



MEDIA BRIEF

# One city. Different paths to discovery.

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

## A Google presence is not an AI presence

Gorilla Law Firm's domain appeared in the Google top ten in 50/50 sampled organic results. Its name matched 1/50 usable ChatGPT answers and 40/50 Claude answers.

[Check the evidence](#)

## Yelp occupies much of the sampled Google front page

A Yelp domain appeared in 665/1000 sampled Google top tens and 809/1000 top twenties. Mobile and main domains are deduplicated within each result.

[Check the evidence](#)

## Google AI Overviews vary by vertical

Google returned AI Overview panels in 599/1000 organic observations. Foundation repair had 49/50, versus 2/50 for personal injury law. One returned panel had no answer text.

[Check the evidence](#)

These are selected, descriptive contrasts. Google top-ten appearances, AI name matches and AI Overview panels are different measures, not a combined business ranking.

[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.

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 post-collection replacement of one paired personal-injury question on all six configurations. Original observations remain archived. This changes the question set, not evidence of business improvement. Structural and count checks are automated, not independent semantic review.

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](#)