

THE STATE OF AI SEARCH 2026 • ROOFING EDITION • TEXAS

Your next roofing customer is already asking AI who to call.

What changed since ChatGPT, how many roofers each answer names, what a lead costs a Texas roofer today, and the eight things we check and publish.

A HOMEOWNER ASKS AI • DALLAS

“Hail hit my roof last night. Which roofing company in Dallas handles insurance claims and can inspect this week?”

1

2

3

4

Your company?

IN 30 SECONDS

Four numbers from 2026, **four sources.**

22%

of US homeowners who hired a trade in the last 18 months use AI tools such as ChatGPT to research or find recommendations.

Scorpion with Dynata · n = 2,000 · Feb 2026

4.1

businesses named by ChatGPT in each local answer. The rest are not mentioned.

BrightLocal · 200,085 searches · Sep 2026

\$17,631

average cost of a residential roof replacement in 2025, 33% above the 2021-2024 average.

Verisk · May 2026

\$1.4_B

paid by State Farm in Texas hail claims in 2025, more than in any other state.

State Farm · Apr 2026

Is your roofing company among those names?

Check my company free · ontheshortlist.ai

22% of homeowners who hired a trade use AI to research or find recommendations.

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of US homeowners who hired a trade in the last 18 months use AI tools such as ChatGPT to research or find recommendations.

Scorpion with Dynata • n = 2,000 • survey late 2025, published Feb 2026

A SECOND SURVEY, WITH ITS OWN SAMPLE: WHAT HOMEOWNERS ALREADY DO WITH AI

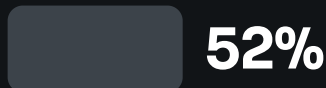
Use or plan to use AI for home projects



Compare prices or vendors with AI



Checked a contractor's estimate with AI



Acorn Finance, 2026 State of AI & Homeownership • n = 1,000 US homeowners • Jan 2026 • the publisher finances home projects

87%

of homeowners will not hire a business rated below four stars.

Scorpion with Dynata • n = 2,000 • Feb 2026

45%

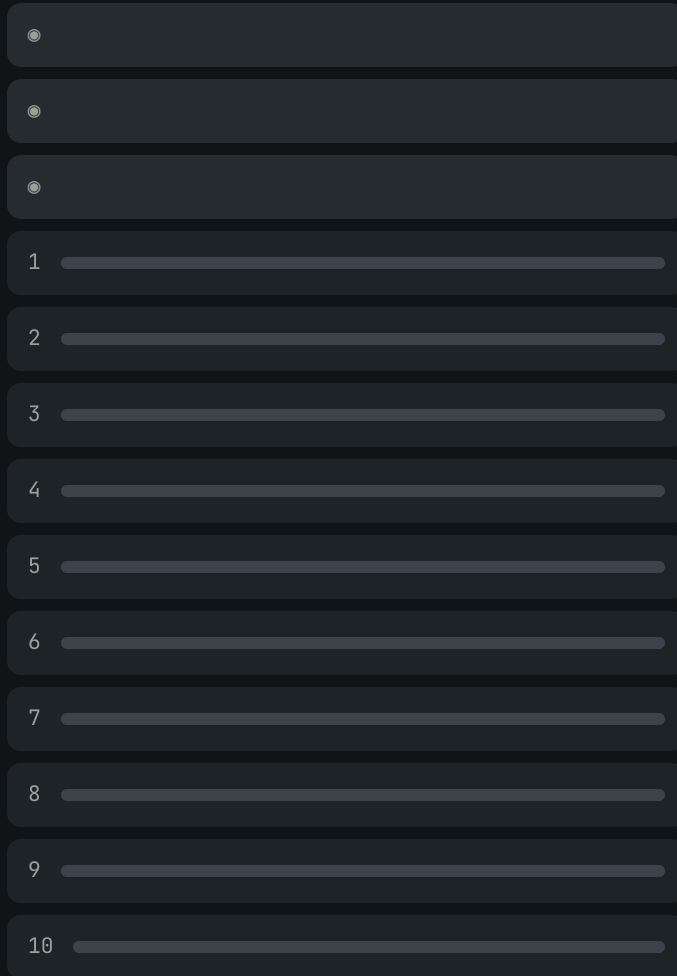
of US consumers use AI tools for local business recommendations, up from 6% a year earlier.

