Sample report — names removed.

Viabe Pulse

Your shop

Chennai
Checked on 2 Oct 2026.

We checked you as a bookstore.

2 Good · 5 Needs work · 2 Problems · 1 Could not check

Your score card

The answer comes first.

✓ Good

Can people find you on Google Maps?

Maps showed you on 3 or more sides within 1 km.

From your own door you were 1st.

More in part 5.

✕ Problem

Do you show up when people search on Google?

We ran 3 searches as a customer standing near your shop. We did not see you on page one for any of 3.

Fix: steps 1 and 2 · More in part 6.

✕ Problem

Do ChatGPT and other AI apps name your shop?

ChatGPT, Gemini and Claude did not name you.

0 times out of 12 answers.

Fix: steps 1 and 2 · More in part 7.

▲ Needs work

Are you listed where customers look?

We did not find your shop on Amazon and Flipkart.

More in part 1.

▲ Needs work

Does your shop have a website?

A search found your website.

Your Google listing does not show it.

Fix: step 2 · More in part 3.

▲ Needs work

How is your rating?

Your rating is 4.5 stars.

4 of the 5 shops near you are higher.

1 shop has the same rating as you.

Fix: step 1 · More in part 2.

✓ Good

How many reviews do you have?

You have under 500 reviews.

That is more than all 5 shops near you.

Fix: step 1 · More in part 2.

▲ Needs work

What do your customers say?

Your new reviews have stars but no words.

There were 4 new reviews.

More in part 8.

▲ Needs work

Does your Google listing show enough?

Your listing shows no website link.

3 of the 5 shops near you link theirs.

Fix: step 2 · More in part 4.

? Could not check

Are the shops near you doing anything new?

We could not check offers at the shops near you.

More in part 9.

Do this first

1. Reply to all under 10 reviews from the last 90 days.

2. If you have a website, add it to your Google listing.

How to be found in more places

3. List your shop on Amazon and Flipkart. We looked there and did not find you.

ChatGPT and Gemini are AI apps. They draw on reviews, listings and sites. The steps above are how to start being named. No one can promise they will name you.

What to watch

- ‘Nearby business C’ opens earlier than you on every day.
- ‘Nearby business E’ opens earlier than you on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.
- At 2 km, people north, south and west of you did not see you.

The last part is called About this report. You can skip it.

PART 1

▲ Needs work

Are you listed where customers look?

We did not find your shop on Amazon and Flipkart.

If customers look on Amazon and Flipkart, add your shop there.

We could not check Instagram, Facebook, X and LinkedIn this time. You may still be on them.

Your Google listing

You are listed.

Your listing has 10 or more photos.

Your listing shows the phone number [phone removed].

Open on Google Maps

JustDial

You are listed.

Open the page

Amazon

We searched for your shop there and found no store page.

Flipkart

We searched for your shop there and found no store page.

Instagram

We could not check.

We could not tell which profile is yours.

Facebook

We could not check.

We could not tell which profile is yours.

PART 2

▲ Needs work

How do you compare with shops near you?

Your rating is 4.5 stars. 4 of the 5 shops near you are higher. 1 shop has the same rating as you.

Step 1 under ‘Do this first’ may help here. It is about your reviews.

You have under 500 reviews. That is more than all 5 shops near you.

We compared you with 5 shops near you. The farthest is 500 m away.

Shops by rating

Of the 5 shops we compared, 4 are rated higher. 1 shop has the same rating as you.

Shop	Rating	Reviews
Nearby business C (Bookshop)	4.9	About 90
Nearby business E	4.8	About 30
Nearby business A (Bookshop)	4.6	About 60
Nearby business D	4.6	About 20
You	4.5	Under 500
Nearby business B (Bookshop)	4.5	About 100

Side by side

Shop	Rating	Reviews	Photos
You	4.5	Under 500	10+
Nearby business A (Bookshop)	4.6	About 60	10+
Nearby business B (Bookshop)	4.5	About 100	10+
Nearby business C (Bookshop)	4.9	About 90	4
Nearby business D	4.6	About 20	No info
Nearby business E	4.8	About 30	10+

The words in brackets are Google's name for each kind of place.

Opening hours

2 of the 5 shops open earlier than you on some days: ‘Nearby business C’; ‘Nearby business E’.

‘Nearby business C’ opens earlier than you on every day.

