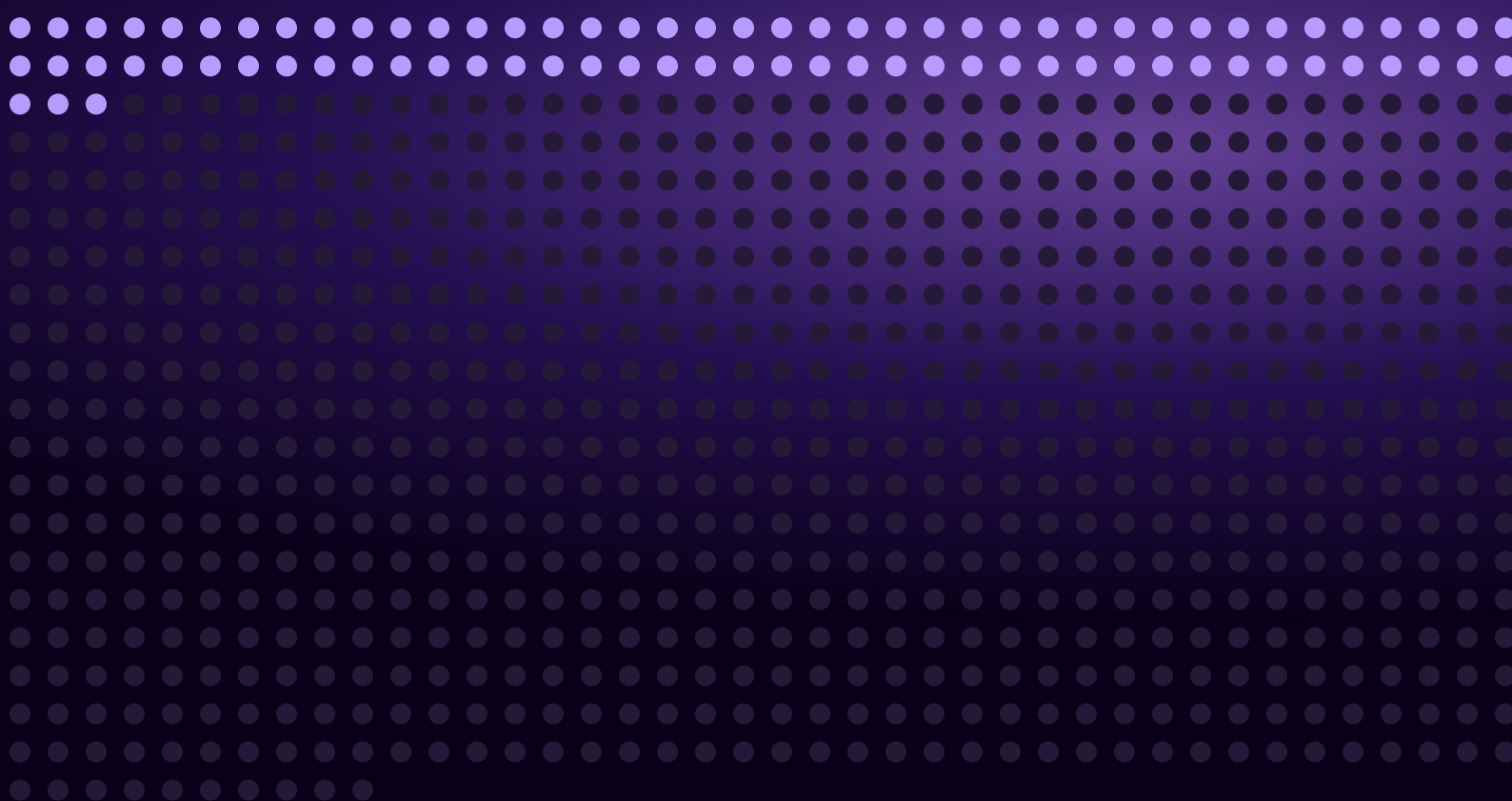


What AI tells your clients about [Pike and Co].

25 real buyer questions. 3 AI assistants. 810 answers, read one by one.



Each dot is one AI answer. The bright ones name Pike and Co. Data collected Jul 28 to Aug 5, 2026.

THE HEADLINE

AI names [Pike] more than any other firm. But only on 6 of the 25 questions attorneys, insurers and employers ask.

