RankPrompt

Progressive WINDOWS & DOORS

AI VISIBILITY AUDIT AND CITY PLAN

AI knows Progressive builds windows. In your six cities, it names someone else.

What ChatGPT, Google, Perplexity and Claude say today when people in Enid, Edmond, Kingfisher, Weatherford, Clinton and Elk City ask about windows and doors, city by city, and the 12-week plan to change it.

6	288	12	12
cities	AI answers checked	pages to build	weeks

Progressive WINDOWS & DOORS

Prepared for Progressive Windows & Doors

With Nativz · baseline run November 27, 2026 · work starts December 1

WHERE WE START

AI knows what you make. It doesn't connect you to the towns yet.

We asked 12 buyer questions in each of your six cities on four AI platforms: 288 answers in all.

34

of 288 answers name you
12% across the six cities. This is the number the plan moves.

17

of 24 on one question
"Are there window manufacturers near here that sell direct to homeowners?" You own this one.

17

of 264 on everything else
6%. Best company, cost, doors, storms, warranty: other names come up.

0

pages name these cities
We read all 11 pages and 13 articles on your site. None mentions Enid, Edmond or the other four.

The hard part is already true. You build the windows in Fairview and have since 2000. AI repeats that when it's asked about manufacturers. Most installers can't say it.

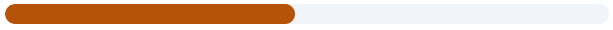
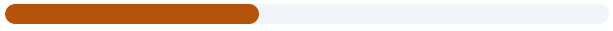
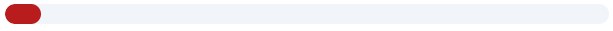
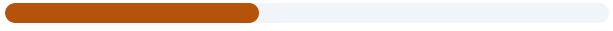
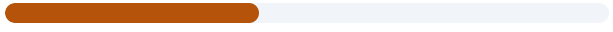
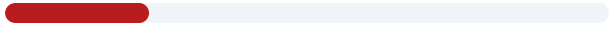
Nothing ties you to a town. When someone asks for the best window company in Edmond, AI looks for pages and listings about Edmond. You don't have one yet.

The gap is specific. We know which questions, in which city, and whose page is being quoted. The next slides show it, then go city by city.

CITY BY CITY

Enid is the best place to start. Edmond is the longest road.

Answers that name Progressive, out of 48 per city (12 questions on four AI platforms), and the three names AI gives most often.

CITY		NAMED IN		WHO AI NAMES MOST THERE
Enid Month 1		8 of 48	17%	Enid Siding and Windows, Oklahoma Glass, Enid Glassworks
Kingfisher Month 1		7 of 48	15%	Window World, Sooner State Home Improvements, Thermal Windows, Inc.
Edmond Month 2		1 of 48	2%	Red River, Window World, Redbud Home Performance Solutions
Weatherford Month 2		7 of 48	15%	Southwest Glass & Mirror, Window World, Champion Windows
Clinton Month 3		7 of 48	15%	Holman Siding & Remodeling, Window World, Anthony's Siding & Windows
Elk City Month 3		4 of 48	8%	Western Oklahoma Window & Door, 1HundredX Roofing, Window World

Woodward came up on the November 13 call but wasn't on the emailed list, so we tested it too: named in 11 of 48 answers (23%), your best result anywhere. It isn't in this plan. Say the word and it becomes city seven.

QUESTION BY CITY

One question carries you. Eleven are open.

How many of the four AI platforms named Progressive for each question in each city. Green is 3 or 4, amber is 1 or 2.

	THE QUESTION WE ASKED	ENID	KINGFISHER	EDMOND	WEATHERFORD	CLINTON	ELK CITY	SIX CITIES
Factory direct	Are there window manufacturers near [city] that sell direct to homeowners?	2	3	1	4	3	4	17 of 24
Best company	Who installs replacement windows near [city]?	2	0	0	0	0	0	2 of 24
Best company	Best vinyl replacement windows in [city]	0	1	0	1	0	0	2 of 24
Best company	Best window replacement company in [city]	1	1	0	0	1	0	3 of 24
Trust	Locally owned window companies near [city] with good reviews	1	0	0	0	0	0	1 of 24
Trust	Window companies near [city] with the best warranty	0	1	0	1	2	0	4 of 24
Cost	How much does window replacement cost in [city] and which companies are fairly priced?	0	0	0	0	0	0	0 of 24
Cost	Window companies in [city] that offer financing	0	1	0	0	0	0	1 of 24
Doors	Patio door replacement companies near [city]	1	0	0	0	1	0	2 of 24
Doors	Who installs entry doors and storm doors in [city]?	0	0	0	0	0	0	0 of 24
Storms and energy	Best energy efficient windows for homes in [city] and who installs them	0	0	0	1	0	0	1 of 24
Storms and energy	Who replaces hail or storm damaged windows in [city]?	1	0	0	0	0	0	1 of 24