64% among those aged 30 to 44.

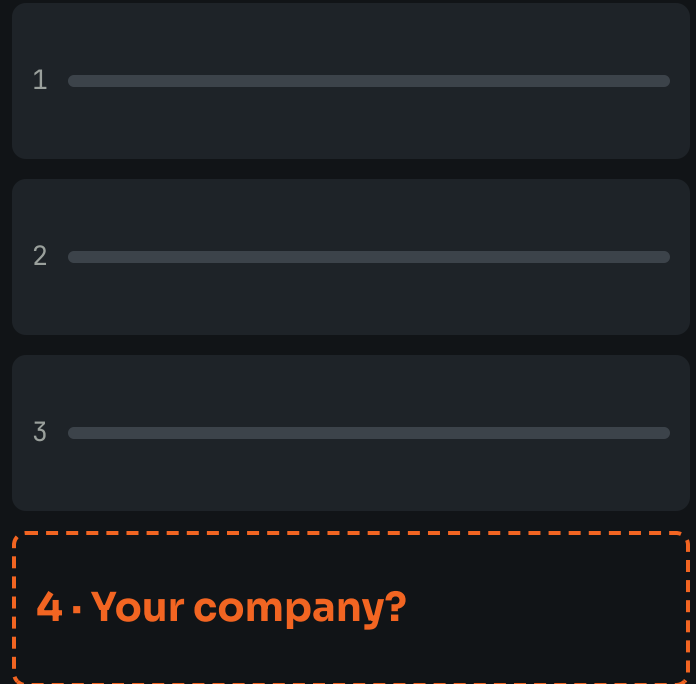
BrightLocal • n = 1,002 • Mar 2026

Google showed 13 names. An AI answer shows 4.

GOOGLE: 10 RESULTS + 3-BUSINESS MAP



AI ANSWER • ROOFING • DALLAS



A roofer outside the answer does not exist for the homeowner who asked. There is no page 2.

4.1

businesses per answer in
ChatGPT

3.5

in Google AI Mode

2.5

in AI Overviews, the summary
at the top of Google

BrightLocal, Local AI Visibility Study, Sep 16, 2026 • 200,085 unbranded local searches across 1,342 locations

In one vendor's count, 73 of 100 roofers **were never named.**

27%

of 2,179 roofing companies checked were named by ChatGPT. Plumbers: 36%. HVAC: 30%. The vendor does not publish its questions or method.

Fast Digital Marketing, Jul 2026

83%

of restaurants never appear in ChatGPT; on Google, 14% were invisible. One of the largest known studies of local AI visibility.

Local Falcon, Mar 2026 • 189,905 results

<1%

chance that AI repeats the same list twice. AI names a company some of the time; we count how often.

SparkToro and Gumshoe, Jan 2026

23 of 200

answers named the roofer asked about. 25 Texas roofing companies, 5 per city, 2 questions × 4 models each, Oct 12, 2026. 12 of the 25 were never named.

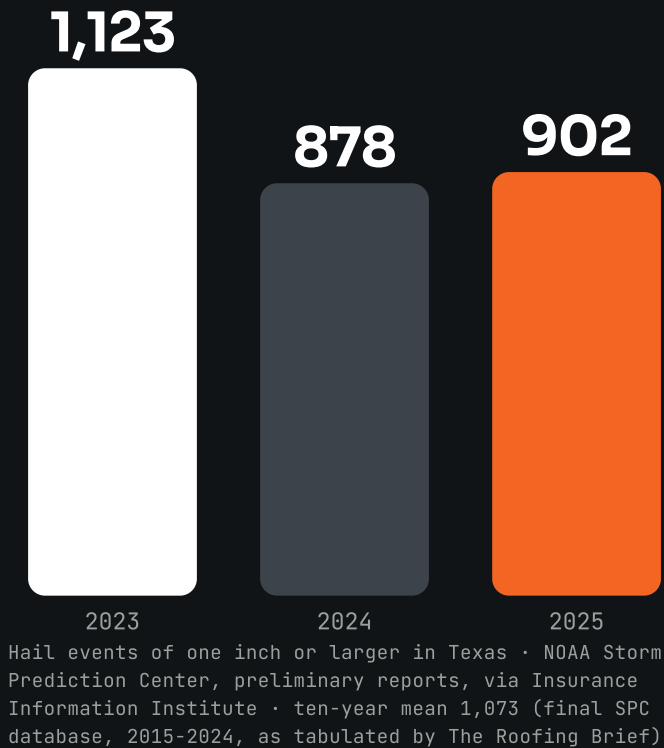
ontheshortlist.ai • quick check • companies taken from public roofer listings per city • full 12-question measurement to follow • no company names

No study we found measured Texas roofing with a homeowner's questions, so we ran this quick check. The full 12-question measurement comes next.

