

PREPARED FOR

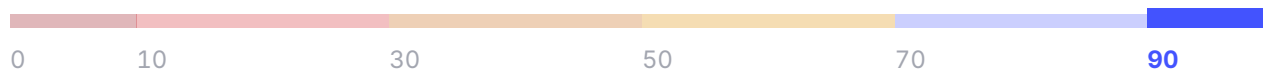
theplumbingauthority.com

<https://www.theplumbingauthority.com>

94/100

• AGENT PREFERRED

*AI agents can fully navigate, transact with, and confidently recommend your business.*



| SCAN DATE      | METHODOLOGY | INDUSTRY               | CLASSIFICATION |
|----------------|-------------|------------------------|----------------|
| April 21, 2026 | v6.2        | Trades & Home Services | Confidential   |

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# 01

## EXECUTIVE SUMMARY

The essential findings from your AI agent readiness assessment.

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# Executive Summary

STRONGEST DIMENSION

98

Transaction  
Completeness

WEAKEST DIMENSION

73

Agent Accessibility

OPTIMIZATIONS

3

Advanced

Right now, if a customer asks an AI agent to find a plumber in Knoxville, your business **will likely** be among the options presented.

**The Plumbing Authority** scored **94/100 (Agent Preferred)** on AI Agent Preference. Your strongest dimension is **Transaction Completeness** (98/100) and your biggest gap is **Agent Accessibility** (73/100). Compared to plumber businesses in our database, you score higher than 96%.

Your site is already well-optimized for AI agents. This report identifies **3 advanced optimizations** to extend your lead and ensure you stay ahead as the AI agent ecosystem evolves.

**The math:** This report costs \$199. The fixes it identifies typically cost \$1,500 to \$5,000 to implement. The revenue they protect is ongoing: every customer an AI agent routes to a competitor instead of you is a customer lost permanently.

Source: GradeForAI Benchmark Database, n=480,000+ businesses scored. Methodology v6.2.

# 02

## AI AGENT PREFERENCE

Why AI agents are becoming the primary interface between consumers and businesses.

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# AI Agent Preference and Why It Matters

AI agents are software that acts on behalf of users to accomplish tasks: scheduling appointments, comparing services, making purchases. Examples include ChatGPT, Google Gemini, Apple Intelligence, and Claude. These agents do not browse the internet the way humans do. They parse structured data, navigate accessibility trees, and interact with forms programmatically.

*"Every company needs an agentic system strategy. This is the new computer." -- Jensen Huang, CEO of NVIDIA, GTC Conference March 2026*

## The Four Dimensions

GradeForAI measures AI agent readiness across four dimensions:

|                          |                                                                                                                        |
|--------------------------|------------------------------------------------------------------------------------------------------------------------|
| Agent Accessibility      | Can AI agents physically navigate your site? Semantic HTML, form accessibility, CAPTCHA impact, keyboard navigability. |
| Transaction Completeness | Can AI agents complete the core transaction? Booking, scheduling, ordering, quoting, or purchasing.                    |
| Data Reliability         | Is operational data structured, accurate, and consistent for reliable agent extraction?                                |

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**Competitive Position**

How does your readiness compare to businesses in your area and industry?

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The businesses that achieve AI agent readiness first will capture the customers that AI sends. The ones that wait will lose transactions to competitors whose sites agents can actually use.

# 03

## SCORING METHODOLOGY

How we measure AI agent readiness across four dimensions.

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# Our Scoring Methodology

GradeForAI's AI Agent Preference Score evaluates your business across 4 dimensions of AI agent readiness. Each dimension measures a distinct capability that AI agents need to physically use your website and act on behalf of your customers. Scores are industry-calibrated to ensure fair evaluation for your business category.

## Capability Bands

| BAND                 | SCORE  | MEANING                                     |
|----------------------|--------|---------------------------------------------|
| ● Agent Preferred    | 90-100 | Fully operational for AI agents             |
| ● Agent Optimized    | 70-89  | Strong with minor gaps                      |
| ● Agent Ready        | 50-69  | Basic tasks possible, gaps limit capability |
| ● Agent Functional   | 30-49  | Agents find you but cannot transact         |
| ● Agent Detected     | 10-29  | Minimal agent interaction possible          |
| ● Agent Incompatible | 0-9    | Agents cannot use your site                 |

Industry category for this report: **Trades & Home Services**. Vertical-specific calibration ensures that a plumber is evaluated against the standards of its own industry, not against unrelated business types.