THE PAGES BEHIND THE ANSWERS

The companies AI names have a page for that town

Most AI answers link to the pages they read. These are the ones it quoted in your cities on November 27 (all seven cities tested, Woodward included).

COMPETITOR PAGES WRITTEN FOR ONE OF YOUR CITIES

The Glass Guru	theglassguru.com/locations/edmond-ok	Edmond	10
Renewal by Andersen	renewalbyandersenpros.com/locations/ok/enid	Enid	9
Window World	windowworldokc.com/edmond-ok	Edmond	8
405 Windows	405windowsokc.com/service-areas/edmond	Edmond	7
Sooner State Home Improvements	soonerstatehomeimprovements.com/service-area/kingfisher	Kingfisher	7
1HundredX Roofing	1hundredxroofing.com/service-area/elk-city-ok-window-replacement	Elk City	7
Continental Siding	continentalsiding.com/locations/enid-ok	Enid	7

DIRECTORIES AI QUOTED MOST

Yellow Pages	91
Angi	66
BBB	64
Yelp	51

Your site: 36 of 1,518 citations (2.4%)

23 of the 36 are your homepage. Google Maps links left out of the count.

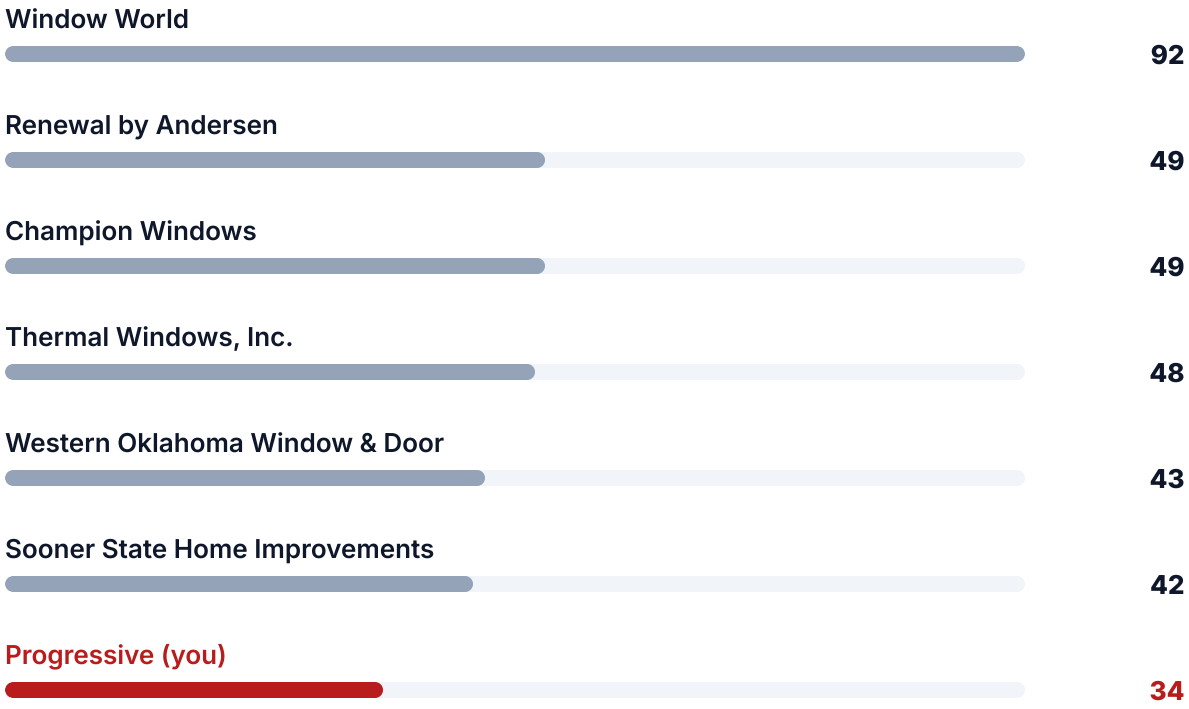
→ **That's the whole plan in one slide.** Give AI a real page about you in each city, answer the questions buyers ask, and make the four directories say the same thing your site says.