Is your roofing company among those names?

Check my company free • ontheshortlist.ai

First state for hail claims, eleven years running.



\$1.4_B

in hail claims paid by State Farm in Texas in 2025, first state nationally, out of more than \$5.6 billion across the country.

State Farm newsroom • Apr 21, 2026

95,200

hail claims in Texas in 2025, same insurer.

United Policyholders • May 2026

\$17,631

average residential roof replacement in 2025, 33% above the 2021-2024 average. Repair: \$4,699.

Verisk • May 29, 2026

2,347

roofing contractor establishments with employees in Texas (2022), second only to Florida; 15,327 employees. Directories list 8,164 roofing companies, sole operators included.

US Census CBP 2022 • Orbital, Jun 2026

Is your company among the names AI gives in your city?

Check my company free • ontheshortlist.ai

Texas has no roofing license.

AI reads four other signals.

“Texas does not currently require a state-issued license for reroofing contractors.” The bill that would have created one, HB 3344, cleared committee 7 to 1 and died on the House calendar on May 8, 2025. The next regular session is in 2027.

Texas Legislature, committee report on C.S.H.B. 3344 • LegiScan • Roofing Contractors Association of Texas

1 Insurance and manufacturer certification

In plain text on your site, with the certifying body named. A badge inside an image is invisible to the models.

2 Reviews that say the city and the job

A model can quote “Replaced our roof in Plano after the April hail”.

3 A page on the insurance claim

How you work with the adjuster, what happens with the deductible, how long after a storm. It is the question homeowners ask most in our set.

4 Same name, address and phone everywhere

Website, Google profile, Yelp, Angi, BBB. A mismatch reads as two different companies.

These four are our working hypothesis; the Texas measurement checks them.

Would AI name your company today?

Check my company free • ontheshortlist.ai

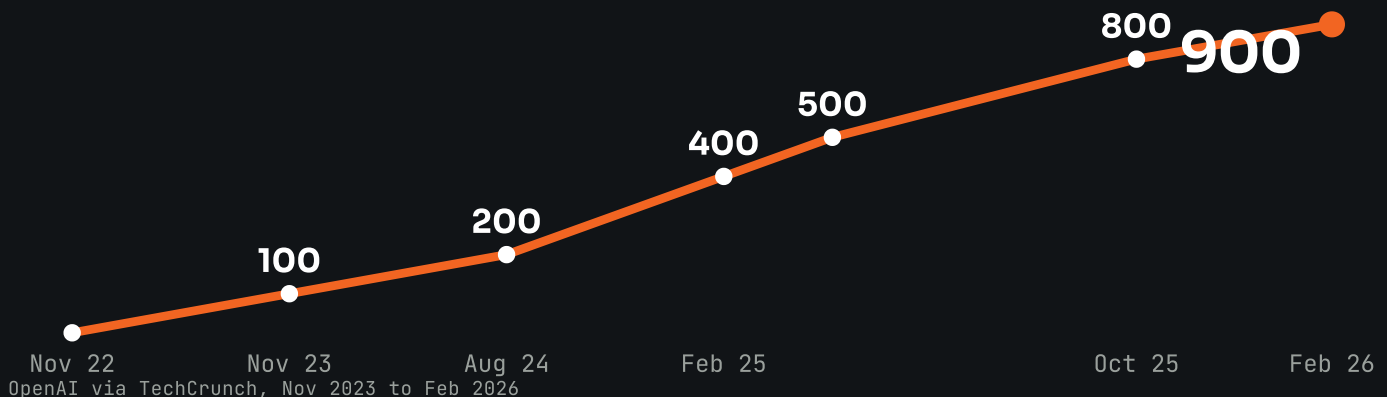
Clicks fall from 15% to 8% when an AI summary appears.

Share of Google searches in which the user clicked a result, with and without an AI summary on top.