Source: GradeForAI Benchmark Database, n=480,000+ businesses scored. Methodology v6.2.

# 04

## YOUR SCORE AT A GLANCE

Four dimensions of AI agent readiness,  
industry-calibrated for your vertical.

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# Your Score at a Glance

94 /100

AGENT PREFERRED

| DIMENSION                | SCORE |                        |
|--------------------------|-------|------------------------|
| Agent Accessibility      | 73    | <div><div></div></div> |
| Transaction Completeness | 98    | <div><div></div></div> |
| Data Reliability         | 86    | <div><div></div></div> |
| Competitive Position     | 98    | <div><div></div></div> |
| Composite                | 94    | <div><div></div></div> |

Source: GradeForAI Benchmark Database, n=480,000+ businesses scored. Methodology v6.2.

SCORE DISTRIBUTION



Your band: **Agent Preferred**. Marker shows position among 480,000+ scored businesses.

HOW TO READ

Each bar shows your score (0 - 100). The ink - blue fill is your score.

Scores are industry - calibrated: a 60 in dental means something different than a 60 in legal services.

The strip below shows where you fall among all 480,000+ businesses in our database.

# Competitive Position

PERCENTILE RANK

BUSINESSES COMPARED

COMPETITIVE SCORE

96th

9

98/100

- Ranked in the 98th percentile among plumber businesses in Knoxville

Source: GradeForAI Benchmark Database, n=480,000+ businesses scored. Methodology v6.2.

# 06

## MAINTAINING YOUR ADVANTAGE

*Advanced optimizations to extend your lead.*

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# Maintaining Your Advantage

Your score of 94/100 puts you in the **Agent Preferred** tier. You have no critical gaps. The optimizations below are about extending your lead as the AI agent ecosystem matures.

REMAINING SCORE GAPS

| DIMENSION                | SCORE  | HEADROOM     |
|--------------------------|--------|--------------|
| Agent Accessibility      | 73/100 | +27 possible |
| Data Reliability         | 86/100 | +14 possible |
| Transaction Completeness | 98/100 | +2 possible  |

ADVANCED OPTIMIZATIONS

- 1. Adopt agent discovery protocols.** Add an agent.json file at /.well-known/agent.json and an llms.txt at your site root. These tell AI agents exactly what your business does and how to interact with it programmatically. Most competitors have not adopted these yet.

[Easy | 25 min]
- 2. Monitor competitive position monthly.** Your 96th percentile ranking can shift as competitors improve. Schedule a monthly rescan to track movement and respond to competitive changes before they affect your AI visibility. [Easy | Ongoing]
- 3. Explore emerging commerce protocols.** UCP (Universal Commerce Protocol) and ACP (Agentic Commerce Protocol) are emerging standards for direct agent-to-business transactions. Early adoption positions you for the next wave of AI agent capabilities.

[Medium | 2-4 hours]

**Your competitive advantage is real but perishable.** You are currently ahead of 96% of businesses in your market. As AI agent optimization becomes mainstream, the bar will rise. The optimizations above help you stay ahead of that curve.

Source: GradeForAI Benchmark Database, n=480,000+ businesses scored. Methodology v6.2.

# 07

## DETAILED FINDINGS

What AI agents found on your website, and exactly what to fix.

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# Agent Accessibility

73

Can AI agents physically navigate your website, interact with forms, and access content without being blocked?

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## WHAT AI AGENTS FOUND

- **OPERATIONAL** AI agents can reliably navigate your site structure and interact with page elements
- **OPERATIONAL** No access barriers detected -- AI agents have full access to your site
- **OPERATIONAL** AI agents can partially interact with your forms, but some fields may cause errors
- AI agents can partially understand your page structure, but gaps may cause navigation issues
- **OPERATIONAL** AI agents can navigate between elements on your site using keyboard-like interactions
- **OPERATIONAL** Your site renders correctly across device viewports used by AI agents
- **OPERATIONAL** No agent-blocking security platforms detected
- **OPERATIONAL** Your robots.txt explicitly permits AI agent crawlers to access your site
- **OPERATIONAL** AI agents can efficiently discover all pages on your site through your sitemap
- **OPERATIONAL** AI agents can access all page content without executing JavaScript
- **OPERATIONAL** Clean page structure allows AI agents to parse content efficiently
- **OPERATIONAL** AI agents can programmatically navigate your site using structured navigation elements
- **OPERATIONAL** AI agents can extract structured data from your site through JSON-LD markup

