

# Source Map and Rival Gap Finder

The sources AI leans on differ by platform, by town and by month, so measure your own town before you spend effort anywhere. This sheet turns your prompt runs into a source map and a competitor grid, and the two into your top three gaps.

From lesson 7.1 · The full course and the GEO audit: [reyse.co.uk/geocourse](https://reyse.co.uk/geocourse) · October 2026 edition · General education, not legal advice

## LESSON 7.1 · REYSE.CO.UK/GEOCOURSE/SOURCE-MAP-AND-RIVALS

### Map Your Town: The Sources AI Uses and the Rivals It Names

**DO THIS FIRST** Run six real prompts on three platforms, three times each, and list every website cited and every agency named.

#### CHECK

##### The seven-step source map

- ☐ 1. Pick 6 to 10 real prompts: "best agent", fees and area prompts, for sales and lettings (lesson 2.2).
- ☐ 2. Pick the platforms: ChatGPT with search, Google AI Mode, Copilot, Perplexity, Claude with web search.
- ☐ 3. Run each prompt at least three times per platform, fresh private window each time.
- ☐ 4. Log every agency named and every source cited or shown.
- ☐ 5. Count, for each source, how many runs it appeared in: "22 of 54".
- ☐ 6. Group sources by type: portals, comparison and award sites, review platforms, directories, local press, forums and video, agency websites, official bodies.
- ☐ 7. Pick your actions from the biggest groups.

##### The competitor grid

- ☐ One row per agency named instead of you: type (independent, chain, online agent, portal), named in X of N runs, the sources that named them.
- ☐ Add a quick look at their public footprint: Google review count and rating (with the date), portal profile, awards, fees page, area guides, market data, press.
- ☐ Final column: what you could honestly learn from them. Never copy their words, photos or reviews.

##### Your own pages AI cites

- ☐ Bing Webmaster Tools, AI Performance: which of your pages Copilot cites.
- ☐ Search Console's Generative AI report: which pages appear in Google's AI features.
- ☐ Pages you expected to see and don't are fix candidates.

##### Ask AI to group the log

**AI PROMPT** Here is my AI prompt log (no client data). Group the cited sources into types, count how many runs each appeared in, list every agency named with its count, and tell me which three source types appear most. Don't guess any source I didn't list.

#### FIX

##### Pick two actions, not ten

- ☐ From the biggest source groups, pick two things to work on this quarter.
- ☐ Portals heavy? Lesson 7.2. Comparison or award sites? Lesson 7.3. Local press? Lesson 7.4. Forums? Lesson 7.5. Google surfaces? Module 5.
- ☐ Your own site rarely cited? Start with your fees page (lesson 6.5).

Close your top three honest gaps

- ☐ From the competitor grid, list what each rival has that you could honestly build.
- ☐ Pick the top three, with an owner and a date each, and put them in your 90-day plan (lesson 10.3).
- ☐ Review gaps usually come first: they're the most common and the most fixable.

Compare like with like

- ☐ A portal may be named because AI treats it as the answer. A comparison site may be named as a source. An online agent may appear through a labelled ad. Treat these separately.
- ☐ Check any fact AI states about a competitor on their own public pages before you act on it.
- ☐ Never run down a competitor, or ask AI to write negative content about them.

Consider a tracker later

- ☐ Tools such as BrightLocal's Local AI Visibility Tracker run fixed prompts per location automatically and report sources and competitors.
- ☐ Only once your manual map works, and only if the vendor shows the runs behind each number.

**Then:** Re-run the same prompts every quarter and keep the old maps, so you can see what moved. Writing "named in 12 of 54" next to last quarter's "7 of 54" is the most honest progress report there is.

Source map

Types: portals, comparison and award sites, review platforms, directories, local press, forums and video, agency websites, official bodies.

| Source cited | Type | Runs it appeared in (X of N) | Are you on it? | Action |
|--------------|------|------------------------------|----------------|--------|
|              |      |                              |                |        |
|              |      |                              |                |        |
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|              |      |                              |                |        |

# Competitor grid

Never copy a rival's words, photos or reviews. Check any fact AI states about them on their own public pages first.

| Agency | Named in (X of N) | Sources naming them | Reviews (count, rating, date) | What you could honestly learn |
|--------|-------------------|---------------------|-------------------------------|-------------------------------|
|        |                   |                     |                               |                               |
|        |                   |                     |                               |                               |
|        |                   |                     |                               |                               |
|        |                   |                     |                               |                               |
|        |                   |                     |                               |                               |
|        |                   |                     |                               |                               |

## Your top three honest gaps

| Gap | Owner | Date |
|-----|-------|------|
| 1   |       |      |
| 2   |       |      |
| 3   |       |      |

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