Pew Research Center, Jul 2025 • 900 adults, 68,879 real searches

CHATGPT WEEKLY USERS, MILLIONS, SINCE LAUNCH ON NOVEMBER 30, 2022



OpenAI via TechCrunch, Nov 2023 to Feb 2026

68%

of local searches show an AI summary on top;
39% show the map pack.

Whitespark via Search Engine Journal • Jul 2026

68.01%

of US Google searches end without a single
click.

SparkToro • Jun 2026

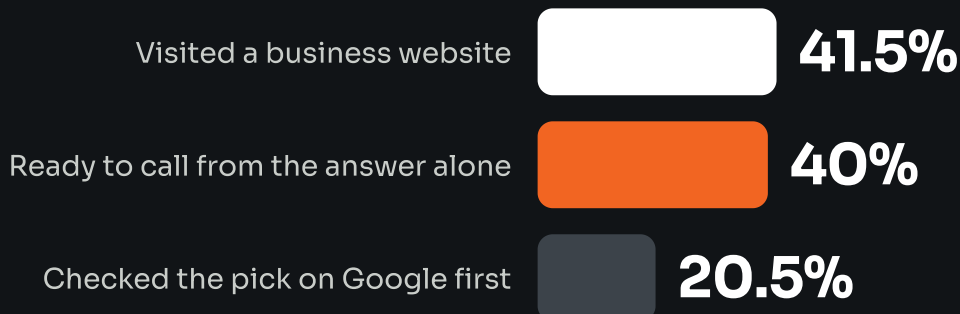
AI sent 0.5% of visits and 12.1% of sign-ups.

Measured on ahrefs.com over 30 days. AI sends few people, and they have already decided.



Ahrefs, Jun 2025 • data from the Ahrefs website, 30 days

WHAT PEOPLE DID AFTER ASKING CHATGPT FOR A LOCAL SERVICE



Sagapixel, Jan 2026 • 54 participants, 177 sessions, US and Canada • healthcare tasks, cited as behavior rather than roofing data

40%

felt ready to call and book from the ChatGPT answer alone, without opening a website.

Sagapixel • Jan 2026

+42%

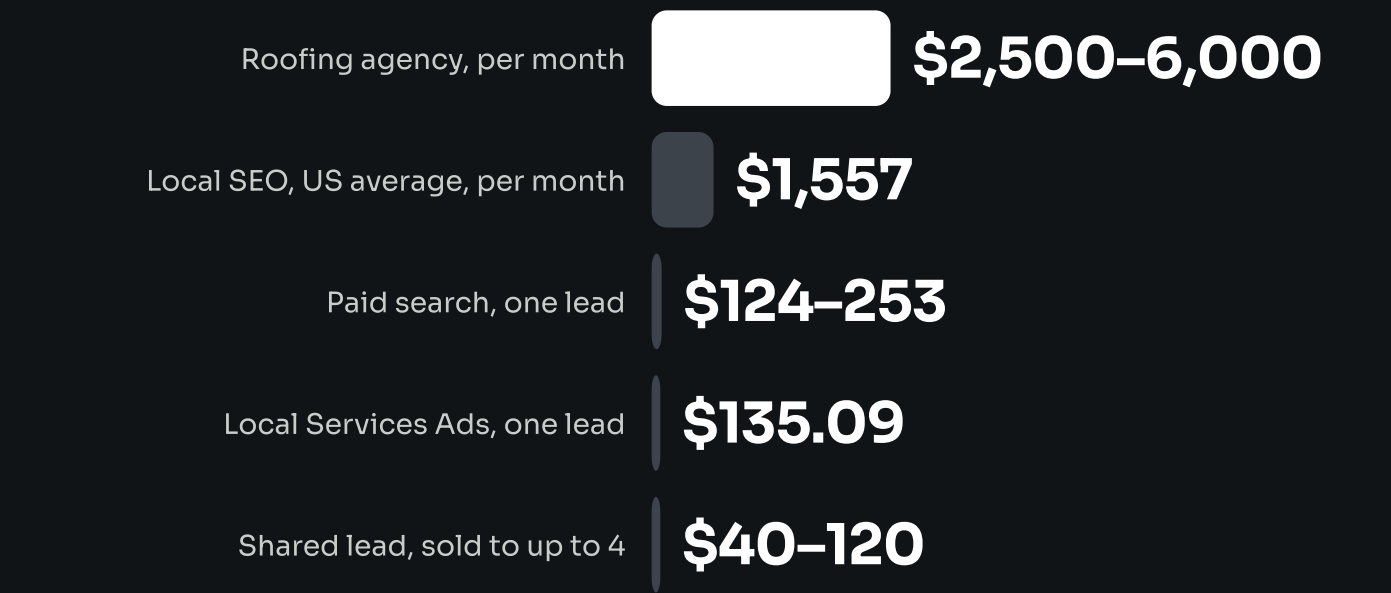
better conversion of AI-referred traffic in US retail (March 2026).

