



AI VISIBILITY REPORT

Trevor Thorsen Fitness

Austin



Invisible

45
QUESTIONS

225
AI ANSWERS

5
PLATFORMS

10
COMPETITORS

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01 · SNAPSHOT

Your AI Visibility at a Glance

10

OVERALL SCORE

10%

SHARE OF VOICE
vs Kathryn Alexander

225

QUERIES RUN

13

TIMES CITED

Kathryn Alexander

TOP COMPETITOR

When AI mentions you, the tone is: ● 0 positive ● 13 neutral ● 0 negative

KEY FINDINGS

- ☒ ChatGPT scored you 0 out of 100 and never mentioned you once across 225 queries.
- ☒ Kathryn Alexander was cited 111 times compared to your 13 citations, appearing 8.5x as often.
- ☒ You have 0% citation rate for problem, discovery, and comparison queries where customers actually search.

Trevor Thorsen Fitness is nearly invisible to AI platforms, appearing in only 13 of 225 answers (5.8%). Your AI Visibility Score of 10 out of 100 means when potential clients in Austin ask ChatGPT, Perplexity, or other AI tools for personal trainer recommendations, they almost never hear your name. ChatGPT never mentions you at all.

Without changes, you'll fall further behind over the next 12 months. Your top competitor Kathryn Alexander already gets cited 8.5x as often as you with 111 citations. As more consumers rely on AI for local recommendations, you're losing clients daily to competitors who show up in these answers. Your 0% citation rate for problem, discovery, and comparison queries means you're invisible at every stage except when someone already knows your exact business name.

Benchmark: the average local business appears in roughly 15% of AI recommendations. Your citation rate: 5.8%.

02 • EVIDENCE

What AI Actually Says About You

Real excerpts from AI answers to your customers' questions — unedited.

“

Perplexity

asked: “Trevor Thorsen Fitness Austin”

● NEUTRAL • #2

...e of these ways: - find Trevor Thorsen’s Austin connection - identify a gym or studio named **Trevor Thorsen Fitness** - compare Austin fitness options near a specific neighborhood

“

Gemini

asked: “Trevor Thorsen Fitness Austin”

● NEUTRAL

There are two individuals named Trevor Thorsen, but neither is directly associated with "**Trevor Thorsen Fitness** Austin" based on the search results. One Trevor Thorsen is a "Passionate Sales Pro" and...

AND WHAT CUSTOMERS HEAR INSTEAD

Grok

asked: “private personal trainer Austin”

“...used on strength, wellness, and 30-minute efficient workouts. Free consult available.(- **Kathryn Alexander** (kathrynalexander.com): Experienced Austin-based trainer providing custom in-person and online programs for strength and fitness.”

Gemini

asked: “one on one personal training Austin”

“...ackages without long-term contracts. austinsimplyfit.com **Chris Protein** in South Austin provides personalized training at Evolve Personal Fitness. They focus on helping clients lose fat, build muscle, and alleviate pain with c...”

Claude

asked: “one on one personal training Austin”

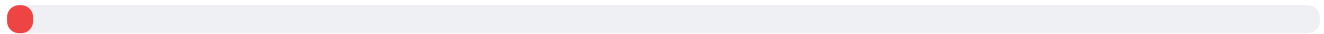
“...consistent accountability. Most clients start with 2-3 sessions per week. Great for all fitness levels, including beginners. Chris Protein's Evolve Personal Fitness - Located in South Austin off W. Highway 290. Provides personalized exercise and nutrition plans...”

03 · PLATFORMS

Where You Stand Across AI Platforms

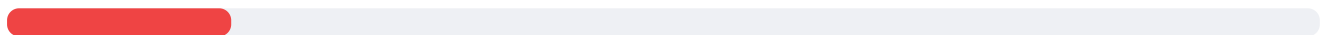
ChatGPT

0/100

Cited 0/45 · unranked mentions · 0 first-place answers · **biggest opportunity****Tactic:** You scored 0 and were never cited; focus on structured data and FAQ content first.

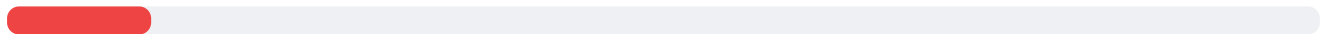
Perplexity

17/100

Cited 5/45 · avg position 2 · 0 first-place answers · **your strongest platform****Tactic:** Your best platform at 17; double down on Reddit presence and detailed service pages.