83/₈₁₀

AI answers that name Pike, the most of any firm tracked

19/₂₅

buyer questions where Pike is never named

WHY THIS MATTERS

Your buyers already work with AI.

79%

of legal professionals use AI in their work

45%

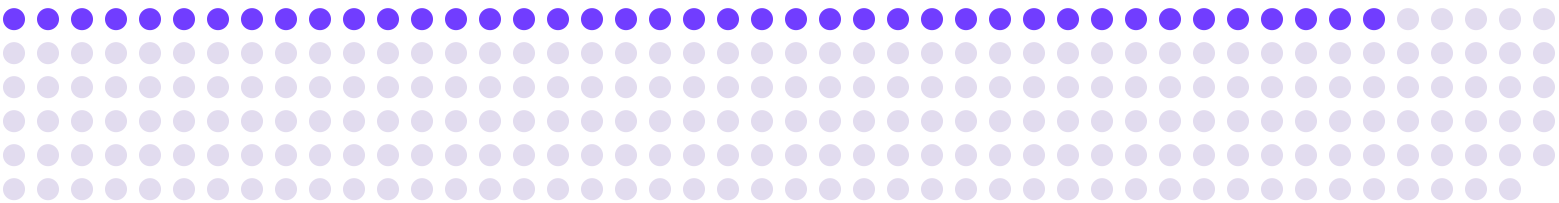
of US consumers have used AI tools like ChatGPT for local business recommendations

Sources: Clio, 2025 Legal Trends Report. BrightLocal, Local Consumer Review Survey 2026 (1,002 US adults).

How often each AI names Pike.