Adobe Analytics

Does AI name your company
when a homeowner asks?

Check my company free • ontheshortlist.ai

A paid search lead costs a roofer \$124 to \$253, on average, depending on the study.



Agency tiers: US Tech Automations, Jul 2026 (vendor). Local SEO: Ahrefs, 439 providers, Aug 2024. Paid search: SearchLight Q1 2026 (\$124), PPC Chief May 2026 (\$126), LocalIQ 2025 (\$228), 99 Calls Jun 2026 (\$253); the four studies disagree, so the range is shown. LSA: 99 Calls, Oct 2026, 13 campaigns. Shared leads: The Roofing Brief, Oct 2026. Bars drawn to the top of each range.

PAID SEARCH COST PER LEAD, BY WHAT THE HOMEOWNER TYPED

SEARCH	PER CLICK	CLICK TO LEAD	PER LEAD
Roof repair	\$36.58	18.3%	\$200
Storm / emergency	\$23.29	10.8%	\$215
Replacement / installation	\$24.32	10.0%	\$243
Inspection / estimate	\$42.15	14.8%	\$285

99 Calls, 105 roofing advertisers, Jan 2024 to Jun 2026

x4

A shared lead is sold to up to four roofers at once, plus an annual membership of about \$288 to \$300. Four companies call the same homeowner.

The Roofing Brief, Oct 2026 • Profit Acuity, 2026

\$135.09

average cost per charged Local Services Ads lead in roofing; median \$114.57. Cost per job is cost per lead divided by your close rate; run it with your own numbers.

99 Calls • Oct 2026 • 13 campaigns

62.2% of what Google's AI cites **sits outside its top 10.**

GOOGLE, THE LONG ROAD

1.74%

of new pages reach the top 10 within a year.

~5 yrs

is the average age of the number 1 page.

Ahrefs 2025-2026

AI, THE SHORTCUT

62.2%

of what Google cites in its AI summaries comes from outside the top 10: 31.2% from positions 11 to 100 and 31.0% from beyond.

86%

of AI citations come from sources the business controls: its website and its listings.

Ahrefs, Mar 2026 • Yext, Oct 2025

WHAT 90 DAYS LOOK LIKE FOR A TEXAS ROOFER

Day 0

Free measurement: your number out of 96 answers (12 questions × 4 models × 2) and who takes your spot.

15 business days

Website, Google and Bing profiles, directories and three answer pages published, with your approval.

Day 30-60

First new citations in the cases we work on. Indicative range; we do not guarantee it.

Day 45

Same 12 questions, same four models. Before and after, in writing.

Day 90

Hail-season check: a re-measure after the next recorded storm in your county, if you want it.

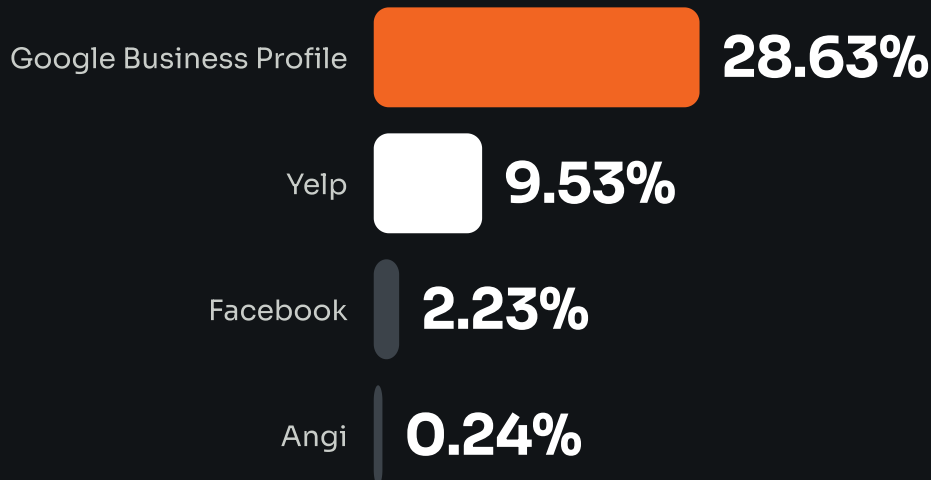
The 90-day sequence is the Texas roofing package, priced on page 16.