WHO AI NAMES INSTEAD

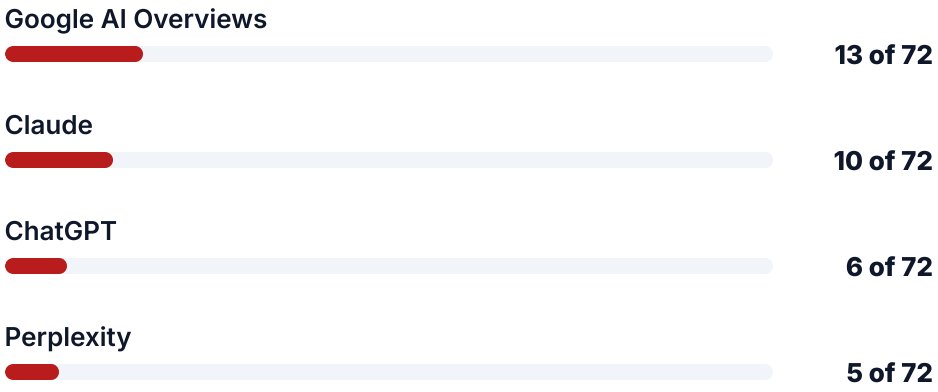
Window World is named in 92 answers. You are named in 34.

Answers that name each company, out of the 288 we collected in your six cities. Your bar is drawn to the same scale.

COMPANIES NAMED WHEN BUYERS ASK ABOUT WINDOWS AND DOORS



ANSWERS THAT NAME YOU, BY AI PLATFORM



72 answers per platform. Google's AI answers name you most, ChatGPT and Perplexity least. Each bar is drawn against all 72.

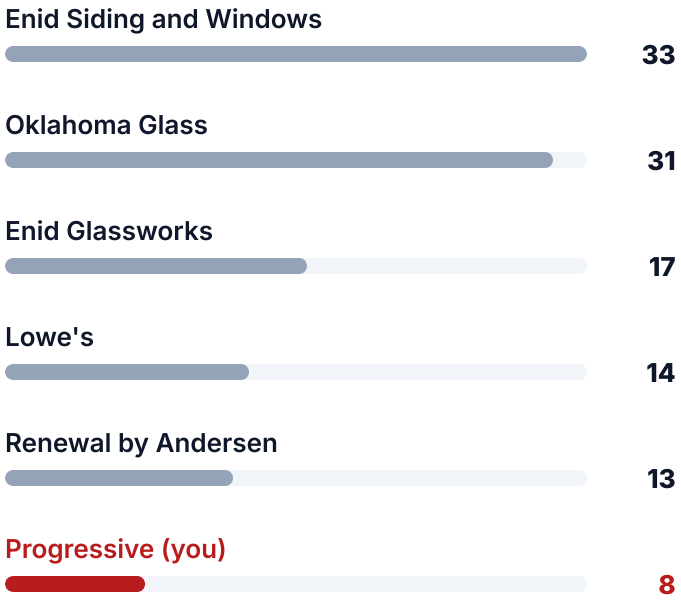
⚠ **The top three are national brands.** Most of the rest are local installers and glass shops with a page or a listing for the town. You are the one that builds the windows.

CITY BY CITY › ENID

Enid: named in 8 of 48 answers

Local names lead: a siding company and two glass shops. You told us on November 13 this is where your customer base is strongest, so it goes first.

WHO AI NAMES IN ENID



QUESTIONS WHERE YOU WERE NAMED (6 OF 12)

2 of 4	Are there window manufacturers near Enid that sell direct to homeowners?
2 of 4	Who installs replacement windows near Enid?
1 of 4	Patio door replacement companies near Enid
1 of 4	Locally owned window companies near Enid with good reviews
1 of 4	Who replaces hail or storm damaged windows in Enid?
1 of 4	Best window replacement company in Enid

On the other 6 questions, no platform named you.