ChatGPT

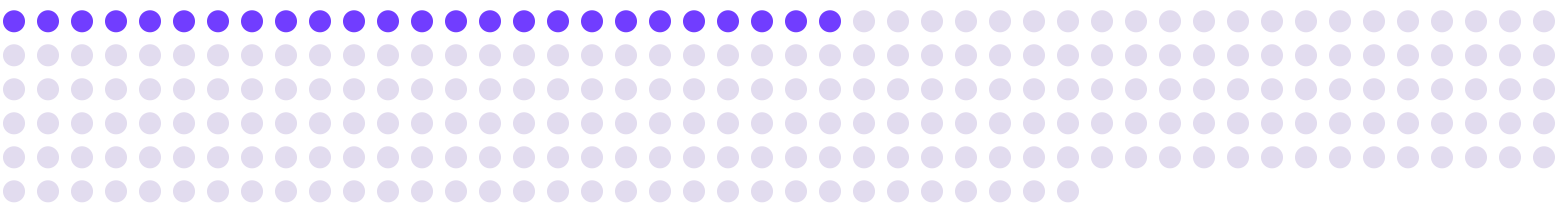
41 of 275



Top other brand: **Bramwell Intelligence**, 47 of 275

Google AI Overviews

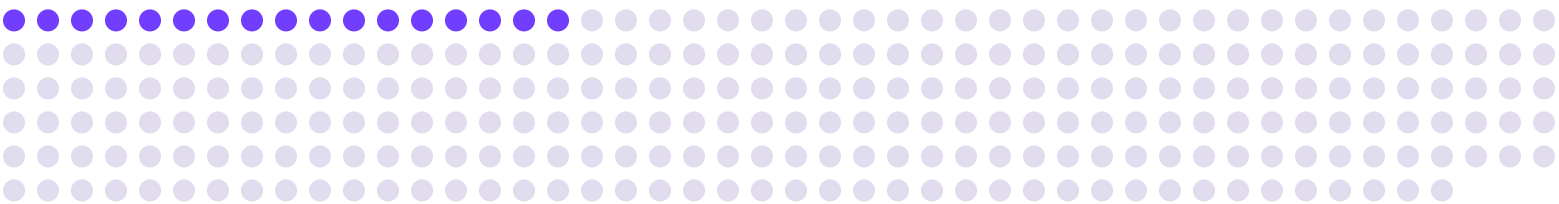
25 of 262



Top other brand: **Castellan & Associates**, 40 of 262

Perplexity

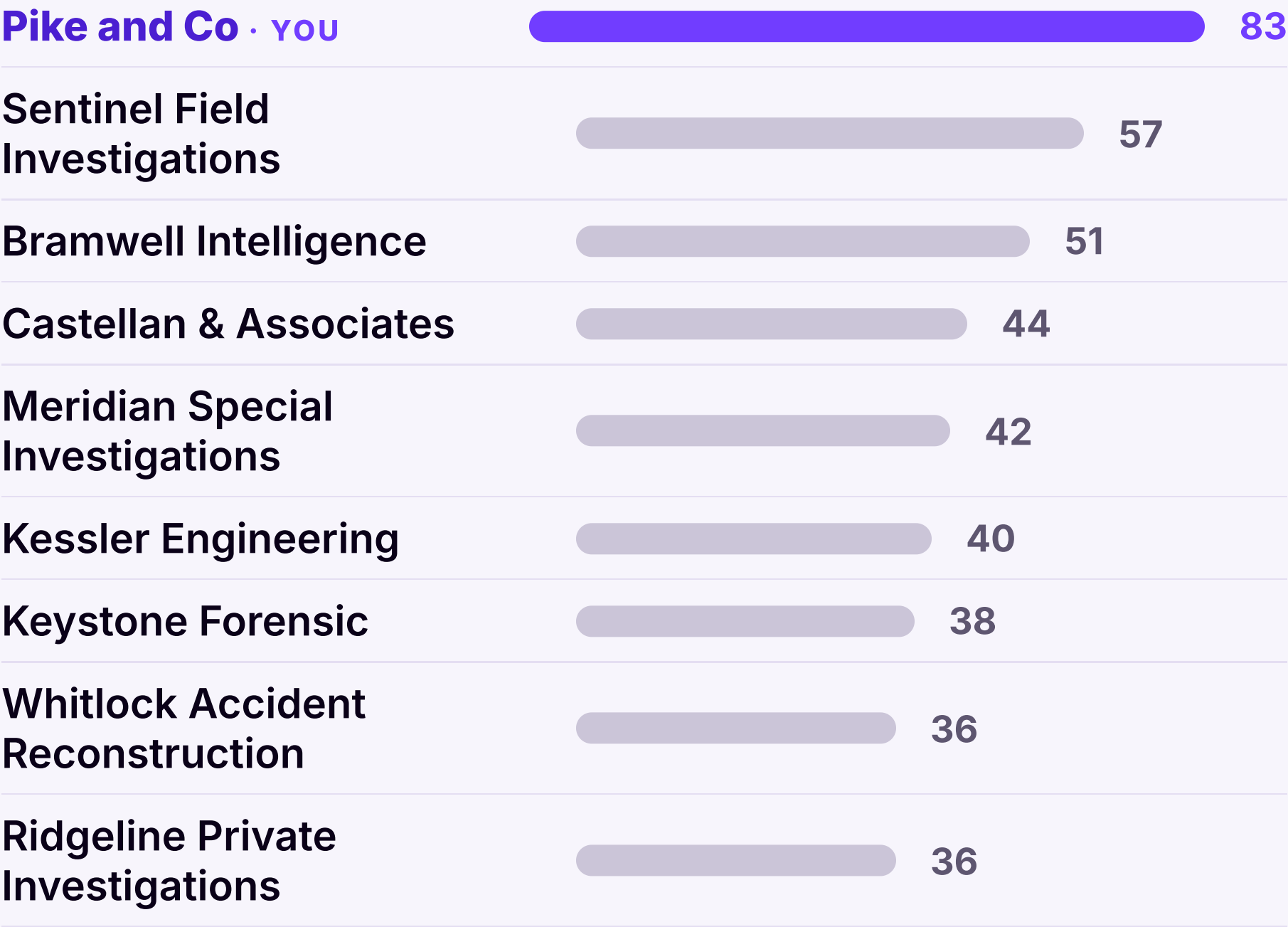
17 of 273



Top other brand: **Fleetwise Compliance**, 12 of 273

Ahead of a crowded field, but not by much.

Answers naming each brand, out of 810.



No firm is named in more than about 1 in 10 answers. Nobody owns this market in AI answers yet.

WHERE YOU SHOW UP

[Pike and Co] is named on 6 of 25 questions.

Answers naming you, out of all answers to each question.

