

WHITE PAPER

# AI Visibility in Australian Trades & Construction

What 100 search and AI checks mean for  
builders and trades businesses

---

PART 1

# The result in one page

Home owners now ask Google and AI tools to suggest builders and tradespeople before visiting a contractor’s website. The answer can shape the shortlist, the evidence a buyer sees and whether they request a quote.

We tested 25 Australian questions across ChatGPT, Google Search, Microsoft Copilot and Claude. The 100 attempts covered residential building, electrical, plumbing and gas, and roofing in five cities, plus national questions about licensing, insurance, safety and quotes.

**Businesses were easy to name. The harder job was making licence and scope evidence easy to verify.**

|                                                  |                                                  |                                                      |                                                            |
|--------------------------------------------------|--------------------------------------------------|------------------------------------------------------|------------------------------------------------------------|
| <div>100</div> <div>search and AI attempts</div> | <div>75</div> <div>answers we could review</div> | <div>66/75</div> <div>advising a licence check</div> | <div>22/75</div> <div>linking a state licence source</div> |
|--------------------------------------------------|--------------------------------------------------|------------------------------------------------------|------------------------------------------------------------|

## How to read these findings

- > Twenty-five technical capture failures remain in the attempted denominator and are excluded from answer-quality rates.
- > We measured Presence, Evidence, Accuracy and Journey. We did not rank or endorse contractors.
- > Named-business claims were not published as accuracy results unless independently verified.

## PART 1

# The website is still central to the evidence trail

There were 56 usable local contractor-discovery answers. Every one named at least one business, and 45 linked directly to a business website.

|                                                       |                                                          |                                                        |
|-------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------|
| <b>45/56</b><br>local answers linking a business site | <b>18/75</b><br>answers using a directory or marketplace | <b>8/25</b><br>Google questions showing an AI Overview |
|-------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------------|

## What trades businesses should take from this

- > A service page should explain the exact job, service area, licence class, scope, inclusions, exclusions and next step.
- > Trading name, ABN, licence holder, service areas and contact details should agree across the website and profiles.
- > Directories can support discovery, but they do not replace a current first-party page or official register.
- > Project pages should show relevant experience without turning one past job into a guaranteed outcome.

**If an answer engine sends a buyer to your site, the page should resolve the decision instead of forcing another search.**

## PART 1

# Licence advice stopped one step short

Most usable answers recognised that licensing matters. Far fewer placed the applicable state regulator source beside that advice.

| What we checked                              | Result     | Why it matters                                            |
|----------------------------------------------|------------|-----------------------------------------------------------|
| Advised licence or registration verification | 66 of 75   | The answer recognised the legal and buyer-risk check      |
| Linked an applicable state licence source    | 22 of 75   | The buyer could reach the evidence without another search |
| Advice-to-evidence gap                       | 44 answers | The check was suggested but the source was absent         |

## Use the right kind of proof

- > Licence class, status, conditions and scope should be checked with the regulator for the work and jurisdiction.
- > An ABN confirms business identity; it does not prove trade competency or authorisation.
- > A white card confirms general construction induction; it is not an electrical, plumbing or building licence.
- > Insurance, warranty cover, industry membership and reviews support different questions and should not be conflated.

**Put the official verification path beside the claim and explain exactly what the buyer should check.**

## PART 1

# Quote guidance was stronger than availability evidence

A useful shortlist should help a buyer compare more than names and ratings. We looked for practical guidance on insurance, project fit, written scope and timing.

|                                                             |                                                |                                                       |                                                  |
|-------------------------------------------------------------|------------------------------------------------|-------------------------------------------------------|--------------------------------------------------|
| <b>67/75</b><br>qualified insurance or warranty<br>evidence | <b>66/75</b><br>addressed project or scope fit | <b>65/75</b><br>supported a detailed written<br>quote | <b>58/75</b><br>qualified availability or timing |
|-------------------------------------------------------------|------------------------------------------------|-------------------------------------------------------|--------------------------------------------------|

## What 'safe and actionable' means

An answer met the threshold when it preserved choice, gave a sensible next step, included at least four relevant safeguards and told the buyer to verify the exact licence or registration.

- > Who holds the licence, and does its class cover the specific work?
- > What is included, excluded, allowed for and handled as a variation?
- > What insurance, warranty or compliance certificate applies?
- > Who will perform the work, when can it start and how long should it take?

**Fifty-four of 75 usable answers met that standard.**

## PART 1

# The four surfaces behaved differently

The interfaces do different jobs, and the technical exclusions make this an uneven comparison. The table is a dated observation, not a permanent platform ranking.

| Surface           | Attempts | Valid | Safe/actionable | Official source |
|-------------------|----------|-------|-----------------|-----------------|
| ChatGPT           | 25       | 12    | 10              | 10              |
| Google Search     | 25       | 25    | 14              | 4               |
| Microsoft Copilot | 25       | 25    | 23              | 4               |
| Claude            | 25       | 13    | 7               | 5               |

## The cross-surface lesson

Practical guidance was common, while direct regulator evidence was not. Fifty-four of 75 usable answers were safe and actionable, but only 23 linked any Australian government or regulator source.