TOWN PAGES AI QUOTED HERE

Renewal by Andersen — renewalbyandersenpros.com/locations/ok/e... — 9

Continental Siding — continentalsiding.com/locations/enid-ok — 7

WHAT WE BUILD

Month 1 An Enid page with your jobs, photos and reviews from the town, Enid named in your site code and service-area section, and review requests to Enid customers.

CITY BY CITY › KINGFISHER

Kingfisher: named in 7 of 48 answers

Window World and Sooner State Home Improvements lead, and Sooner State has a Kingfisher page AI quotes.

WHO AI NAMES IN KINGFISHER

Window World	23
Sooner State Home Improvements	17
Thermal Windows, Inc.	15
M. Rhodes Company	8
IBEX Window & Door	8
Progressive (you)	7

QUESTIONS WHERE YOU WERE NAMED (5 OF 12)

- 3 of 4 — Are there window manufacturers near Kingfisher that sell direct to homeowners?
- 1 of 4 — Window companies near Kingfisher with the best warranty
- 1 of 4 — Best window replacement company in Kingfisher
- 1 of 4 — Window companies in Kingfisher that offer financing
- 1 of 4 — Best vinyl replacement windows in Kingfisher

On the other 7 questions, no platform named you.

TOWN PAGES AI QUOTED HERE

Sooner State Home Improvements 7
soonerstatehomeimprovements.com/servic...

WHAT WE BUILD

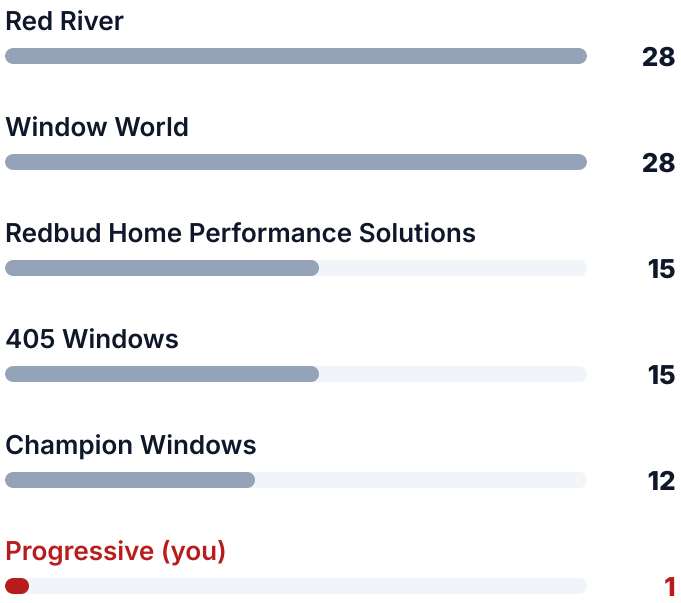
Month 1 A Kingfisher page with your jobs, photos and reviews from the town, Kingfisher named in your site code and service-area section, and review requests to Kingfisher customers.

CITY BY CITY › EDMOND

Edmond: named in 1 of 48 answers

The lowest of the six. It sits in the Oklahoma City market, and three companies have an Edmond page that AI quotes.

WHO AI NAMES IN EDMOND



QUESTIONS WHERE YOU WERE NAMED (1 OF 12)

1 of 4 Are there window manufacturers near Edmond that sell direct to homeowners?

On the other 11 questions, no platform named you.

TOWN PAGES AI QUOTED HERE

The Glass Guru	theglassguru.com/locations/edmond-ok	10
Window World	windowworldokc.com/edmond-ok	8
405 Windows	405windowsokc.com/service-areas/edmond	7

WHAT WE BUILD

Month 2 An Edmond page with your jobs, photos and reviews from the town, Edmond named in your site code and service-area section, and review requests to Edmond customers.

CITY BY CITY › WEATHERFORD

Weatherford: named in 7 of 48 answers

One local glass shop leads by a wide margin. The Yellow Pages listing page for Weatherford was cited 26 times.