‘Nearby business E’ opens earlier than you on Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

PART 3

▲ Needs work

Does your shop have a website?

A search found your website.

If it is yours, add it to your Google listing. Step 2 (website) is under ‘Do this first’.

Your Google listing does not show it.

PART 4

▲ Needs work

Does your Google listing show enough?

Your listing shows no website link.

If you have a website, add it to your Google listing. Step 2 (website) is under ‘Do this first’.

3 of the 5 shops near you link theirs.

You also show these. Each line counts the shops near you.

- **a phone number:** 5 of the 5 shops show it.
- **photos:** 4 of the 5 shops show it.
- **delivery:** 3 of the 5 shops show it.

PART 5

✓ Good

Can people find you on Google Maps?

Maps showed you on 3 or more sides within 1 km.

From your own door you were 1st.

People south of you did not see you at 1 km. At 2 km, people north, south and west of you did not see you.

We searched for ‘bookstore’ from 13 points around your shop.

One was your own door. The rest were north, south, east and west. We did this at 500 m, 1 km and 2 km.

- **At 500 m:** Maps showed you from all 4 sides.
- **At 1 km:** Maps showed you from the north, east and west. People south of you did not see you.
- **At 2 km:** Maps showed you from the east. People north, south and west of you did not see you.

Who else Maps showed

- **At 500 m:** 5 shops. ‘Nearby business A’, from all 4 sides. ‘Nearby business D’, from 3 sides. ‘Nearby business B’, from 2 sides. 2 more shops, from 1 side.
- **At 1 km:** 4 shops. ‘Nearby business A’ and ‘Nearby business D’, from 2 sides. ‘Nearby business B’, from 1 side. 1 more shop, from 1 side.
- **At 2 km:** ‘Nearby business C’ and ‘Nearby business D’, from 1 side.

From your own door, Maps showed 20 places for ‘bookstore’.

You were 1st.

PART 6

✕ Problem

Do you show up when people search on Google?

We ran 3 searches as a customer standing near your shop. We did not see you on page one for any of 3.

Steps 1 and 2 under ‘Do this first’ may help here. They are about your reviews, your website and your listing. We cannot promise it will change the answer.

We did not see you in the whole-city search, ‘bookstore in Chennai’. It does not change the answer.

We had no confirmed website for you. So we looked for your shop on the map.

A search for your name

Google showed your listing for ‘Your shop Chennai’.

Searches for what you sell

Search	Where you were
‘bookstore Chennai’	Not seen on page one
‘bookstore near me’	Not seen on page one
‘best bookstore Chennai’	Not seen on page one
‘bookstore in Chennai’ (whole city, not in the count)	Not seen on page one

Who else showed up

- **‘bookstore Chennai’** Google's page one showed ‘Nearby business 1’, ‘Nearby business 3’ and ‘Nearby business 2’.
- **‘bookstore near me’** Google's page one showed ‘Nearby business 1’, ‘Nearby business 2’ and ‘Nearby business 4’.
- **‘best bookstore Chennai’** Google's page one showed ‘Nearby business 2’ and ‘Nearby business 1’. It also showed 1 place we could not check.
- **‘bookstore in Chennai’** Google's page one showed 3 places. We could not check them.

PART 7

✕ Problem

Do ChatGPT and other AI apps name your shop?

ChatGPT, Gemini and Claude did not name you.

AI apps draw on reviews, listings and sites. Steps 1 and 2 under ‘Do this first’ may help here. We cannot promise it will change the answer.

0 times out of 12 answers.

We asked ChatGPT, Gemini and Claude 4 questions on 1 Oct 2026.

- **The shop AI apps named most:** Nearby business 1 (8 of 12 answers).

Question by question

“What is the best bookstore in Chennai?”

0 of 3 answers named you.

They named these instead of you.

3 of 3 answers named Nearby business 1.

3 of 3 answers named Nearby business 2.

2 of 3 answers named Nearby business 3.

2 of 3 answers named Nearby business 4.

They also named 1 place we could not check.

“[Removed from this sample: it named a business.]”

0 of 3 answers named you.

They named these instead of you.

3 of 3 answers named Nearby business 1.

2 of 3 answers named Nearby business 2.

2 of 3 answers named Nearby business 4.

1 of 3 answers named Nearby business 3.

1 of 3 answers named Nearby business B.

They also named 1 place we could not check.

“Which bookstore in Chennai is good for families?”