Start with the free measurement.

Check my company free • ontheshortlist.ai

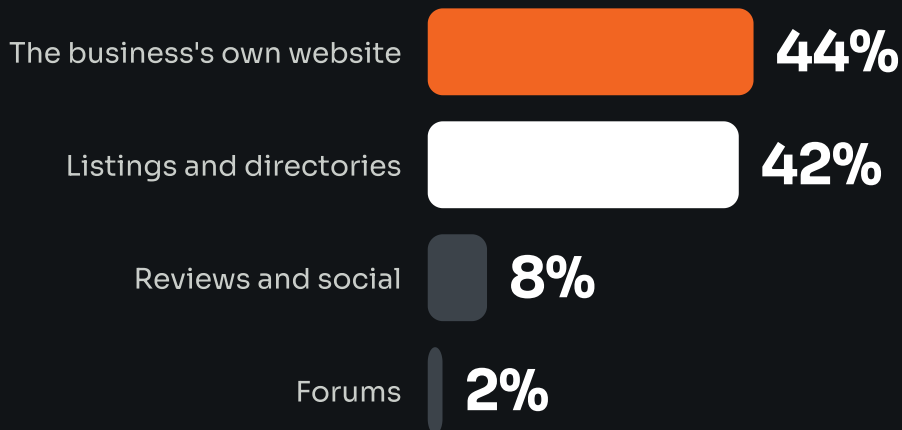
86% of AI citations come from pages **the business controls.**

Where 1.97 million AI citations for local businesses come from, by domain.



BrightLocal, Local AI Visibility Study, Sep 16, 2026 • 1,967,762 citations, all verticals • Angi is cited for 18.97% of businesses at 0.24% of citations

WHERE 6.8 MILLION AI CITATIONS COME FROM, BY TYPE



Yext, Oct 2025 • Yext sells listings management

0.709

correlation in Google AI Mode between how often the web mentions a brand and its AI visibility (0.664 and 0.656 on the other two AI surfaces measured). YouTube mentions and impressions scored higher. For backlinks it is weak.

Ahrefs, Dec 2025 • 75,000 brands

Five things to check before you pay for them.

11



An lms.txt file

Across 300,000 domains, no link to being cited. 97% of lms.txt files never got a single request.



Stuffing pages with “roofer Dallas”

In the academic study that coined GEO, keyword stuffing lowered visibility. Citing sources and adding data raised it by up to 40%.



“Guaranteed #1 on ChatGPT”

The same list repeats less than 1% of the time. No one can guarantee a position. We measure how often you are named and work to raise it.



Buying reviews

AI reads the same reviews your customers read, and the platforms remove fake ones. 87% of homeowners will not hire below four stars.



Shared leads as marketing

A \$40 to \$120 lead goes to up to four roofers, who all call the same homeowner. Each lead is spent on that one call.

What does work fits in 8 points. They are on the next page. →

SE Ranking, Nov 2025 • Ahrefs, May 2026 • Aggarwal et al., KDD 2024 • SparkToro, Jan 2026 • Scorpion, Feb 2026 • The Roofing Brief, Oct 2026

Before you pay anyone, measure.

Check my company free • ontheshortlist.ai

The 8 things we check **and publish.**

☐ **AI can read your website**

ChatGPT, Gemini, Perplexity and Claude crawlers get in, and the text reads without JavaScript. Many roofing templates load the gallery and leave the text empty.

☐ **A paragraph saying what you do**

“Roof replacement, repair and storm damage inspection in Dallas-Fort Worth”, on the home page, as text.

☐ **Structured data**

RoofingContractor schema with service area, services and hours.

☐ **Google Business Profile up to date**

Category “Roofing contractor”; emergency hours if you offer them.

☐ **Listed in the sources AI cites**

The directories our report records for roofing in your city. Yelp, Angi and BBB are the usual ones; we confirm per city.