WHO AI NAMES IN WEATHERFORD



QUESTIONS WHERE YOU WERE NAMED (4 OF 12)

- 4 of 4 — Are there window manufacturers near Weatherford that sell direct to homeowners?
- 1 of 4 — Best vinyl replacement windows in Weatherford
- 1 of 4 — Best energy efficient windows for homes in Weatherford and who installs them
- 1 of 4 — Window companies near Weatherford with the best warranty

On the other 8 questions, no platform named you.

TOWN PAGES AI QUOTED HERE

Yellow Pages — yellowpages.com/weatherford-ok — **26**

WHAT WE BUILD

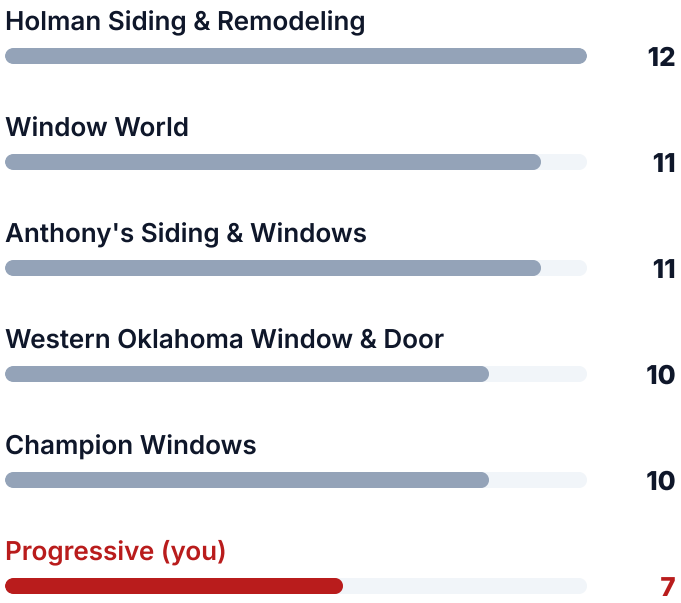
Month 2 A Weatherford page with your jobs, photos and reviews from the town, Weatherford named in your site code and service-area section, and review requests to Weatherford customers.

CITY BY CITY › CLINTON

Clinton: named in 7 of 48 answers

The most open of the six. No company is named in more than 12 of 48 answers, so there is no settled favourite to displace.

WHO AI NAMES IN CLINTON



QUESTIONS WHERE YOU WERE NAMED (4 OF 12)

- **3 of 4** Are there window manufacturers near Clinton that sell direct to homeowners?
- **2 of 4** Window companies near Clinton with the best warranty
- **1 of 4** Best window replacement company in Clinton
- **1 of 4** Patio door replacement companies near Clinton

On the other 8 questions, no platform named you.

TOWN PAGES AI QUOTED HERE

No single town page stood out in the pages AI quoted most. Directories carry the answers here.

WHAT WE BUILD

Month 3 A Clinton page with your jobs, photos and reviews from the town, Clinton named in your site code and service-area section, and review requests to Clinton customers.

CITY BY CITY › ELK CITY

Elk City: named in 4 of 48 answers

One local company leads clearly, and a roofing company is second. It has a page for window replacement in Elk City that AI quotes.

WHO AI NAMES IN ELK CITY

Western Oklahoma Window & Door	27
1HundredX Roofing	13
Window World	13
Thermal Windows, Inc.	9
IBEX Window & Door	8
Progressive (you)	4

QUESTIONS WHERE YOU WERE NAMED (1 OF 12)

4 of 4 Are there window manufacturers near Elk City that sell direct to homeowners?

On the other 11 questions, no platform named you.

TOWN PAGES AI QUOTED HERE

1HundredX Roofing 7
1hundredxroofing.com/service-area/elk-city...

WHAT WE BUILD

Month 3 An Elk City page with your jobs, photos and reviews from the town, Elk City named in your site code and service-area section, and review requests to Elk City customers.

THE PLAN IN ONE SLIDE

Five levers, in the order they pay off

Each one traces back to something in the data. Nothing here is a guess about your market.

Fix the foundations

Site code (schema) that says where you are and where you work. The six cities named on the site. The leftover Sample Page removed.

Site check, Nov 27

A page for each city

Six pages, two a month, each with its own jobs, photos and reviews. Today you're named in 34 of 288 answers with no city page at all.

City report

Pages that answer the question

Cost, patio doors, storms, entry doors, warranty. These questions named you 10 times in 192 answers.