0 of 3 answers named you.

They named these instead of you.

1 of 3 answers named Nearby business 1.

1 of 3 answers named Nearby business 2.

1 of 3 answers named Nearby business 3.

1 of 3 answers named Nearby business 5.

1 of 3 answers named Nearby business 6.

They also named 2 places we could not check.

“Which bookstore in Chennai does home delivery?”

0 of 3 answers named you.

They named these instead of you.

2 of 3 answers named Nearby business 3.

1 of 3 answers named Nearby business 1.

1 of 3 answers named Nearby business 2.

1 of 3 answers named Nearby business 4.

They also named 1 place we could not check.

PART 8

▲ Needs work

What do your customers say?

Your new reviews have stars but no words.

Ask happy customers to write a few words in their review.

There were 4 new reviews.

Reply to all under 10 reviews from the last 90 days.

Step 1 (reviews) is under ‘Do this first’.

PART 9

? Could not check

Are the shops near you doing anything new?

We could not check offers at the shops near you.

About this report

You can skip this part. It tells you what this report is and how we made it.

This report is about one address

This report is about this address only. It is not about your other shops.

What this report is

This report shows how your shop looks from outside.

That is what customers, Google, Maps and AI apps can see about your shop today.

We show what we found. We tell you what to fix first. You decide what to do.

It does not show your sales, your costs or how many people walk in.

AI answers come from AI tools. They do not come from people.

Use it as a quick check. It is not a promise of what will happen.

Places we checked

We checked the places where a customer may look for your shop.

Not listed means we looked and did not find you.

Could not check means we could not look. You may still be there.

How we picked the shops we compared

Few shops of your exact kind had enough reviews. So we added the nearest similar shops.

Each has enough reviews to compare.

Ratings and reviews

We compare a rating only when it rests on 10 or more reviews.

A rating from fewer reviews can mislead, so we show it and do not rank it.

A tie is not counted as higher.

Empty boxes

No info means the listing does not show it, or we could not read it.

Your Google listing

We compared your listing with the shops near you.

A listing shows only what its owner filled in.

A missing item may still be true for your shop.

Maps results change

Where you show up on Maps changes during the day.

We checked at 7:33 pm India time on 1 Oct 2026.

We searched from the points around your shop.

We check again each time we make a report.

Google searches

We searched Google the way a customer would. We checked the first results.

Some results are ads or directories. We counted only places we could tie to a business.

Where you show up changes during the day. We checked on 1 Oct 2026.

How we asked AI apps

We asked ChatGPT, Gemini and Claude what a customer would ask.

We asked on 1 Oct 2026.

AI answers can change from one day to the next.

Counts use the answers we got, not the times we asked.

Next time we ask the same questions. Then you can compare.

Reviews

A review shows the day it was posted.

That is not the day of the visit.

Where our facts came from

Part	Where it came from	Date
1	Google, and the web page of each place we could read	1 Oct 2026
2	Google Maps listings, from Google	1 Oct 2026
3	Google Maps listings, from Google	1 Oct 2026
4	Google Maps listings, from Google	2 Oct 2026
5	Google Maps, through a data company we pay	1 Oct 2026
6	Google search results, through a data company we pay	1 Oct 2026
7	ChatGPT, Gemini and Claude, asked by us	1 Oct 2026
8	Google reviews, through a data company we pay	2 Oct 2026
9	The web pages of the shops near you. We could not read them this time.	2 Oct 2026

Our quality check

✓ Passed

2 Oct 2026

Check ID: VP-R32G8-AGKXQ

Design	8
Easy to read	8
Correct and specific	8
Useful for you	7

Refunds and revised reports

- Every report goes through our quality check before we send it.
- If your report has not reached you within 24 hours of payment, you get a full refund.
- If you find something wrong in your report, such as a wrong fact about your business, a business that is not in your trade, or a wrong number, tell us within 7 days using the feedback link. We will check it. If it is wrong and we can fix it, we will send you a revised report. If we cannot fix it, we will refund you in full.
- We do not give a refund for a report that passed our quality check and has nothing wrong in it. That includes a report that found little to fix: a healthy listing is a good result.
- One revised report per order.

Something wrong in your report? Tell us here:

Open the feedback page: https://viabe.ai/in/pulse/feedback

Not your business. Lettered places are the ones we compared. Numbered places are others Google or AI apps showed. The search words are examples.