



Harbor & Oak Marketing

AI visibility

AI Visibility Opportunity Report

Copperline Roofing

Sep 15 to Oct 14, 2026

Prepared by **Maya Lindqvist**, Client Strategy Lead
Harbor & Oak Marketing, Oct 15, 2026
maya@harborandoakmarketing.com, (720) 555-0148



Summary

3 AI platforms measured	8 customer questions tracked	3 competitors compared	720 AI answers analyzed	30 days measured
-----------------------------------	--	----------------------------------	-----------------------------------	----------------------------

Across 8 customer questions on ChatGPT, Gemini and Perplexity, AI answers recommended Copperline Roofing in 17% of 720 answers. Hollis & Grant Exteriors was recommended most often for hail damage repair (68% of answers, compared with 8% for Copperline Roofing). A competitor was recommended more often than Copperline Roofing for 3 of 3 services. AI answers that recommended a competitor instead of Copperline Roofing most often cited roofratingshub.com.

Your AI visibility

AI answers recommended Copperline Roofing in 17% of 720 measured answers between Sep 15 and Oct 14, 2026, and mentioned Copperline Roofing in 27%.

Recommended rate 17% 122 of 720 answers	Mentioned rate 27% Includes neutral and negative mentions	Services led 0 of 3 Most recommended business in 0 of 3 services	Sentiment Positive Score 75 out of 100, from 196 scored mentions
---	---	--	--

How you compare

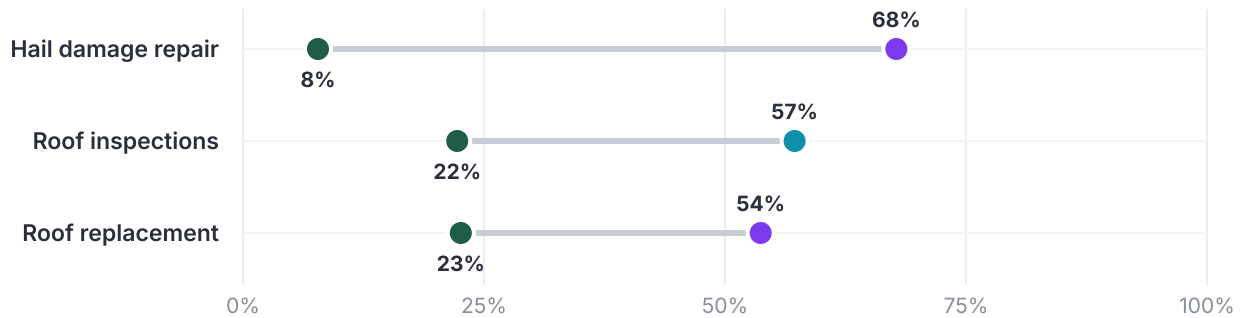
Among the 3 competitors tracked for Copperline Roofing, measured on the same 720 answers.

Business	Recommended	Mentioned	Services led
■ Hollis & Grant Exteriors	52%	59%	2
■ Tallgrass Roof Co.	40%	49%	1
■ Bramblecrest Roofing	23%	33%	0
■ Copperline Roofing YOU	17%	27%	0

Where competitors are recommended instead of you

Hollis & Grant Exteriors was recommended in 68% of answers for hail damage repair, compared with 8% for Copperline Roofing. A competitor was recommended more often than Copperline Roofing in 3 of 3 services.

- Copperline Roofing
- Hollis & Grant Exteriors (most recommended competitor)
- Tallgrass Roof Co. (most recommended competitor)



Questions your competitors win

These are the questions where AI answers recommended a competitor and did not recommend Copperline Roofing in the same answers. 8 questions meet this rule; the top 5 are shown.

"Which Denver roofers are best for hail damage insurance claims?"

● **Hollis & Grant Exteriors** recommended in 62 of 90 answers across 29 days and 3 platforms

Copperline Roofing was not named

Hollis & Grant Exteriors is a top pick for hail damage because they photograph the damage and meet your insurance adjuster on site.

ChatGPT, Oct 14, 2026. [See evidence E1](#)

"Who can repair hail damage on my roof in Aurora, CO?"

● **Hollis & Grant Exteriors** recommended in 59 of 90 answers across 30 days and 3 platforms

Copperline Roofing was not named

Hollis & Grant Exteriors publishes a step-by-step hail claim guide and offers same-week inspections after major storms.

ChatGPT, Oct 14, 2026. [See evidence E2](#)

"What roofing company should I call after a hailstorm in Denver?"

● **Hollis & Grant Exteriors** recommended in 52 of 90 answers across 29 days and 3 platforms

Copperline Roofing was not named

Hollis & Grant Exteriors is a top pick for hail damage because they photograph the damage and meet your insurance adjuster on site.