## WHAT TO FIX

- Improve form accessibility for AI agents by adding autocomplete attributes, label-for associations, specific input types (email, tel, date), and ARIA attributes on interactive elements. These help AI agents fill out and submit forms correctly. [Medium | 1-2 hours]
- Fix your heading hierarchy to avoid skipping levels (e.g. h1 to h3). AI agents use headings to understand page structure and find relevant content sections. [Easy | 30 min]

## Transaction Completeness

98

Can AI agents complete the core transaction for your business type, whether that is booking, scheduling, or purchasing?

## WHAT AI AGENTS FOUND

- **OPERATIONAL** AI agents can complete transactions on your site through an integrated booking or scheduling platform
- **OPERATIONAL** AI agents can facilitate payments through an integrated payment system
- **INFORMATIONAL** Contact or inquiry form available, but forms require human follow-up and are not agent-completable transactions
- Moderate-friction form (6 fields) -- AI agents may encounter some difficulty completing this form
- **OPERATIONAL** Transaction call-to-action text found
- **INFORMATIONAL** AI agents can relay your pricing or fee information to customers for comparison
- **OPERATIONAL** Clickable phone link detected -- AI agents can initiate calls on behalf of users

- **INFORMATIONAL** Service area information available -- AI agents can verify coverage before recommending
- **OPERATIONAL** Emergency or same-day service availability detected -- AI agents can prioritize this business for urgent requests
- **OPERATIONAL** AI language models can read a structured summary of your business, services, and contact information
- **INFORMATIONAL** AI agents can extract some product or service information, but incomplete data limits comparison accuracy
- **OPERATIONAL** Your site has an intentional AI bot access policy -- agents know whether they are welcome

#### WHAT TO FIX

- Create an agent-card file (agent.json) at /.well-known/agent.json. This tells AI agents your capabilities, services, and how to interact with your business programmatically. Part of the A2A (Agent-to-Agent) protocol standard. **[Easy | 15 min]**

#### COPY INTO YOUR SITE

##### TEMPLATE · /.WELL-KNOWN/AGENT.JSON

```

1  {
2    "name": "The Plumbing Authority",
3    "description": "[YOUR BUSINESS DESCRIPTION]",
4    "url": "https://www.theplumbingauthority.com",
5    "capabilities": ["booking", "quotes", "payments"],
6    "contact": {
7      "phone": "[YOUR PHONE]",
8      "email": "[YOUR EMAIL]"
9    }
10 }
```

- Consider implementing UCP (Universal Commerce Protocol) or ACP (Agentic Commerce Protocol) for standardized AI shopping agent interaction. These emerging protocols enable direct agent-to-business transactions. **[Hard | 2-4 hours]**
- Add FAQPage schema markup so AI agents can extract answers to common questions before initiating transactions. This pre-transaction information helps agents qualify your business for user requests. **[Medium | 1 hour]**

# Data Reliability

# 86

Is your operational data structured, accurate, and consistent so AI agents can extract and act on it reliably?

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## WHAT AI AGENTS FOUND

- **OPERATIONAL** AI agents can extract structured service and product information from your site
- **OPERATIONAL** AI agents can browse your full service catalog programmatically
- **OPERATIONAL** AI agents can verify your business hours before booking or recommending you to customers
- **OPERATIONAL** AI agents can precisely locate your business and route customers to you
- **OPERATIONAL** AI agents can extract and compare your pricing with competitors in real time
- **OPERATIONAL** AI agents can access all of your page content directly
- **OPERATIONAL** AI agents can determine your service area and filter your business by location for customers
- **OPERATIONAL** AI agents can extract your contact information programmatically
- **OPERATIONAL** AI agents can reliably verify your business identity - - contact information is consistent across your site
- **OPERATIONAL** AI agents can trust your business hours data - - it appears current and reliable
- Some signs of recent maintenance, but AI agents may question whether your data is fully current
- **OPERATIONAL** Secure connection with valid certificate - - AI agents can safely interact with your site
- **OPERATIONAL** AI agents can confidently verify your business identity across your site

# What We Detected

Technology platforms identified during our scan.

| CATEGORY               | DETECTED                                             |
|------------------------|------------------------------------------------------|
| CMS / Website Platform | WordPress                                            |
| Analytics              | Google Analytics, Google Tag Manager, Facebook Pixel |

Detected from HTML, scripts, and metadata. Actual stack may include additional tools not visible externally.

