MONSOON RESEARCH LAB

MEDIA BRIEF

Google and AI do not show the same Lubbock.

What 6,000 sampled Google and AI responses reveal across 20 Lubbock business verticals.

Visible on Google, rarely named by an AI

About 57% (139 of 244) of tracked business website groups that appeared in Google's sampled top ten were rarely detected on at least one AI platform. This is low detection in sampled answers, not complete absence from AI.

Check the evidence

The assistant changes the local names you see

CoNetrix was named in 50/50 sampled ChatGPT answers and 0/50 Claude answers. Gorilla Law Firm showed the opposite contrast: 1/50 on ChatGPT and 40/50 on Claude. These are examples of platform differences, not a ranking of the assistants.

Check the evidence

The gap reaches restaurants and dentists

The pattern also appears in everyday local services: 14 of 21 tracked Google-visible restaurant website groups and 16 of 25 dentist groups were detected fewer than 5/50 times on at least one AI platform, even when known uncertain matches count as possible detections.

Check the evidence

Rare means fewer than 10% of sampled answers on at least one of four AI platforms: fewer than 5/50 for a single-vertical group, or 10/100 when two verticals are pooled. It does not mean absent.

Read the research and download the charts

How to report the findings

20 verticals x five paired questions x ten repetitions x six configurations = 6,000 selected usable responses. Collection: September 9 to 10, 2026, Lubbock time. Questions were deliberately selected, not sampled from consumer traffic.

The 244 tracked business website groups each appeared at least once in a sampled Google top ten. They are not a census of Lubbock businesses or 244 consistently high-ranking businesses. Names and domains are different measurements; neither is a recommendation or business-quality score.

The low-detection threshold was selected after collection. This is exploratory analysis, not a preregistered endpoint.

Reviewed name variants are included. Known uncertain matches count as possible detections; two identity-uncertain groups remain in the denominator but cannot qualify. Unknown aliases can still affect counts.

Sector counts use each vertical separately and should not be summed into a citywide total. Questions differ by vertical; ten repetitions are not ten independent consumer samples.

Google counts domain appearances. AI business examples count specified name matches, not recommendations. API and scraped configurations differ; 981 ChatGPT responses had unknown model labels. Gemini link metadata was sparse. Repetitions may be dependent.

Study v2 includes six same-question ChatGPT retries and a replacement of one paired personal-injury question across all six configurations. The September 11 editorial update uses the same observations and reviewed name counts. Original documents remain archived. These are not changes in business performance over time.

No claims of causation, consumer market share, business quality, validated category winners or statewide representativeness are made.

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Caleb Monroe co-founded Monsoon with Travis Gibson in 2016. He leads the Lubbock agency's AISEO, SEO and digital strategy work and serves as Executive Director of Gethsemane Foster Initiative. Full approved biography and interview contact are on the press page.

Produced by Monsoon Research Lab. Businesses were identified through the sampled searches. Client status did not influence inclusion or the reported results, as confirmed by Monsoon. Examples illustrate observed contrasts and are not randomly selected, endorsements or business-quality rankings. Monsoon works in SEO and AI-search visibility. This study is intended as a public research resource, not a sales report.

Full methodology, version history and correction process

Attribution: Monsoon Research Lab, Lubbock Edition, September 2026, study v2