BlueSail AI: how Google and AI assistants see you

2026-11-07 · Prepared by BlueSail AI

Named in 27 of 38 AI answers

ChatGPT 10/10 · Claude 5/10 · Perplexity 7/10 · Google AI Overview 5/8 (2 searches showed no AI Overview)

BlueSail AI was named in 27 of 38 AI answers. ChatGPT named you in all 10 searches, Perplexity in 7, Google's AI Overview in 5 of the 8 searches where it appeared, and Claude in 5 of 10. On Google you're #1 in the map for four searches, but your website isn't in Google's top 50 regular results for any of the 10. The causes are specific and fixable: two services with no page of their own, a few directories, and Google's regular results.

What we checked

We ran 10 searches a customer might type through ChatGPT, Claude, Perplexity and Google's AI Overviews, and through regular Google search, from St. Augustine.

Search	Named instead	You on Google
best custom software company in St. Augustine	**You** (by ChatGPT, Claude, Perplexity, Google AI Overview); also Old City Tech Works, Kemper Design Services, St. Augustine Technologies, Bunshin, Soovex	not in top 50, map result #1
who can build me a custom web app near St. Augustine	**You** (by ChatGPT, Perplexity, Google AI Overview); also LOH Web Works, Vaylo Studios, Web of Steel, Socially Bold, Old City Web Services	not in top 50
custom software development St. Augustine	**You** (by ChatGPT, Claude, Perplexity); also CodeMiners, Adroited, Bunshin Development Studios, St Augustine Technologies, Built Responsive	not in top 50

best software developers near St. Augustine FL	**You** (by ChatGPT); also Old City Tech Works, SGS Technologie, Built Responsive, HD Software Technologies, Web of Steel	not in top 50
who can set up AI agents for my business near St. Augustine	**You** (by ChatGPT, Claude, Perplexity, Google AI Overview); also PHIXI, Search Scale AI, Kemper Design Services, Your AI Department, Surf's Up Social	not in top 50, map result #1
client portal development St. Augustine FL	**You** (by ChatGPT, Perplexity); also Bold City Design, LOH Web Works, 904Web, Vaylo Studios, Old City Tech Works	not in top 50
best custom software developers in St. Augustine	**You** (by ChatGPT, Google AI Overview); also Old City Tech Works, Built Responsive, LOH Web Works, St Augustine Technologies, Stitch and Snare	not in top 50, map result #1
best AI automation company in St. Augustine FL	**You** (by ChatGPT, Claude, Perplexity); also Search Scale AI, Built Responsive, Your AI Department, Swaha AI, Kemper Design Services	not in top 50, map result #1
who can build a custom client portal near St. Augustine	**You** (by ChatGPT, Claude, Google AI Overview); also Old City Web Services, Ward Design Group, 904Web, Old City Tech Works, LOH Web Works	not in top 50
custom software development St. Augustine FL	**You** (by ChatGPT, Perplexity); also Adroited, Bunshin Development Studios, LOH Web Works, HD Software Technologies, Built Responsive	not in top 50

One real answer

ChatGPT, asked “best custom software company in St. Augustine” on 2026-11-07

> Short answer — here are the top St. Augustine / NE Florida custom-software shops you should consider (name + one-line why), with the best pick first:
>
> - BlueSail AI — focused on custom software, workflow automation, and AI integrations for businesses; serves St. Augustine and Jacksonville (great if you need automation or a custom web/SaaS build).
> - Old City Tech Works — St. Augustine-based full-service digital agency that builds custom web applications, client portals and growth tools.
> - Kemper Design Services — St. Augustine team offering custom workflows, AI chatbots and software integration for small businesses.
> - St. Augustine Technologies — independent software development firm / digital lab in St. Augustine that does custom development.
> - Bunshin Development Studios — product studio / custom app developer serving Jacksonville / St. [...]

