEST OPPORTUNITY

Correcting your Google Business Profile and the major directories is low effort and fixes three of the five factual errors at once. It's the fastest way to move your two weakest engines, ChatGPT and Google AI Overviews. Full plan on pages 9 and 10.

How often AI recommends you

Your visibility score is the share of relevant, high-value prompts where AI names you, weighted by how prominently you appear and averaged across repeated runs on every engine.



WHAT "GOOD" LOOKS LIKE

A category leader scores 70 to 90: named in most high-value prompts, on most engines, with correct facts. Reaching the category average of 61 would roughly triple how often AI puts you in front of a buying customer.

Share of AI recommendations

Across the prompts in your category, here's how often each business is named by AI. Shares can total more than 100% because a single answer often names several roasters.



HEAD TO HEAD: WHY THEY WIN

COMPETITOR	WHY AI FAVORS THEM	BEATS YOU ON
Foghorn Coffee	Featured in the Yelp "best roasters" list and Willamette Week, both heavily cited by AI. Strong single-origin pages with FAQ markup.	5 of 6 engines
Cascade Roasting	Owens the "espresso" and "subscription" prompts with dedicated pages and fresh reviews mentioning those exact terms.	subscriptions, espresso
Old Town Beans	Active Reddit presence and a gifting page; AI pulls them into "coffee gift" answers where you're absent.	gifting prompts

WHERE YOU'RE CLOSEST

You're competitive on "single origin" and "ethically sourced" prompts, where you rank #2 to #4. That's your beachhead: you already have credibility AI recognizes there, so reinforcing it is easier than starting cold.

The exact questions we tested

Eight real, high-value questions a Portland coffee customer would ask. "Rank" is your typical position when you're named at all.

PROMPT	STATUS	RANK	INTENT
"best specialty coffee roaster in Portland"	● not named	n/a	high
"best coffee subscription in Portland"	● not named	n/a	high
"best espresso beans in Portland"	● not named	n/a	high
"coffee gift / subscription to send"	● not named	n/a	high
"where do locals buy coffee beans in Portland"	● not named	n/a	med
"ethically sourced coffee roaster in Oregon"	● weak mention	#4	med
"where to buy fresh roasted beans online"	● named	#3	med
"single origin coffee near me"	● named	#2	low

0 of 4

high-intent buying prompts
where you appear

2 of 8

prompts where you're clearly
named

#2

your best rank, on "single origin"

The pattern: you show up for low-commitment, informational questions, but you vanish exactly where money changes hands: "best," "subscription," "gift," "espresso." Those are the prompts to win.

The facts AI is getting wrong

When AI does talk about you, it repeats outdated and incorrect information to customers. Each error below, the engines that repeat it, and where it likely comes from.

OPEN STATUS

ChatGPT · Gemini

Both engines describe Ridgeline as **"permanently closed."** You're very much open.
Likely source: a stale Google listing left over from your 2024 relocation.

SHIPPING

Gemini · AI Overviews

AI tells customers you **don't ship nationally.** You've shipped to all 50 states since 2023.
Likely source: no shipping info in structured data; old directory entries.

PRODUCTS

ChatGPT · Grok · AI Overviews

Your signature **cold brew is credited to Cascade Roasting** in three engines.
Likely source: a competitor's page ranks higher for "Portland cold brew."

LOCATION

Perplexity · AI Overviews

AI still lists your **old NW district address.**
Likely source: unupdated map and directory citations.

MENU

Claude

Recommends your **discontinued "Holiday Blend"** as a current product.
Likely source: an archived 2022 blog post still being indexed.

Good news: factual errors are the fastest wins. Three of these five come from the same place, outdated listings, and can be corrected in an afternoon. See fix #1.

Where AI learns about your category

AI doesn't invent its answers. It pulls from a handful of sources it trusts. These are the sources shaping coffee answers in Portland, ranked by how much they influence what AI says.

SOURCE	INFLUENCE	YOU APPEAR?
Yelp · "Best Coffee Roasters in Portland"	~38%	● absent
Reddit · r/Coffee Portland recs (2023)	~19%	● 1 mention
Google Business Profile / Maps	~16%	● outdated
Willamette Week · "Best of Portland"	~12%	● absent
PDX Eats blog · 2022 roundup (stale)	~9%	● absent
Competitor sites · FAQ / schema pages	~6%	● n/a

~57%

of category influence comes from two sources you're absent from (Yelp + Willamette Week)

3

high-authority sources where getting listed would move the needle fastest

Why this matters: you don't have to influence AI directly. Get into the few sources it already trusts, and your visibility rises across every engine at once. This is the highest-leverage work in the whole report.