City report

Listings and reviews

Yellow Pages, Angi, BBB and Yelp were quoted 272 times. They need to show the same name, phone, cities and 20-year warranty as your site.

Cited sources

Google profile

Google's AI answers pull from Maps listings. We audit the profile against the site, then post twice a month.

Needs profile access

This works alongside your Google Ads, not in place of them. Ads bring the measures in this month. These pages make you the name AI gives next quarter, and each city page is also a better landing page for that city's ad traffic. Chris and the Nativz team stay on ads. We stay in step with them.

THE ROLLOUT

Two cities a month, strongest ground first

Every city gets the foundations in month 1. The city pages follow in this order.

MONTH 1 · DECEMBER

Enid and Kingfisher

Start where you're already known

Enid: named in 8 of 48. Kingfisher: 7 of 48. You told us Enid is where your customer base is strongest. Local names lead there (Enid Siding and Windows, Oklahoma Glass), and a factory in Fairview is a better story than theirs.

MONTH 2 · JANUARY

Edmond and Weatherford

Put the hardest one up early

Edmond: named in 1 of 48, the lowest of the six. Window World, 405 Windows and The Glass Guru each have an Edmond page. Weatherford: 7 of 48. Edmond goes live at the start of the month so it has eight weeks to register before the 90-day review.

MONTH 3 · FEBRUARY

Clinton and Elk City

Finish the western pair together

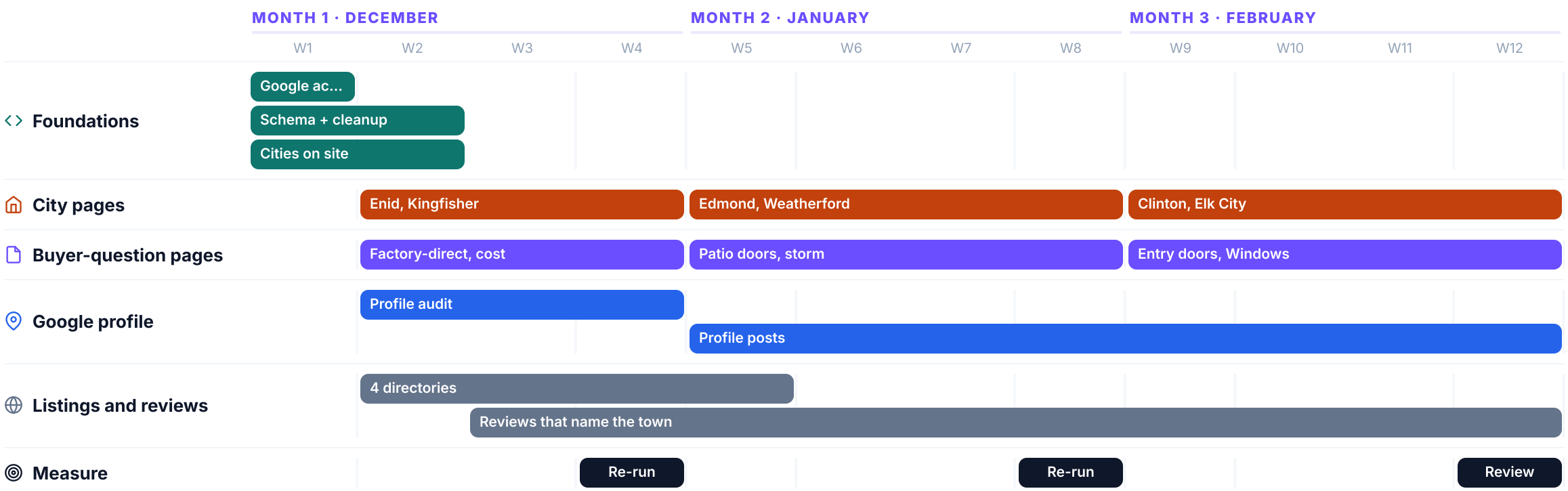
Clinton: 7 of 48. Elk City: 4 of 48. Western Oklahoma Window & Door is the name AI gives most in Elk City and one of the top four in Clinton, so the two pages share research and go out back to back.

The order is yours to change. If a city matters more to the sales team this winter, we swap it forward. The work per city is the same whatever its size.

ROADMAP

12 weeks, week by week

Four pages a month: two city pages and two buyer-question pages. Week 1 starts December 1.



