

Sequoia GEO Shares ChatGPT Test Challenging AI Ranking Screenshot Claims

A six-question test placed Sequoia first in one answer and tenth in another, illustrating why one screenshot cannot establish consistent visibility.

Sanger, California Sep 14, 2026 ([Issuewire.com](https://www.issuewire.com)) - Sequoia GEO is sharing findings from an exploratory ChatGPT test to challenge the use of a single AI recommendation screenshot as proof of consistent visibility or marketing performance.

In the August 31, 2026 exercise, the home-service marketing firm appeared first in one answer, tenth in another, and was not named in four others. The company tested six different questions, once each, in separate Temporary Chats using ChatGPT's Instant experience.

An important qualification accompanies the findings: two of the four answers that did not name Sequoia recommended no companies at all. They instead described a provider type or an approach. Among the four answers that named providers, Sequoia appeared in two.

The observations are not a statistically reliable ranking study. They do not establish how frequently Sequoia would appear across repeated tests, whether wording caused the differences, or whether any recommendation generated a customer inquiry.

The strongest appearance came in response to "Who offers GEO services for home-service businesses?" Sequoia was listed first among eight named companies. GEO refers to generative engine optimization, work intended to improve how businesses are represented in AI-generated search answers.

For "What companies specialize in AI-search visibility for home-service businesses?" Sequoia was listed tenth among ten companies. It was absent from answers to "Who should I hire to improve my home-service company's presence in AI search?" and "Best AI SEO agency for a home-service company."

The two remaining questions were "Who can help my home-service business show up more often in ChatGPT?" and "How can my HVAC, plumbing, or roofing company get recommended by ChatGPT?" Neither answer named a company.

Sequoia's position is that a screenshot documents one answer, not a lasting market position. The company encourages contractors evaluating AI-search services to request the exact questions tested, the dates and testing conditions, the number of repetitions, and every result, including omissions. Questions should reflect how prospective customers describe their needs, not only terminology familiar to marketers.

The company also distinguishes a business being mentioned from being recommended or cited as a source. Visits, inquiries, qualified leads, and booked jobs are separate outcomes requiring their own evidence.

Rather than presenting the two appearances as proof of success, Sequoia is sharing the limitations alongside the findings. Its recommendation is to evaluate repeated observations and documented business outcomes instead of treating one favorable answer as a performance guarantee.

Background on Sequoia's measurement approach and documented work is available at <https://www.sequoiageo.com/>.

About Sequoia GEO

Sequoia GEO specializes in AI-search visibility for home-service businesses. Founder Aaron Husak's background includes 13 years as an owner and operator of Balanced Comfort, which earned four consecutive Inc. 5000 appearances before Sequoia GEO was founded. Based in California's Central Valley, Sequoia provides assessments, SEO, website improvements, and documented measurement. The company does not guarantee rankings, AI recommendations, or lead volume.

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