Gemini

11/100

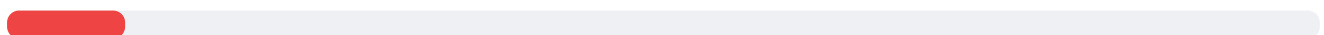


Cited 3/45 · unranked mentions · 0 first-place answers

Tactic: Scored 11; improve Google Business Profile completeness and get more Google reviews.

Claude

9/100

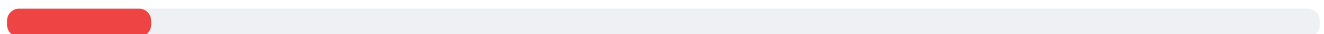


Cited 2/45 · unranked mentions · 0 first-place answers

Tactic: Scored 9; create long-form educational content about training methodologies and client results.

Grok

11/100

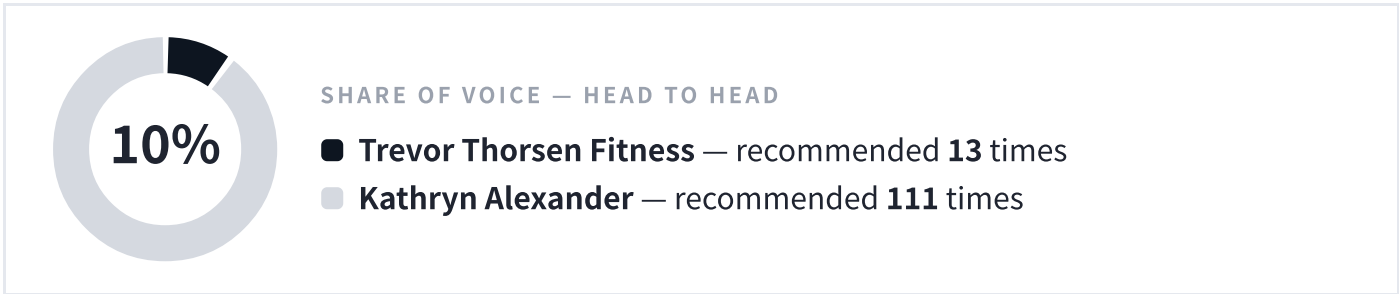


Cited 3/45 · unranked mentions · 0 first-place answers

Tactic: Scored 11; increase Twitter/X presence with Austin fitness tips and client success posts.

04 · COMPETITION

Who's Beating You — And Why



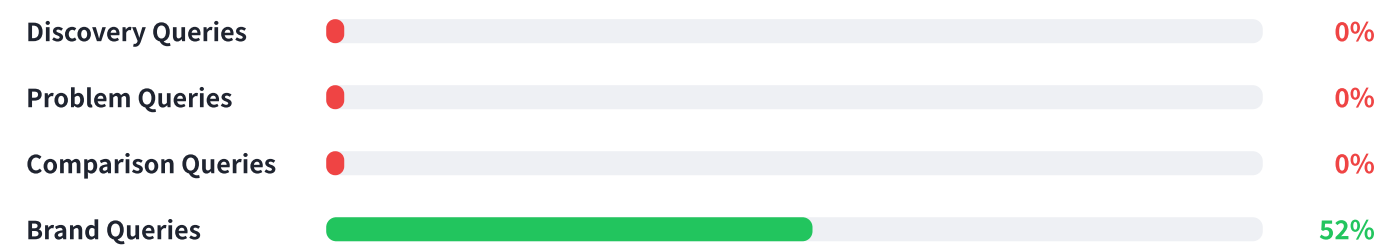
BUSINESS	SHARE OF CITATIONS	CITED	STRONGEST ON
1. Kathryn Alexander		111	Grok, Gemini
2. Big Tex Gym		46	Grok, Perplexity
3. Vivian Kwong		42	Claude, Gemini
4. Big Tex Gym and		36	Claude, Gemini
5. Joanna Schmid		35	Claude, Gemini
6. Hyde Park Gym		27	Claude, Gemini
7. Kelly Raquel Fitness & Nutrition		25	Gemini, ChatGPT
8. Sage Broussard		24	Grok
9. Castle Hill Fitness		23	Perplexity, Grok
10. Trevor Thorsen Fitness (you)		13	

Kathryn Alexander dominates with 111 citations and her own website (kathrynalexander.com) is the most-referenced source with 152 mentions. Big Tex Gym (46 citations), Vivian Kwong (42 citations), and Joanna Schmid (35 citations) all significantly outperform you. These competitors likely have structured LocalBusiness schema markup, FAQ content matching how customers ask questions, and strong presence on Reddit (79 references) and Yelp (64 references). They're winning queries like "certified personal trainer Austin" and "strength training coach Austin TX" where you don't appear at all. Your website lacks the basic technical foundation AI systems need to discover and recommend you.