Perplexity, Oct 14, 2026. [See evidence E3](#)

"Which roofers in Denver do inspections for home buyers?"

● **Tallgrass Roof Co.** recommended in 44 of 90 answers across 24 days and 3 platforms Copperline Roofing was not named

For a pre-purchase inspection, Tallgrass Roof Co. provides a roof certification letter that many lenders accept.

Gemini, Oct 14, 2026. [See evidence E4](#)

"Who offers free roof inspections in Denver?"

● **Tallgrass Roof Co.** recommended in 42 of 90 answers across 25 days and 3 platforms Copperline Roofing was not named

Tallgrass Roof Co. offers free inspections and is popular with home buyers who need a roof certification.

ChatGPT, Oct 12, 2026. [See evidence E5](#)

Note from Harbor & Oak Marketing

Hail claims are where Copperline loses the most ground. Hollis & Grant is quoted for its claim guide and on-site adjuster meetings, and Copperline has no page that covers either. That page is the first thing we would build.

Where AI recommends you

Copperline Roofing was recommended in at least a quarter of the answers to 1 of the 8 customer questions tracked. The 1 with the highest rates is shown below, each with a quote from a recent answer.

"Best roof replacement contractors near Lakewood, CO"

● **Copperline Roofing** recommended in 27 of 90 answers across 21 days and 3 platforms

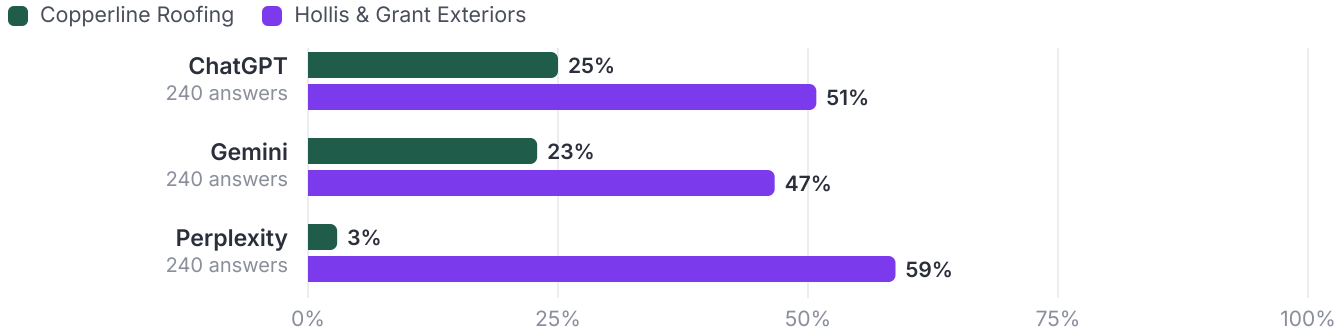
No competitor was recommended in 4 of these answers

Copperline Roofing gets strong reviews for full replacements, with clear written pricing and a 10-year workmanship warranty.

ChatGPT, Oct 14, 2026

Results by AI platform

Copperline Roofing's recommended rate ranged from 3% on Perplexity to 25% on ChatGPT.



Sources AI cites when competitors are recommended

roofratingshub.com was cited in 223 answers where Hollis & Grant Exteriors, Tallgrass Roof Co. and Bramblecrest Roofing were recommended instead of Copperline Roofing (8 questions, 3 platforms). It was also cited in 34 answers where Copperline Roofing was recommended.

Site	Evidence	Competitors recommended
roofratingshub.com Review platform, 8 questions, 3 AI platforms	Cited in 223 answers where a competitor was recommended instead Also cited in 34 answers where Copperline Roofing was recommended	- Hollis & Grant Exteriors - Tallgrass Roof Co. - Bramblecrest Roofing
denverhomeownerjournal.com Editorial, 8 questions, 3 AI platforms	Cited in 183 answers where a competitor was recommended instead Also cited in 31 answers where Copperline Roofing was recommended. 36 answers cited the site without a specific page	- Hollis & Grant Exteriors - Tallgrass Roof Co. - Bramblecrest Roofing
frontrangeprodirectory.com Directory, 8 questions, 3 AI platforms	Cited in 183 answers where a competitor was recommended instead Also cited in 21 answers where Copperline Roofing was recommended	- Hollis & Grant Exteriors - Tallgrass Roof Co. - Bramblecrest Roofing
hollisgrantexteriors.com Competitor, 0 questions, 0 AI platforms	Competitor page cited: hollisgrantexteriors.com/hail-damage Not cited in answers where Copperline Roofing was recommended	
tallgrassroofco.com Competitor, 0 questions, 0 AI platforms	Competitor page cited: tallgrassroofco.com/roof-certification Not cited in answers where Copperline Roofing was recommended	

Competitors' own websites were cited in 321 of these 477 answers and are not listed above.