# Local Competitor Comparison

How you compare against the top - scoring plumber businesses in your area.

| DIMENSION                | THEPLUMBINGA... | TENNESSEE STA... | SCOTT'S PLUMB... | GOHERO HOME ... |
|--------------------------|-----------------|------------------|------------------|-----------------|
| Overall                  | 94              | 72               | 57               | 57              |
| Agent Accessibility      | 73              | 45               | 44               | 46              |
| Transaction Completeness | 98              | 46               | 59               | 59              |
| Data Reliability         | 86              | 95               | 52               | 68              |

Green indicates you match or exceed the competitor. Red means they are better positioned for AI agents in that area.

Source: GradeForAI Benchmark Database, n=480,000+ businesses scored. Methodology v6.2.

# 09

## OPTIMIZATION ROADMAP

A quarterly cadence to maintain and extend your advantage.



# Quarterly Optimization Roadmap

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With a score of 94/100, your priority shifts from fixing gaps to maintaining your position and adopting emerging standards before competitors.

## THIS MONTH -- PROTOCOL ADOPTION

Quick wins that signal advanced AI readiness.

- Add llms.txt to your site root describing your business for AI language models
- Create /.well-known/agent.json with your capabilities and transaction endpoints
- Review and expand schema.org markup for any missing operational fields

## NEXT QUARTER -- COMPETITIVE MONITORING

Track your position and respond to market shifts.

- Schedule monthly rescans to track score changes and competitor movement
- Monitor for new AI agent protocols and standards as they emerge
- Test your transaction flow from an AI agent perspective quarterly

## ONGOING -- EMERGING STANDARDS

Longer-term investments in the agentic commerce ecosystem.

- Evaluate UCP/ACP protocol integration for direct agent-to-business transactions
- Consider MCP (Model Context Protocol) server for programmatic business interactions
- Build internal AI agent testing into your QA process for website changes

# 10

## TWO PATHS FORWARD

Choose DIY implementation or let us handle it.

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# Two Paths Forward

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## Path 1 -- Self-Managed

Use the optimization roadmap in this report to maintain your advantage. The protocol adoption steps (llms.txt, agent.json) take under 30 minutes and keep you ahead of competitors.

- Optimization roadmap with timelines
- Ready-to-paste protocol files
- Competitive monitoring guidance
- Emerging standards briefing

Cost: Your time (minimal)

## Path 2 -- Managed Optimization

We implement the advanced optimizations, set up competitive monitoring, and keep your AI agent readiness at the leading edge. Ideal if you want to stay ahead without tracking protocol changes yourself.

- All protocol files configured
- Schema.org optimization audit
- Monthly competitive position monitoring
- Quarterly rescan and adjustment
- Priority support for AI agent issues

Starting at \$500/quarter

[hello@grade4rai.com](mailto:hello@grade4rai.com)

Or reply directly to the email that delivered this report.

# About GradeForAI

GradeForAI operates the largest AI Agent Preference scoring database in the world. We have scored over 480,000+ businesses across 170+ verticals and 350+ cities, measuring how ready each business is for the AI agent economy.

|                   |                    |                |
|-------------------|--------------------|----------------|
| 480,000+          | 4                  | 350+           |
| Businesses Scored | Scoring Dimensions | Cities Covered |

AI Agent Preference is a category we created because existing frameworks (SEO, AEO) do not address whether AI agents can physically use a website - - navigate it, extract data, and complete transactions. As AI agents become the primary interface between consumers and businesses, agent readiness determines which businesses get customers.

Questions about this report? Email [hello@gradeforai.com](mailto:hello@gradeforai.com) or visit [gradeforai.com](https://gradeforai.com).

# Disclaimer

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This report represents a point-in-time assessment based on publicly available information and automated analysis. Scores may change as your website evolves, as AI agent technology advances, and as our methodology improves. This report does not constitute legal, financial, or technical advice. Consult qualified professionals as appropriate.

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