05 · OPPORTUNITIES

Where You're Losing — Your Biggest Opportunities

CITATION RATE BY QUERY TYPE



TOP QUERIES COMPETITORS ARE WINNING WITHOUT YOU

CUSTOMER QUESTION	YOU'RE ABSENT ON	WHO'S WINNING IT
"certified personal trainer Austin"	C P G Cl Gr	Sondra Liedler, Vivian Kwong
"strength training coach Austin"	C P G Cl Gr	Kathryn Alexander, Big Tex Gym
"personal fitness trainer Austin TX"	C P G Cl Gr	Kathryn Alexander, Vivian Kwong
"who can I hire for personal training in Austin"	C P G Cl Gr	Kathryn Alexander, Dana DiCioccio
"top rated personal trainers Austin TX"	C P G Cl Gr	Kathryn Alexander, Sierra Nevels
"looking for fitness accountability coach Austin"	C P G Cl Gr	Kathryn Alexander, Accountability Co
"I need help losing weight in Austin who should I hire"	C P G Cl Gr	Stacey Mattinson Nutrition, Neil Sha
"highly recommended personal trainer Austin"	C P G Cl Gr	Kathryn Alexander, Big Tex Gym

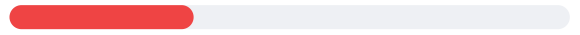
+ 37 more in the appendix

C ChatGPT P Perplexity G Gemini Cl Claude Gr Grok

06 • TECHNICAL

AI Readiness — Technical Audit of Your Website

Your site passes **4 of 12** AI-readiness checks.

**GPTBot allowed (ChatGPT (OpenAI))**

No robots.txt found — crawlers are allowed by default.

**ClaudeBot allowed (Claude (Anthropic))**

No robots.txt found — crawlers are allowed by default.

**PerplexityBot allowed (Perplexity)**

No robots.txt found — crawlers are allowed by default.

**Google-Extended allowed (Gemini (Google AI))**

No robots.txt found — crawlers are allowed by default.

**llms.txt present**

Create a plain-text /llms.txt describing your business, services, location, and key pages (see llmstxt.org for the format).

**XML sitemap present**

Generate a sitemap.xml (most CMSs do this automatically) and declare it in robots.txt with a "Sitemap:" line.

**LocalBusiness / Organization schema**

Add JSON-LD LocalBusiness (or Organization) markup with your name, address, phone, hours and services to every page.

**FAQ content / FAQ schema**

Add an FAQ section answering the questions customers actually ask, marked up with FAQPage JSON-LD.

**Meta description present**

Write a 140–160 character meta description that names your business, category and location.

**Phone number findable**

Display your phone number in the header or footer as text (not an image), ideally in a tel: link.

**Address / NAP findable**

Add your full address to the site footer and contact page, matching your Google Business Profile exactly.

**Social preview image (og:image)**

Add an og:image meta tag with a 1200×630 image of your brand or storefront.

07 · SOURCES

Where AI Gets Its Answers About Your Category

The sources AI platforms referenced when answering your customers' questions (captured live during this audit). Being present on these is the fastest path into AI answers.

Gap: your own website was never cited as a source. AI is describing your market without reading you.

SOURCE	REFERENCES	YOUR MOVE
kathrynalexander.com	152	A competitor's own site — their content depth is exactly what gets cited
austinsimplyfit.com	110	Earn coverage or a listing here
reddit.com	79	Earn organic mentions in local subreddits
yelp.com	64	Claim and complete your Yelp profile
instagram.com	50	Maintain an active Instagram presence
chrisprotein.com	50	Earn coverage or a listing here
linkedin.com	48	Keep your LinkedIn company page current
austinyxca.org	45	Earn coverage or a listing here
trainwithviv.com	43	Earn coverage or a listing here
joannaschmid.com	41	A competitor's own site — their content depth is exactly what gets cited
findyourtrainer.com	37	Earn coverage or a listing here
kellyraquel.com	33	Earn coverage or a listing here

Fastest path: a complete, review-rich presence on **austinsimplyfit.com**, **reddit.com** and **yelp.com** puts you inside the sources AI already trusts.

