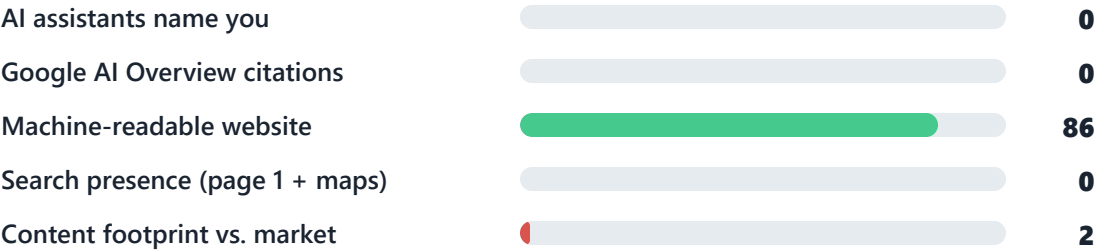


What AI says when customers ask about **Sprague AI**

Ai Marketing Agency · Ukiah, CA · spragueai.com · August 08, 2026



Why this matters now

45% of consumers now use AI to find local businesses — up from 6% a year ago (BrightLocal). When an AI Overview appears on Google, clicks to websites drop roughly by half (Pew Research). The businesses AI names get the customer; everyone else has a website nobody reaches.

How we measured: we asked a leading AI assistant (Claude) the 8 questions your customers actually ask, pulled 5 live Google results pages for AI Overview presence, audited spragueai.com's machine-readability, and compared your search footprint against the market — all on August 08, 2026. AI answers vary by assistant and day; this is a representative sample, and every quote in this report is verbatim.

The questions your customers ask AI

QUESTION + THE AI'S VERBATIM ANSWER	YOU	WHO GOT NAMED INSTEAD
who is the best AI marketing agency near Ukiah CA <i>"I don't have specific verified information about AI marketing agencies located near Ukiah, CA. Ukiah is a smaller market, so there may not be many agencies specializing specifically in AI marketing right in town. ## Here's What I'd Suggest: **Search Strategi..."</i>	NOT MENTIONED	Clutch.co, LinkedIn, Santa Rosa, UpCity
can you recommend a good AI marketing agency in the Ukiah area <i>"I don't have specific knowledge of AI marketing agencies located in Ukiah, California. Ukiah is a smaller market, so there may be limited options locally. Here's what I'd suggest: **To find local options:** - Search Google for "AI marketing agency Ukiah CA" ..."</i>	NOT MENTIONED	LinkedIn, Sacramento, San Francisco Bay Area, Santa Rosa, Sonoma County, Ukiah Chamber of Commerce
what are the best AI marketing agencies serving Ukiah California <i>"# AI Marketing Agencies Serving Ukiah, California I want to be straightforward with you: **I don't have specific verified information about AI-focused marketing agencies based in or specifically serving Ukiah, CA** (Mendocino County area). ## Honest Assessme..."</i>	NOT MENTIONED	Clutch.co, North Bay or Mendocino County, Ukiah Chamber of Commerce, Yelp
how much does an AI marketing agency typically charge for small businesses in Ukiah <i>"### AI Marketing Agency Pricing for Small Businesses in Ukiah, CA I don't have specific data on AI marketing agencies based in Ukiah specifically, but here's realistic pricing guidance: ### Typical Price Ranges **Monthly Retainer Models:** - Basic packages: ..."</i>	NOT MENTIONED	Mendocino County market, Santa Rosa or the broader North Bay area, Upwork or Fiverr
is it worth hiring an AI marketing agency for my business in Ukiah CA <i>"### Hiring an AI Marketing Agency in Ukiah, CA - Is It Worth It? **Honest answer: It depends on your situation.** Here's a practical breakdown: --- ### When It's Probably Worth It - Your annual revenue is **\$300K+** and you have marketing budget to spare - Y..."</i>	NOT MENTIONED	Google Maps optimization, Google reviews, Optimize your Google Business Profile
what should I look for when choosing an AI marketing agency in the Ukiah area <i>"# Choosing an AI Marketing Agency in the Ukiah Area **Honest note first:** Ukiah, CA is a smaller market, so you may find limited options for agencies *specifically* in Ukiah.</i>	NOT MENTIONED	Google and Yelp, Mendocino County SBDC