Accident reconstruction plus criminal cases, near me Top other firm: none named consistently	28 _{/33}
Full-scale investigation firms serving both states Top other firm: Sentinel Field Investigations 23/32	25 _{/32}
Vehicle accident investigation for attorneys in both states Top other firm: Whitlock Accident Reconstruction 18/31	12 _{/31}
Deep background investigations for litigation, both states Top other firm: Bramwell Intelligence 11/32	12 _{/32}
Full-service PI firm for insurers and law firms, both states Top other firm: Sentinel Field Investigations 14/31	4 _{/31}
Case investigation for personal injury attorneys in my state Top other firm: Ostrander Investigations 26/33	2 _{/33}

WHERE YOU DON'T

Not named once on 19 questions.

Highest search demand first.

Pre-employment and corporate background checks in my state	0/33
Top other firm: Bramwell Investigative Agency 5/33	
Trucking DOT compliance audits	0/32
Top other firm: Bayline Investigations 24/32	
Workplace threat assessments in my state	0/33
Top other firm: Clearview Threat Group 15/33	
Background verification for local law firms	0/33
Top other firm: Castellan & Associates 11/33	
Private investigator for criminal defense in my state	0/33
Top other firm: Sentinel Field and Marlowe (tied) 11/33	
Accident reconstruction with CDR black box downloads	0/32
Top other firm: Keystone Forensic 5/32	
Firms with 20+ years of trial experience in my state	0/33
Top other firm: Ridgeline Private Investigations 19/33	
DOT compliance for trucking accident cases	0/33
Top other firm: Carrier Compliance Partners 17/33	
Best accident reconstruction firms in my state	0/32
Top other firm: Whitlock Accident Reconstruction 17/32	

Plus 10 more questions where you are not named.

"Which investigation firm near me handles both accident reconstruction and criminal cases?"

ChatGPT and Google AI Overviews name you first in every answer. This is what winning looks like.

ChatGPT

NAMED

Pike and Co 11/11

Google AI Overviews

NAMED

Pike and Co 11/11

Perplexity

NAMED

Pike and Co 6/11

Brands named in a quarter or more of each engine's answers.

"Recommend a company for pre-employment and corporate background checks in my state."

The highest-demand question in the set. You offer background investigations in that state. AI never names you here.

ChatGPT

NOT NAMED

Bramwell Investigative Agency 5/11

Google AI Overviews

NOT NAMED

Named screening firms outside this report, never Pike

Perplexity

NOT NAMED

Named screening firms outside this report, never Pike

Brands named in a quarter or more of each engine's answers.

"Best vehicle accident investigation firms serving attorneys in both states."

Google AI Overviews lists you almost every time. ChatGPT names six firms more often than you.

ChatGPT

NAMED

Kessler Engineering 9/11

Ardent Crash Labs 9/11

Keystone Forensic 8/11

Whitlock Accident Reconstruction 8/11

Kinetic Research Group 8/11

B&T Forensics 7/11

Granite Forensics 4/11

Pike and Co 4/11

Google AI Overviews

NAMED

Whitlock Accident Reconstruction 9/9

Pike and Co 8/9

Keystone Forensic 4/9

Corvid Associates 3/9

Perplexity

NOT NAMED

No firm named in a quarter of answers

Brands named in a quarter or more of each engine's answers.

“Recommend a firm for workplace threat assessments in my state.”

Threat assessment is on your homepage. On Google AI Overviews, Clearview Threat Group is named in 10 of 11 answers.

ChatGPT

NOT NAMED

No firm named in a quarter of answers

Google AI Overviews

NOT NAMED

Clearview Threat Group 10/11

Perplexity

NOT NAMED

Clearview Threat Group 5/11

Brands named in a quarter or more of each engine's answers.

"What private investigation firms provide background verification services for law firms near me?"

ChatGPT regularly names eight local firms here. Pike is never one of them.

ChatGPT

NOT NAMED

Bramwell Intelligence 10/11

Tamsin Investigative Services 10/11

Field Inquiry Partners 10/11

Meridian Special Inv. 9/11

Vantage Private Investigations 6/11

Ridgeline PI 5/11

Ashby Investigations 4/11

Ledger Group 3/11

Google AI Overviews

NOT NAMED

Castellan & Associates 11/11

Perplexity

NOT NAMED

No firm named in a quarter of answers

Brands named in a quarter or more of each engine's answers.

WHAT YOUR BUYER ACTUALLY READS

Recommend a company for pre-employment and corporate background checks in my state.