☐ **Inspection request without calling**

A form or booking link that works on a phone.

☐ **Published answers**

Price ranges, financing, how the insurance claim works, what happens with the deductible, response times after hail.

☐ **Same name, address and phone**

On the website, on Google and in every directory.

0–3 • Not on the list

AI most likely names others.

4–6 • Sometimes

You appear for some questions and miss others.

7–8 • On the list

Measure to keep your seat.

Indicative scale. What AI says about you is only known by asking it, which is what the free check does.

Is your roofing company among those names?

Check my company free • ontheshortlist.ai

A new brand from a company that has worked online **for small businesses since 2004.**

Cupperlab is the new brand of a company operating since 2004, with more than 1,200 clients, most of them small businesses, served with AI automation and digital marketing. ontheshortlist.ai is its measurement product. Offices in Madrid, Miami and Bogotá.



Juan Pablo Rey

CEO

Runs the company and its software team: the platform behind ontheshortlist.ai and the delivery of every package.

linkedin.com/in/juan-pablo-rey



Juan Santana

Founder

Leads ontheshortlist.ai, the US market and the larger accounts. Investor and operator in internet companies since the early 2000s.

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THE TEAM



Almudena



Raquel



Pepa



Marta



Óscar



Julián



Deisy



Edilson



Diego



Juan Camilo

Team and photos: cupperlab.com/nuestro-adn, Oct 12, 2026. Roles, clients and founding year: company data.

Talk to us, or check your company first.

Check my company free · ontheshortlist.ai

FREE • 25 SECONDS • NO SIGN-UP

Does your roofing company come up? Check today.

We ask ChatGPT, Gemini, Perplexity and Claude the 12 questions a Texas homeowner asks about roofers in your city, and show you who they name. Competitor names stay private.

FREE

\$0

The measurement

Quick check in 25 seconds and the full report for your city: 12 questions, 4 models, each asked twice: 96 answers.

ROOFING • TEXAS • DONE FOR YOU

\$500

We fix it and re-measure

Or 2 × \$250. Website, Google profile and the directories AI cites, fixed and checked. Re-measured on day 45. Nothing goes live without your approval; change your mind at the kickoff and we refund you.

DO IT YOURSELF

\$145

The kit

Everything written for your company, a step-by-step guide for your platform, help on WhatsApp.

01

Today: we measure.

Your number out of 96 answers and who is taking your spot.

02

Within 15 business days: we fix what AI reads.

Website, Google profile, directories, answer pages.

03

Day 45: we measure again.

Same questions, same models. We answer for the work we deliver. The number comes from the models.

Start with the free check

ontheshortlist.ai/texas/roofing →

One-off payment. Prices in USD, no sales tax added. Published at ontheshortlist.ai on October 12, 2026.

37 sources, in order of appearance.

Consulted on October 1, 2 and 12, 2026. Figures are unrounded. Where studies disagree, we show the range and name each one. Most studies in this field come from companies that sell marketing, leads or software, as we do, and we say so next to each figure. We query the models through their APIs; what a person sees in the app may differ. In Texas we measure roofing in five cities and publish aggregates only, never company names. Every title is a link to its source.