08 · PLAYBOOK

Your 90-Day Playbook

PHASE 1 — THIS WEEK Quick wins. Zero budget, immediate effect.

1 Add LocalBusiness structured data markup

Your site has no LocalBusiness or Organization schema, which AI systems rely on heavily to identify and recommend local businesses. Add this markup to your homepage immediately with your name, address, phone, services, and hours.

IMPACT: HIGH**EFFORT: LOW****TECHNICAL**

2 Create and submit XML sitemap

No sitemap.xml was found and none is declared in robots.txt. Create a sitemap listing all your pages and submit it to Google Search Console so AI platforms can discover your content.

IMPACT: HIGH**EFFORT: LOW****TECHNICAL**

3 Write homepage meta description

Your homepage has no meta description. Write a 150-character description mentioning "personal trainer Austin" and your specialties so AI systems understand what you offer.

IMPACT: MEDIUM**EFFORT: LOW****TECHNICAL**

4 Build FAQ page with schema markup

You have no FAQ content, yet question-and-answer format matches exactly how customers phrase AI queries. Create a page answering 10-15 common questions about personal training in Austin with FAQ schema markup.

IMPACT: HIGH**EFFORT: MEDIUM****CONTENT**

08 · PLAYBOOK

Your 90-Day Playbook — continued

PHASE 2 — THIS MONTH Foundation: reviews, listings, structured data.

5

Create certified personal trainer credentials page

"Certified personal trainer Austin" is a top opportunity query where competitors win and you're absent. Build a dedicated page showcasing your certifications, training philosophy, and Austin location.

IMPACT: HIGH

EFFORT: MEDIUM

CONTENT

6

Write strength training methodology content

"Strength training coach Austin" is won by Kathryn Alexander and Big Tex Gym while you're invisible. Publish detailed content about your strength training approach, client results, and programs.

IMPACT: HIGH

EFFORT: MEDIUM

CONTENT

7

Claim and optimize Yelp profile

Yelp.com has 64 references as a top AI source. Ensure your Yelp listing is claimed, complete with photos, services, and actively managed to get cited alongside competitors.

IMPACT: MEDIUM

EFFORT: LOW

LISTINGS

8

Establish presence on Austin fitness subreddits

Reddit.com has 79 references as a major AI source. Participate authentically in r/Austin and fitness subreddits, answer questions, and share expertise without spam to build citability.

IMPACT: MEDIUM

EFFORT: HIGH

AUTHORITY

08 · PLAYBOOK

Your 90-Day Playbook — continued

PHASE 3 — THIS QUARTER *Authority building that compounds.*

9 Publish weight loss coaching case studies

"I need help losing weight in Austin who should I hire" is won by competitors while you have 0% citation in problem queries. Create detailed client transformation stories with your process.

IMPACT: HIGH

EFFORT: HIGH

CONTENT

10 Build accountability coaching service page

"Looking for fitness accountability coach Austin" is a specific opportunity query. Create a dedicated page explaining your accountability methods, check-ins, and support structure.

IMPACT: MEDIUM

EFFORT: MEDIUM

CONTENT

11 Request reviews mentioning specific services

You have neutral sentiment but need volume. Ask satisfied clients to leave detailed Google and Yelp reviews mentioning specific services like strength training or weight loss coaching.

IMPACT: MEDIUM

EFFORT: MEDIUM

REVIEWS

12 Get featured in Austin fitness roundups

Reach out to Austin lifestyle blogs and local media to be included in "best personal trainers" articles. Competitor websites like kathrynalexander.com get 152 references; you need external citations.

IMPACT: HIGH

EFFORT: HIGH

AUTHORITY

CONTENT TO CREATE — YOUR GAPS

- Why Choose a Certified Personal Trainer in Austin Texas
- Strength Training Programs for Austin Professionals Complete Guide
- Personal Training Pricing and Packages Austin TX
- How Fitness Accountability Coaching Works My Approach
- Client Transformations Weight Loss Success Stories Austin

09 · METHOD

Methodology

We asked **45 real customer questions** across 5 AI platforms — ChatGPT, Perplexity, Gemini, Claude, and Grok — with **live web search enabled**, mirroring how AI assistants answer with current information today. Every one of the 225 answers was analyzed for whether your business was recommended, its position, the tone of the mention, which competitors appeared instead, and which sources the AI relied on.