- > Keep the questions fixed when repeating the benchmark.
- > Record the answer, linked page, official source and suggested next step.
- > Keep invalid attempts in the denominator; do not rerun until a preferred answer appears.

**A mention is presence. A link is a path. Evidence and a safe next step make the path useful.**

## PART 2

# Build the pages buyers need to make a decision

Start with high-intent pages closest to a quote request. They are also the pages where a buyer most needs clear evidence.

| Priority | Page type                  | What it should make clear                                                        |
|----------|----------------------------|----------------------------------------------------------------------------------|
| 1        | Trade and service pages    | Exact work, licence class, scope, exclusions, process and enquiry path           |
| 2        | Service-area pages         | Real coverage, travel limits, timing and local contact details                   |
| 3        | Licence and evidence pages | Business identity, licence holder, official register, insurance and certificates |
| 4        | Project pages              | Comparable work, constraints, materials and supportable outcomes                 |
| 5        | Quote guidance             | Inclusions, exclusions, allowances, payment stages and variations                |

## Make the evidence easy to extract

- > Use descriptive headings and short direct answers before detail.
- > Name the trading entity and licence holder responsible for the work.
- > Link the current regulator or primary source beside regulated claims.
- > Show when availability, service areas and credentials were last reviewed.

## PART 2

# A practical 90-day plan

The goal is to strengthen the evidence behind the job enquiries that matter, not to publish generic content for volume.

| When       | Lead                    | What to do                                                                                                                  | Finished when                                  |
|------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| Days 1-30  | Owner and marketing     | Choose priority jobs and service areas. Map business identity, licences, insurance, proof and quote steps to current pages. | The benchmark and evidence gaps have owners    |
| Days 31-60 | Content and operations  | Improve service, area, project and evidence pages. Add official links, scope, timing and written-quote guidance.            | Priority pages answer buying questions plainly |
| Days 61-90 | Marketing and analytics | Repeat the frozen questions. Track linked pages and connect work with calls, forms, quote requests and won jobs.            | Changes and commercial outcomes are reconciled |

## Work with the people who own the truth

- > The business owner owns licences, service scope and operational claims.
- > Marketing owns question design, page structure and measurement.
- > Operations confirms capacity, service areas, timing and quote workflow.
- > Web and analytics make the evidence discoverable and measurable.

**Good AI visibility is an operating discipline, not a one-off content format.**

## PART 2

# Measure the whole answer journey

Do not report only whether the business was mentioned. Separate four layers so the team can see where the buyer journey breaks.

| Layer    | Question                                                | Example measure                         | Owner                  |
|----------|---------------------------------------------------------|-----------------------------------------|------------------------|
| Presence | Was the business named for the right trade and market?  | Relevant mentions from frozen questions | Marketing              |
| Evidence | Did the answer link the business and official source?   | Direct business and regulator links     | Content and governance |
| Accuracy | Were service, licence and location details supportable? | Verified claims and review dates        | Business owner         |
| Journey  | Did the answer support a safe quote decision?           | Safe answers and qualified enquiries    | Marketing and sales    |

## The leadership dashboard

- > Repeat the same questions quarterly and retain the raw observations.
- > Track the source or page that earned the link, not just the mention.
- > Report calls, forms, quote requests, won jobs and job value from improved journeys.
- > Assign unsupported or outdated claims to an owner for correction.

**The goal is qualified visibility a buyer can understand, verify and act on.**

---

## PART 3

# Limits, sources and next step

This study records what appeared on 8 September 2026. Results can change by user, account, location, interface and product experiment. The questions do not represent every Australian trade or construction journey.

The study does not measure traffic, workmanship, safety performance, customer outcomes, market share or permanent rankings. Twenty-five attempts were invalid because of fixed-window or browser-capture failures; no inaccessible answer was backfilled.

Integral Media provides SEO and AI-visibility services to trades and construction businesses. We disclose that interest, the frozen prompts, denominators, exclusions and limitations.

## Primary verification sources

- > Victorian Building and Plumbing Commission practitioner search.
- > Service NSW builder and tradesperson licence check.
- > Queensland Building and Construction Commission licence search.
- > Western Australia Building and Energy register.
- > ABN Lookup and business.gov.au quote guidance.

## Want to see how your business appears in search and AI answers?

Integral Media can test priority jobs and service areas, identify missing evidence and give your team a practical improvement plan.

[Request a trades AI visibility review](#)