How AI describes you

Beyond whether you're named, this is the tone AI takes about you, and the ideas it associates you with, engine by engine.

ENGINE	SENTIMENT	WHAT IT SAYS
Perplexity	positive	"Praised for single-origin quality and ethical sourcing."
Claude	neutral	"A small, well-regarded local roaster," light on detail.
Grok	neutral	Brief mention; little specific to say about you.
ChatGPT	neutral	Rarely surfaces you; when it does, hedges on whether you're open.
Google AI Overviews	neutral	Mostly absent; pulls old address when present.
Gemini	negative	Implies you've closed, and actively discourages visiting.

THEMES AI ASSOCIATES WITH YOU

single origin

ethical sourcing

small batch

local

THEMES IT'S MISSING

subscriptions

gifting

espresso

national shipping

Takeaway: your reputation isn't the problem. Where AI knows you, it likes you. The issue is narrow association (only "single origin" and "ethical") plus one engine repeating the "closed" error. Widen the themes, kill the error, and sentiment follows.

What to do, in order

Every action below is ordered by effort versus payoff, so you start with the fastest wins. Each notes the expected impact.

1 Correct your listings everywhere

Fix Google Business Profile and the major directories: open status, current address, hours, and national shipping. This single move corrects three of the five factual errors.

Effort: low

Payoff: high

Lifts ChatGPT & AI Overviews

2 Get into the sources AI trusts

Earn a place in the Yelp "best roasters" list, Willamette Week, and the active Reddit threads. These few sources drive over half of all AI mentions in your category.

Effort: medium

Payoff: high

Targets ~57% of citations

3 Add structured data & FAQ content

Publish clear, marked-up pages answering shipping, subscriptions, single origin, and espresso questions, so AI can read and repeat the facts correctly.

Effort: medium

Payoff: high

Closes missing themes

Continued on next page →

The rest of the plan

4 Build pages for the buying prompts

Create dedicated pages for subscriptions, gifting, and espresso, the high-intent prompts where you're 100% absent today. This is where competitors are quietly taking your customers.

Effort: high

Payoff: high

Targets 4 buying prompts

5 Reclaim your cold brew

Publish a clear product page and schema naming your cold brew, with a couple of fresh reviews, so AI stops crediting it to Cascade.

Effort: low/med

Payoff: medium

Fixes a product error

6 Seed reviews with the right words

Encourage happy customers to mention the terms AI keys on: "subscription," "ship," "espresso," "gift." AI weights recent, specific reviews heavily.

Effort: ongoing

Payoff: medium

Compounds over time

IF YOU DO ONLY THREE THINGS

1. Correct your listings (fixes the misinformation).
2. Get into the Yelp and Willamette Week lists (where the influence is).
3. Build the subscription and gifting pages (where the money is).

Together these target your two weakest engines and the four prompts you're losing.

How this report is built

So you can trust the numbers, here's exactly how we produce them.



We run every prompt multiple times

AI never answers the same way twice. We query each prompt repeatedly across several days, so your score reflects your true average, not a lucky or unlucky single answer.



We capture what your customers see

We read answers from the real browser experience of each engine, not the developer API. What's in this report is what a customer actually gets.



Real questions from your category

Prompts are the genuine questions customers ask when choosing a roaster: "best," "near me," "subscription," "gift," not vanity searches for your name.



Reviewed and written by a human

We record every mention, rank, sentiment, and cited source, then a person reviews the data and writes the fixes. This is not an auto-generated score.

ENGINES COVERED

ChatGPT, Claude, Gemini, Perplexity, Grok, and Google AI Overviews, the six surfaces where customers are most likely to ask about businesses like yours.

THIS WAS A SAMPLE

See what AI really says about your business

This report profiled an example business. Yours uses your real website, your real competitors, and the actual questions your customers ask, across all six engines.

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What happens next: order, tell us your website and competitors (about 2 minutes), and we deliver your human-reviewed report within 7 days.

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