ROADMAP › MONTH 1 (WEEKS 1-4)

Foundations, Enid and Kingfisher, and your factory story

Weeks 1 and 2 need your answers and Google profile access. After that we need your page reviews and the review requests.

FOUNDATIONS · W1

Google access and your selling points

Google Business Profile and Search Console access (we already have the website), plus the product differentiators Jeromy offered on November 13.

Together

FOUNDATIONS · W1-W2

Local business schema and cleanup

The code that tells Google and AI who you are (schema) gives your name and nothing about where you work. We add your address, phone and the six cities, and remove the leftover Sample Page.

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FOUNDATIONS · W1-W2

Name the six cities on the site

No page on progressivewindow.com names any of the six today. A service-area section goes on Home and Contact, linking to each city page as it goes live.

RankPrompt

GOOGLE PROFILE · W2-W4

Google profile audit and setup

Categories, services, service areas and photos, checked line by line against the site. Starts the day profile access arrives.

RankPrompt

LISTINGS AND REVIEWS · W2-W5

Check and correct the four directories AI quotes

Yellow Pages, Angi, BBB and Yelp were cited 272 times across the seven cities we tested. We check each one, then match name, phone, cities and warranty to your site.

Together

CITY PAGES · W2-W4

Enid and Kingfisher pages

Your strongest starting points. Each page gets its own jobs, photos, reviews and local detail. No copied template.

RankPrompt

BUYER-QUESTION PAGES · W2-W4

Factory-direct and cost pages

A made-in-Fairview, factory-direct and warranty page, then a plain cost guide. Cost questions named you once in 48 answers.

RankPrompt

MEASURE · W4

Re-run the report

The same 12 questions in the same six cities. You get a one-page summary. Expect little movement this early.

RankPrompt

What you'll have by the end of December: a site that says where you work, Enid and Kingfisher pages live, a factory-direct page and a cost guide, a Google profile checked line by line, and the four directory fixes under way.

ROADMAP › MONTHS 2 AND 3 (WEEKS 5-12)

Four more cities, and the questions buyers ask most

Two city pages and two buyer-question pages a month, each reviewed by you before it goes live.

CITY PAGES · W5-W8

Edmond and Weatherford pages

Edmond is the hardest of the six, so its page goes up first in month 2 to give AI as much time as possible before the 90-day review.

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BUYER-QUESTION PAGES · W5-W8

Patio door and storm pages

Door questions named you 2 times in 48 answers, hail and energy questions 2 in 48. One page for each.

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GOOGLE PROFILE · W5-W12

Google profile posts

Two posts a month, each linking to a page that just went live.

RankPrompt

LISTINGS AND REVIEWS · W3-W12

Reviews that name the town

Ask recent customers in each of the six cities for a Google review. We send the wording and the link. You make the ask.

Progressive

CITY PAGES · W9-W12

Clinton and Elk City pages

The two western cities. Western Oklahoma Window & Door leads in Elk City and is one of the top four names in Clinton.

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BUYER-QUESTION PAGES · W9-W12

Entry doors and the Windows page

An entry door page, and a rebuild of the Windows page around vinyl replacement windows.

RankPrompt

MEASURE · W8-W12

Week 8 re-run, then the 90-day review

The same 12 questions in the same six cities at week 8 and again at week 12, side by side with today, plus what to do next.

RankPrompt

AFTER DAY 90

Not in this plan yet

Woodward, Texas and Kansas, and new articles. We size them at the 90-day review, using what moved.

⚠ **We left things out on purpose.** Four pages a month is a pace we can keep while doing each one properly. If a re-run shows a bigger gap somewhere else, we change the order and tell you why.

THE 12 PAGES

What gets written, and the number behind each one

Ordered by where the gap is widest. Orange dots are city pages, purple are buyer-question pages.