*You'll likely need to consider agencies in the broader **North Bay/Sonoma County ar..."*

can you tell me about Sprague AI reviews and if they are reputable

NAMED

asked by name

Google Reviews, Reddit, Sprague AI, Trustpilot

*"I don't have specific information about a company called **Sprague AI** in my knowledge base. This could be because: - It may be a **smaller or newer company** that isn't well documented in my training data - The name might be slightly different from what I h..."*

is Sprague AI a legit marketing agency and what do customers say about them

NAMED

asked by name

Clutch.co, Google Reviews, Sprague AI, Trustpilot

*"I don't have specific information about **Sprague AI** in my training data. This could mean: - They're a **newer or smaller agency** that wasn't prominently covered in my training data - The name might be slightly different from what I have records of - They ..."*

Google's AI layer & your site's machine-readability

Live Google results for your money questions

QUESTION	AI OVERVIEW SHOWN	YOU CITED IN IT	YOUR ORGANIC RANK
who is the best AI marketing agency near Ukiah CA	No	—	not in top 20
can you recommend a good AI marketing agency in the Ukiah area	Yes	NOT CITED	not in top 20
what are the best AI marketing agencies serving Ukiah California	Yes	NOT CITED	not in top 20
how much does an AI marketing agency typically charge for small businesses in Ukiah	Yes	NOT CITED	not in top 20
is it worth hiring an AI marketing agency for my business in Ukiah CA	Yes	NOT CITED	not in top 20

Can AI systems read your website?

CHECK	RESULT
Structured data (JSON-LD) — ProfessionalService	PASS
FAQ schema (feeds AI answers directly)	MISSING
Meta description	PASS
Canonical tag	PASS
Social/OpenGraph tags	PASS
Sitemap.xml	PASS
Robots.txt	PASS

Your footprint vs. the market

2

keywords ranked

25

est. monthly organic visits

0

page-one rankings

Your 30 / 60 / 90-day fix plan

PHASE	FIX + WHY IT MATTERS	IMPACT
30 days	Add FAQ schema markup (a hidden code block that labels your Q&A content so AI and Google can read it directly) to your website, covering the six question types where AI engines currently mention competitors instead of you — agency selection, pricing, and local recommendations. <i>Your site has zero FAQ schema today, yet four of five Google queries already trigger AI Overviews that cite other sources; FAQ schema is the fastest way to feed your exact answers into those slots.</i>	HIGH
30 days	Publish one detailed page for each of these three topics: 'How much does an AI marketing agency cost for small businesses in Ukiah,' 'Is hiring an AI marketing agency worth it for Ukiah businesses,' and 'What to look for in an AI marketing agency near Ukiah CA' — with direct, factual answers in the first paragraph. <i>AI probes on all three of those exact questions returned zero mentions of Sprague AI and instead pointed to generic directories like Clutch and Yelp, meaning no crawlable page on your site currently answers them.</i>	HIGH
60 days	Upgrade your structured data (the behind-the-scenes code labels on your site) from the current generic 'ProfessionalService' type to 'LocalBusiness' with 'MarketingAgency' as an additional type, and add your full Ukiah address, service radius, and geo-coordinates. <i>You are absent from the local pack on every tested query, and your current schema does not signal a specific location or agency category that local search and AI systems use to match you to 'near Ukiah' questions.</i>	HIGH
60 days	Get listed on Clutch.co, UpCity, and the Ukiah Chamber of Commerce directory, and request that satisfied clients leave reviews on Google and those platforms. <i>All three of those sources were named by AI engines when asked about local AI marketing agencies, and you were not — being absent from the sources the AI is already citing is the direct reason you are not getting mentioned.</i>	HIGH
90 days	Grow your keyword footprint from its current 2 tracked keywords to at least 15 by targeting long-tail, question-format phrases (e.g., 'AI marketing agency Mendocino County,' 'AI ads for small business Ukiah') and tracking your rank position weekly. <i>Your site currently ranks in the top 10 for zero keywords out of two tracked, giving you no organic search presence that AI engines could cite as a credible, rankable source.</i>	MED
90 days	Publish two short case studies (real client results, anonymized if needed) as standalone pages optimized for the query 'is Sprague AI reputable' — including specific outcomes, timelines, and a client quote. <i>You were mentioned on brand-name queries like 'Sprague AI reviews' but AI engines immediately pointed users to Trustpilot and Reddit because your own site offers no verifiable proof-of-results content for AI systems to cite instead.</i>	MED

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The Answer Engine publishes the answers to these exact questions under your brand every week, with schema AI can read, and tracks your rankings and citations. **\$399/mo. First week free.** Your \$99 report credits toward month one. Call/text (619) 888-5348.

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