SAMPLE QUERY FROM YOUR AUDIT

“private personal trainer Austin”

How to read your score

0–20	Invisible — AI never recommends you
21–40	Barely visible — occasional mentions, competitors dominate
41–60	Emerging — you appear, but rarely first
61–80	Established — regularly recommended
81–100	Dominant — you own your category in AI answers

Reading the appendix

✓ = your business was recommended (superscript = its position in the answer) · ☒ = not mentioned · – = platform returned no answer

10 · APPENDIX

Appendix — Every Query We Asked

CUSTOMER QUESTION	CHATGPT	PERPLEXITY	GEMINI	CLAUDE	GROK
private personal trainer Austin	☒	☒	☒	☒	☒
one on one personal training Austin	☒	☒	☒	☒	☒
personal fitness trainer Austin TX	☒	☒	☒	☒	☒
experienced personal trainer in Austin	☒	☒	☒	☒	☒
mobile personal trainer Austin	☒	☒	☒	☒	☒
struggling to stay consistent with workouts Austin trainer	☒	☒	☒	☒	☒
need accountability for my fitness goals Austin	☒	☒	☒	☒	☒
how do I find a personal trainer in Austin	☒	☒	☒	☒	☒
in home personal training Austin	☒	☒	☒	☒	☒
personal trainer near me Austin	☒	☒	☒	☒	☒
personal trainer to help with strength training Austin	☒	☒	☒	☒	☒
affordable personal training Austin	☒	☒	☒	☒	☒
looking for someone to help me get in shape Austin	☒	☒	☒	☒	☒
where to find a good personal trainer in Austin	☒	☒	☒	☒	☒
best fitness coach in Austin Texas	☒	☒	☒	☒	☒
someone to create workout plan for me Austin	☒	☒	☒	☒	☒
want to build muscle need a trainer in Austin	☒	☒	☒	☒	☒
personal training services Austin	☒	☒	☒	☒	☒
best personal trainer in Austin	☒	☒	☒	☒	☒
top rated personal trainers Austin TX	☒	☒	☒	☒	☒
highly recommended personal trainer Austin	☒	☒	☒	☒	☒
who is the best personal trainer in Austin	☒	☒	☒	☒	☒
personal training gyms in Austin	☒	☒	☒	☒	☒
certified personal trainer Austin	☒	☒	☒	☒	☒
personal trainer for weight loss Austin	☒	☒	☒	☒	☒
Austin personal trainer reviews	☒	☒	☒	☒	☒

10 · APPENDIX

Appendix — continued

CUSTOMER QUESTION	CHATGPT	PERPLEXITY	GEMINI	CLAUDE	GROK
strength training coach Austin	☒	☒	☒	☒	☒
I need help losing weight in Austin who should I hire	☒	☒	☒	☒	☒
need help with fitness routine Austin TX	☒	☒	☒	☒	☒
looking for fitness accountability coach Austin	☒	☒	☒	☒	☒
who can I hire for personal training in Austin	☒	☒	☒	☒	☒
what personal trainer should I use in Austin	☒	☒	☒	☒	☒
who should I call for personal training in Austin	☒	☒	☒	☒	☒
best place to get personal training in Austin	☒	☒	☒	☒	☒
what's the best personal training option in Austin	☒	☒	☒	☒	☒
where should I go for personal training Austin	☒	☒	☒	☒	☒
who do people recommend for personal training Austin	☒	☒	☒	☒	☒
personal trainer vs gym membership Austin	☒	☒	☒	☒	☒
how to choose a personal trainer in Austin	☒	☒	☒	☒	☒
online personal trainer vs in person Austin	☒	☒	☒	☒	☒
Trevor Thorsen Fitness Austin	☒	✓ ²	✓	✓	☒
is Trevor Thorsen Fitness worth it	☒	✓	✓	☒	✓
Trevor Thorsen Fitness reviews	☒	✓	✓	☒	☒
Trevor Thorsen Fitness pricing	☒	✓	☒	✓	✓
how to contact Trevor Thorsen Fitness	☒	✓	☒	☒	✓

11 · NEXT STEPS

Your Next 7 Days

Everything in this report rolls up to three moves you can make this week. Check them off:

- ☐ Add LocalBusiness structured data markup
- ☐ Create and submit XML sitemap
- ☐ Write homepage meta description

Track your progress

AI answers change every week. Re-run this audit in 30 days to measure your progress — or let the Monitor plan do it automatically every month from \$79/month.

talkedabout.ai