Citations show where AI answers drew information from. They do not prove why an answer recommended a business.

AI crawler access

Harbor & Oak Marketing checked the robots.txt rules for copperlineroofing.com on Oct 6, 2026. 4 of 5 search crawlers can reach every page checked. Perplexity is blocked from the whole site.

Used by	Crawler	Check on Oct 6
ChatGPT search	OAI-SearchBot	Allowed
Claude search	Claude-SearchBot	Allowed
Perplexity	PerplexityBot	Blocked from the whole site
Google Search and AI Overviews	Googlebot	Allowed
Bing and Copilot	bingbot	Allowed

This check reads the website's robots.txt rules for the crawlers that AI search tools and search engines use to find pages. It cannot see firewall or CDN settings that block some crawlers. Crawlers that only collect AI training data are not included.

Recommended next steps

- 1 Publish a hail damage and insurance claims page that shows recent Denver jobs**
Hail damage repair
- 2 Allow PerplexityBot in robots.txt so Perplexity can read copperlineroofing.com**
- 3 Ask recent hail repair customers to review Copperline Roofing on roofratingshub.com**
Hail damage repair
- 4 Add the free 20-point inspection checklist to the inspections page**
Roof inspections

How we measure

Harbor & Oak Marketing asks ChatGPT, Gemini and Perplexity the same 8 customer questions once a day and analyzes each answer. **Recommended** means the answer suggested the business as an option to choose; **mentioned** means the business was named in any way, including neutral or negative mentions. Every business is measured on the same answers, so rates can be compared. Rates use answers from scheduled daily monitoring only, so they can differ slightly from figures that also include on-demand searches. Competitors are the businesses tracked for Copperline Roofing. Citations show where answers drew information from; they are observations, not proof of why a business was recommended.

Data as of Oct 14, 2026, 6:40 PM (Denver, CO time). Period: Sep 15 to Oct 14, 2026.

Evidence

Each excerpt below is quoted from a stored AI answer. Businesses listed as recommended are those the answer recommended; cited sites are the sources the answer referenced.

E1. "Which Denver roofers are best for hail damage insurance claims?"

ChatGPT, Oct 14, 2026, Denver, CO

Hollis & Grant Exteriors is a top pick for hail damage because they photograph the damage and meet your insurance adjuster on site.

Recommended in this answer: Hollis & Grant Exteriors

Cited: hollisgrantexteriors.com/hail-damage, hollisgrantexteriors.com/insurance-claim-guide, roofratingshub.com/denver-co/hail-repair

E2. "Who can repair hail damage on my roof in Aurora, CO?"

ChatGPT, Oct 14, 2026, Denver, CO

Hollis & Grant Exteriors publishes a step-by-step hail claim guide and offers same-week inspections after major storms.

Recommended in this answer: Hollis & Grant Exteriors

Cited: hollisgrantexteriors.com/hail-damage, hollisgrantexteriors.com/insurance-claim-guide, denverhomeownerjournal.com/hail-season-guide

E3. "What roofing company should I call after a hailstorm in Denver?"

Perplexity, Oct 14, 2026, Denver, CO

Hollis & Grant Exteriors is a top pick for hail damage because they photograph the damage and meet your insurance adjuster on site.

Recommended in this answer: Hollis & Grant Exteriors

Cited: roofratingshub.com/denver-co/hail-repair

E4. "Which roofers in Denver do inspections for home buyers?"

Gemini, Oct 14, 2026, Denver, CO

For a pre-purchase inspection, Tallgrass Roof Co. provides a roof certification letter that many lenders accept.

Recommended in this answer: Tallgrass Roof Co.

Cited: hollisgrantexteriors.com/, frontrangeprodirectory.com/roofing/denver

E5. "Who offers free roof inspections in Denver?"

ChatGPT, Oct 12, 2026, Denver, CO

Tallgrass Roof Co. offers free inspections and is popular with home buyers who need a roof certification.

Recommended in this answer: Tallgrass Roof Co.

Cited: hollisgrantexteriors.com/

Questions we track

These are the 8 customer questions Harbor & Oak Marketing asks ChatGPT, Gemini and Perplexity for Copperline Roofing, grouped by service.

Service	Question	Answers
Roof replacement	Who are the best roofing companies in Denver for a full roof replacement?	90
	Which Denver roofer should I hire for a new asphalt shingle roof?	90
	Best roof replacement contractors near Lakewood, CO	90
Service	Question	Answers
Hail damage repair	Which Denver roofers are best for hail damage insurance claims?	90
	Who can repair hail damage on my roof in Aurora, CO?	90
	What roofing company should I call after a hailstorm in Denver?	90
Service	Question	Answers
Roof inspections	Who offers free roof inspections in Denver?	90
	Which roofers in Denver do inspections for home buyers?	90