- 1 **Scorpion**, 2026 State of Home Services Marketing Report, press release (survey with Dynata, late 2025: 2,000 US homeowners who hired a trades professional in the last 18 months; 944 operators) · Feb 19, 2026 · [scorpion.co](#)
- 2 **BrightLocal**, Local AI Visibility Study (200,085 searches, 1,342 locations) · Sep 16, 2026 · [brightlocal.com](#)
- 3 **Verisk**, Roofing Reality Check, US Roof Report · May 29, 2026 · [verisk.com](#)
- 4 **State Farm newsroom**, Paid over \$5.6 billion in hail claims in 2025 · Apr 21, 2026 · [newsroom.statefarm.com](#)
- 5 **Acorn Finance**, 2026 State of AI & Homeownership (n = 1,000 homeowners) · Jan 16, 2026 · [acornfinance.com](#)
- 6 **BrightLocal**, Local Consumer Review Survey 2026 (n = 1,002) · Mar 10, 2026 · [brightlocal.com](#)
- 7 **Fast Digital Marketing**, ChatGPT recommendations for contractors (vendor data, method not published) · Jul 2026 · [fastdigitalmarketing.com](#)
- 8 **Local Falcon**, Why 83% of restaurants don't exist in ChatGPT (189,905 results) · Mar 2026 · [localfalcon.com](#)
- 9 **SparkToro and Gumshoe**, via Search Engine Journal · Jan 2026 · [searchenginejournal.com](#)
- 10 **The Roofing Brief**, 2026 hail and storm loss database (NOAA SPC via Insurance Information Institute) · rev. Jun 26, 2026 · [theroofingbrief.com](#)
- 11 **United Policyholders**, Texas is the hail damage capital for the 11th year (citing State Farm) · May 18, 2026 · [uphelp.org](#)
- 12 **The Roofing Brief**, US roofing contractor count (US Census CBP 2022, BLS OEWS) · Jun 29, 2026 · [theroofingbrief.com](#)
- 13 **Orbital**, US roofing contractor market, mapped (directory snapshot) · Jun 2026 · [withorbital.com](#)
- 14 **Texas Legislature**, committee report on C.S.H.B. 3344 (89R) · 2025 · [capitol.texas.gov](#)
- 15 **LegiScan**, TX HB3344, last action May 8, 2025 · 2025 · [legiscan.com](#)
- 16 **Roofing Contractors Association of Texas**, Advocacy · 2025 · [rcat.net](#)
- 17 **Pew Research Center**, Google users are less likely to click when an AI summary appears (900 adults, 68,879 searches) · Jul 22, 2025 · [pewresearch.org](#)
- 18 **TechCrunch**, ChatGPT reaches 900M weekly active users · Feb 27, 2026 · [techcrunch.com](#)
- 19 **Search Engine Journal**, citing Whitespark, AI Overviews in local search · Jul 22, 2026 · [searchenginejournal.com](#)
- 20 **SparkToro**, Less than one third of Google searches still send a click · Jun 9, 2026 · [sparktoro.com](#)
- 21 **Ahrefs**, AI search traffic conversions (Ahrefs site, 30 days) · Jun 16, 2025 · [ahrefs.com](#)
- 22 **Sagapixel**, How users find local services using ChatGPT (54 participants, 177 sessions) · Jan 7, 2026 · [sagapixel.com](#)
- 23 **Adobe Analytics Q1 2026**, via Yahoo Finance · 2026 · [finance.yahoo.com](#)
- 24 **US Tech Automations**, Roofing SEO cost 2026 (vendor tiers) · Jul 13, 2026 · [ustechautomations.com](#)
- 25 **Ahrefs**, SEO pricing survey (439 providers) · Aug 15, 2024 · [ahrefs.com](#)
- 26 **The Roofing Brief**, Roofing cost per lead by channel (LocalIQ 2025; SearchLight Digital Q1 2026) · rev. Oct 7, 2026 · [theroofingbrief.com](#)
- 27 **PPC Chief**, Google Ads cost, roofing · rev. May 22, 2026 · [ppcchief.com](#)
- 28 **99 Calls**, Google Ads lead costs for roofing contractors (105 advertisers, Jan 2024 to Jun 2026) · Jun 23, 2026, upd. Sep 16, 2026 · [99calls.com](#)
- 29 **99 Calls**, Roofing contractor Local Services Ads cost per lead (13 campaigns, last 3 months) · Oct 2026 · [99calls.com](#)
- 30 **Profit Acuity**, Angi and HomeAdvisor leads for roofers · 2026 · [wboc.com](#)
- 31 **Ahrefs**, How long does it take to rank in Google · 2025-2026 · [ahrefs.com](#)
- 32 **Ahrefs**, AI Overview citations and the top 10 · Mar 2, 2026 · [ahrefs.com](#)
- 33 **Yext**, via Search Engine Land, AI citations come from brand-controlled sources (6.8M citations) · Oct 2025 · [searchengineland.com](#)
- 34 **Ahrefs**, AI brand visibility correlations (75,000 brands) · Dec 12, 2025 · [ahrefs.com](#)
- 35 **SE Ranking**, Ilms.txt study (300,000 domains) · Nov 7, 2025 · [seranking.com](#)
- 36 **Ahrefs**, via Search Engine Journal, 97% of Ilms.txt files got no requests · May 2026 · [searchenginejournal.com](#)
- 37 **Aggarwal et al.**, GEO: Generative Engine Optimization, KDD 2024 · 2024 · [arxiv.org](#)