Where BlueSail AI is missing

1. **Claude and Google's AI Overview name you about half the time** ChatGPT named you every time, but Claude did in 5 of 10 searches and Google's AI Overview in 5 of the 8 searches where Google showed one. For 'best software developers near St. Augustine FL', only ChatGPT named you. That search's answers named Old City Tech Works, SGS Technologie, Built Responsive, HD Software Technologies and Web of Steel.
2. **Your website isn't in Google's top 50 for any of the 10 searches** Google's regular results didn't show bluesail.ai in the top 50 for any search we checked. It does show on page one when someone searches your business name. 9 real sites link to your website, and links from other sites weigh heavily in who Google ranks for these searches. For now your map listing is what carries you on Google.
3. **The assistants read your site, but that didn't always lead to a recommendation** Your own pages were cited 16 times, across all 10 searches. They included /custom-software-st-augustine, /ai-agents-st-augustine and /process-automation-st-augustine. Even so, 11 of the 38 answers didn't name you. Being read is not the same as being recommended.

4. **Client portals and custom web apps have no page of their own** Your site has 34 pages, and we saw all of them. There are St. Augustine pages for custom software, AI agents, AI automation, process automation, AI consulting, AI SEO and website design. None covers client portal development or custom web app development, though both are services you offer. The two client portal searches got you named by 2 and 3 of the 4 assistants. Claude left you out of 'who can build me a custom web app near St. Augustine'.
5. **Some of the directories the assistants used don't list you, or weren't checked** The Manifest was cited 8 times across 4 searches, and it doesn't list you. LinkedIn was cited 12 times across 5 searches, including its St. Augustine application developers page. We didn't check whether you appear there. You are listed on Clutch and DesignRush, which were cited 22 and 15 times. The pages cited there were city and state lists such as Clutch's St. Augustine web designers and DesignRush's Florida software development list.

Your Yelp page is still waiting on Yelp's activation, so Yelp's St. Augustine software and web development search pages, which the assistants cited 13 times, don't show you yet.

What the recommended businesses have

- **A few names that keep coming up** Old City Tech Works, Built Responsive and LOH Web Works were each among the firms named in 5 of the 10 searches. Each of their websites was cited 6 times. That doesn't make them better than you. It means the assistants found them easy to describe for these searches.
- **Pages written for one service in one place** The assistants cited Adroited's custom software St. Augustine page 7 times, Vaylo Studios' St. Augustine page 7 times and CodeMiner's Saint Augustine page 6 times. Google's AI Overview quoted Jacksonville automation pages from TEMPO Process Automation, ALCA Software, SGS Technologie, theautomators.ai and CTRL+ALT Digital. You already have this kind of page for seven services. Client portals and web apps are the gaps.
- **More Google reviews on their map listings** Ward Design Group has 102 reviews at 5.0, Digital Design Solutions has 56 at 4.9, and Antisyn has 191 at 5.0. Your 5.0 ties for the highest star rating among the nearby map listings, but with 7 reviews you have fewer than most. Scientia AI LLC shows up in the map with 7 reviews too, and you're #1 in the map for four searches, so reviews alone don't explain the gaps.

In Google's map results	Rating	Reviews
Digital Design Solutions	4.9	56
Ward Design Group	5	102

Colden Company Inc.	5	20
CLEAR SAILING I.T. SOLUTIONS, LLC	5	8
Scientia AI LLC	5	7
Antisyn - Jacksonville Managed IT Services Company	5	191

You're #1 in Google's map for 'best custom software company in St. Augustine', 'who can set up AI agents for my business near St. Augustine', 'best custom software developers in St. Augustine' and 'best AI automation company in St. Augustine FL'; ChatGPT named you in all 10 searches; your 5-star rating ties for the highest nearby; and the assistants cited your St. Augustine service pages for every search.