MONTH 1

- **Windows and doors in Enid** — New
  Named in 8 of 48 Enid answers
- **Windows and doors in Kingfisher** — New
  Named in 7 of 48 Kingfisher answers
- **Made in Fairview: factory direct, with a 20-year warranty** — New
  Your strongest question (17 of 24), no page behind it
- **What replacement windows cost in Oklahoma** — New
  Cost and financing: 1 of 48

MONTH 2

- **Windows and doors in Edmond** — New
  Named in 1 of 48 Edmond answers
- **Windows and doors in Weatherford** — New
  Named in 7 of 48 Weatherford answers
- **Patio door replacement** — New
  Doors: 2 of 48
- **Windows for hail, wind and Oklahoma summers** — New
  Storms and energy: 2 of 48

MONTH 3

- **Windows and doors in Clinton** — New
  Named in 7 of 48 Clinton answers
- **Windows and doors in Elk City** — New
  Named in 4 of 48 Elk City answers
- **Entry doors** — New
  Entry and storm door question: 0 of 24
- **Vinyl replacement windows (the Windows page)** — Rebuild
  The three window questions: 7 of 72

Your site, your voice. The articles already on your blog stay as they are. These pages are written from your facts: your products, your warranty, your jobs in that town. Nothing is published that you haven't read.

WHAT WE NEED FROM YOU

8 things. Your selling points and the Enid details get us started

Most of these are a one-line reply. We already have website access, so the site work starts December 1 either way.

ACCESS Your Google Business Profile and Search Console. We already have the website. If Nativz already holds either of these, we get them from Chris and you do nothing.

PROVIDE The selling points and competitor comparisons Jeromy offered on November 13. They go straight into the factory-direct page.

PROVIDE For each city: a few jobs you've done there, photos, and one or two customers happy to be asked for a review. Enid and Kingfisher first.

CONFIRM Do you offer financing, storm doors and insurance work on storm damage? Each one decides whether a page can say so.

CONFIRM The price ranges you're comfortable publishing on the cost page, the exact terms of the 20-year warranty, and that we can say the windows are built in Fairview.

DECIDE Woodward: add it as a seventh city now, or hold it for the 90-day review?

DECIDE The city order. We suggest Enid and Kingfisher, then Edmond and Weatherford, then Clinton and Elk City.

DECIDE Who reviews pages on your side, and how long they need. We suggest three business days per page.

HOW WE'LL MEASURE IT

What we commit to, and what we estimate

The first four are work we deliver, as long as your answers and page reviews arrive on time. The last two are results, measured by re-running the same report.

City pages live

0 → 6

Two a month. Enid and Kingfisher by week 4.

Buyer-question pages live

0 → 6

Five new pages and the Windows page rebuilt.

Directories checked and matched

? → 4

Yellow Pages, Angi, BBB and Yelp. Not audited yet, so today's number is unknown.

Cities named in your site code

0 → 6

Plus your Fairview address and phone, which the schema leaves out today.

Answers that name you, six cities

12% → 20-30%

Today: 34 of 288. Our estimate, not a guarantee.

Outside the factory-direct question

6% → 15-25%

Today: 17 of 264. Our estimate, not a guarantee.

AI answers change slowly. In our experience a new page takes 4 to 8 weeks to show up. Month 1 pages should show in the week 8 and week 12 re-runs. Month 3 pages will mostly show after day 90.

RISKS AND DEPENDENCIES

What could slow this down, and how we handle it

⚠ Your details come first

City pages are written from your jobs, photos and selling points. A page waits until we have them, so every week they slip, that page slips a week.

⚠ AI takes time to notice

Pages take 4 to 8 weeks to appear in answers. Week 4 falls on Christmas, so expect the clearest movement in the week 8 and week 12 reports.

⚠ Edmond is crowded

It sits in the Oklahoma City market, where national brands already have Edmond pages. It will move slower than Enid, and we'll say so in each report.

⚠ Facts we can't confirm stay out

Financing, storm doors, insurance work, price ranges and warranty terms. A page waits until you confirm what it says.

Built from: a Rank Prompt report run November 27, 2026 (12 questions in each of 7 cities on ChatGPT, Perplexity, Google AI Overviews and Claude, 336 answers, of which 288 are the six cities in this plan); the statewide baseline from November 13, 2026 (30 questions, 120 answers, named in 23); a read of all 11 pages and 13 articles in progressivewindow.com's sitemap on November 27; the November 13 call and the city list Jeromy sent that day. The Google profile and the directory listings have not been audited yet. Capacity: four pages a month, plus fixes, profile work, listings and a monthly report.

RankPrompt

We're ready for December 1

First steps: Google profile access, your selling points, and a few Enid and Kingfisher jobs we can write about.