CHATGPT · LIVE ANSWER · JUL 28, 2026

If you're hiring in your state and need pre-employment screening plus corporate due diligence, these are among the strongest options:

1. **Credentia LLC** – My top recommendation for employers.
2. **Clearpath Screening, LLC** – Excellent for pre-employment screening, drug testing, and identity verification.
3. **Unified Hiring and Screening**
4. **Candor Diligence Services** – Best choice if you also need corporate background investigations such as business ownership research, executive due diligence, litigation and media searches.
5. **Complete Screening Solutions**

Excerpt, lightly trimmed for length. Business names and places changed for this sample.

On the highest-demand question in this report, ChatGPT recommended five screening firms in that state. Pike does background investigations there, and was not one of them.

"This is one of the strongest matches... 24/7 scene response, Event Data Recorder (EDR/"black box") downloads, 3D laser scanning... Decades of trial experience supporting attorneys throughout both states."

ChatGPT already knows all of this. Yet on the questions about **24-hour crash response with 3D scanning, black box downloads** and **20+ years of trial experience**, AI named Pike in **0 of 98 answers**.

Who gets named when you don't.

Most-named firms across the 19 questions where Pike never appears, out of 618 answers.



What the AIs read first.

Share of answers that pulled at least one page from each site.



Your own site is the second most-read source. The most-read is an expert-witness directory, and the state investigators association is fourth. Directories like these are where AI looks for firms to recommend.

WHAT IT COULD BE WORTH

\$43K

a year in potential engagements Pike may be missing in AI answers.

3

extra qualified
inquiries a month
from AI answers

×

30%

of those that become
engagements

×

\$4,000

average engagement
value

= \$3,600

a month, about \$43K a year

Illustrative estimate. Inquiries, close rate and engagement value are our assumptions, not measured figures. Swap in your own numbers and the math holds.

Four things the data says.

01 **Strong where the question matches your homepage.**

Asked for a local firm doing both accident reconstruction and criminal work, AI named Pike in 28 of 33 answers, first every time on ChatGPT.

02 **AI knows your services, but doesn't connect them.**

ChatGPT describes your 24-hour response, 3D scanning, black box downloads and decades of trial experience. On the questions about exactly those things, you appear in 0 of 98 answers.

03 **A service line AI never connects to you.**

Threat assessment is on your homepage. Across the three threat assessment questions, Pike is named in 0 of 97 answers.

04 **AI uses two names for you.**

ChatGPT wrote "Pike & Co" in 23 answers and "Pike and Co" in 18. Your site uses "and". One consistent name makes you easier to match.

Where we would start.

01 Give each service its own answer page.

Dedicated pages for 24-hour crash response and 3D scanning, black box downloads, threat assessment and background investigations, each written around the questions buyers actually ask.

Why: AI names you on 0 of the questions about services it already knows you offer.

02 Be complete where AI looks.

A full profile on the expert-witness directory and the state investigators association listing, with every service and both states spelled out.

Why: They are the first and fourth most-read sources in these answers.

03 Use one name everywhere.

Keep "Pike and Co" consistent across your site, Google profile and directory listings.

Why: AI currently splits mentions of you across two spellings.

WHAT HAPPENS NEXT

AI answers keep changing.

This report is one moment in time. Managed AI Visibility tracks what moves each month and does the work to change it.

- Tracking of the questions that matter, on the AI assistants your buyers use
- New and rewritten pages that answer what buyers ask AI
- Technical fixes so AI systems can reach and read your site
- A plain-English monthly report on what moved and why

Get your free AI visibility report.

mentionedeverywhere.com/free-report

ABOUT THIS DATA

A snapshot, not a forecast.

We asked ChatGPT, Google AI Overviews and Perplexity the same 25 buyer questions every day, Jul 28 to Aug 5, 2026, from the United States, and recorded every tracked brand each answer named. AI answers vary between runs and between users, so we report patterns across many answers, not promises about any single one.

ChatGPT	275 answers
Google AI Overviews	262 answers
Perplexity	273 answers
Total	810 answers

Sample report. This is a real report with every business, person, place and website renamed or generalized; the questions, counts and findings are unchanged. Pike appears in AI answers under two spellings, "Pike and Co" and "Pike & Co". They never appear in the same answer, so Pike's counts combine both. Other firms are counted under the names AI used for them. "Not named" means the firm did not appear anywhere in the answer.

Prepared for Pike and Co by Mentioned Everywhere · October 2026 · Sample, names changed