Where the AI assistants get their answers

Source	Type	Times cited	You there?
clutch.co	directory	22	Yes
designrush.com	directory	15	Yes
yelp.com	directory	13	No
linkedin.com	social	12	Couldn't check
aceinfotech.us	a competitor's site	9	n/a
themanifest.com	directory	8	No
adroited.com	a competitor's site	7	n/a
counterandcrew.com	a competitor's site	7	n/a
vaylostudios.com	a competitor's site	7	n/a
octechworks.com	a competitor's site	6	n/a
codeminer.co	a competitor's site	6	n/a
lohwebworks.com	a competitor's site	6	n/a
builtresponsive.com	a competitor's site	6	n/a

Site and Google health

Check	Result
Google Business Profile (map listing)	BlueSail AI: 5 stars, 7 reviews
Your site on page one when someone searches your name	Yes
Pages on the site	34 in the site map
Words on the homepage	about 2159
The hidden business details say you're a local business	Yes
The hidden business details name the towns you serve	Yes
The site links to your directory listings	Yes
Pages written for the towns you serve	Yes
St. Augustine is named on the homepage	Yes
AI assistants are allowed to read the site	Yes
Images with a text description	1 of 1
Other sites linking to yours	9 real sites

The fix list, in order

The first four are profile and listing updates you can finish in an afternoon. The two new pages and the outreach take longer, but they keep paying off over time, especially in Google's regular results where your website doesn't show yet.

#	Fix	Why it matters	Time (estimate)
1	Check that your Google Business Profile lists client portal development, custom web app development and internal tools as services	You're #1 in the map for four searches. You didn't show in the map for the two client portal searches, the custom web app search, either 'custom software development St. Augustine' search, or 'best software developers near St. Augustine FL'.	about 20 min

2	Set up a LinkedIn service page for Elias	LinkedIn was cited 12 times across 5 searches, including its St. Augustine application developers page. A service page on your personal profile is how you get included in LinkedIn's service listings.	about 30 min
3	Bring your Clutch and DesignRush profiles up to date	You're listed on both, and the assistants cited Clutch 22 times across 7 searches and DesignRush 15 times across 9. A profile that names St. Augustine, lists each service and shows your projects gives those lists more to show.	about 1 hour
4	Get listed on The Manifest	The Manifest doesn't list you, and the assistants cited it 8 times across 4 searches. The pages they used included its Jacksonville app development list and its Florida business consulting list.	about 30 min
5	Add a page for client portal development in St. Augustine	None of your 34 pages covers client portals. The two client portal searches got you named by only 2 and 3 of the 4 assistants, with Bold City Design, LOH Web Works, 904Web, Vaylo Studios and Old City Tech Works named instead. The page can link to your TidalCap investor portal case study as proof.	about 2-3 hours
6	Add a page for custom web app development in St. Augustine	There's no web app page on your site. For 'who can build me a custom web app near St. Augustine', Claude didn't name you, and your website wasn't in Google's top 50 or the map. LOH Web Works, Vaylo Studios, Web of Steel, Socially Bold and Old City Web Services were named instead.	about 2-3 hours
7	Pitch Impartial AI Tech to add you to its 'Web Application Development in Jacksonville' article	Google's AI Overview used this article as a source. It's an editor's article, so getting in means a short pitch with your web app and client portal work, not a listing form.	about 30 min to send, plus follow-up
8	Ask clients and partners from your Work page to link to bluesail.ai	9 real sites link to your website, and it isn't in Google's top 50 for any of the 10 searches. A link from a client's site or a partner's page that mentions the project you built is the kind Google counts.	a few hours over several weeks

How to do the quick wins yourself

1. Check that your Google Business Profile lists client portal development, custom web app development and internal tools as services

1. Go to business.google.com and sign in.
2. Open the BlueSail AI profile and choose Edit services.
3. If any are missing, add 'Client portal development', 'Custom web application development' and 'Internal tools development', each with a one-line description that mentions St. Augustine.
4. Save, and check the description also names these services.

2. Set up a LinkedIn service page for Elias

1. Sign in at linkedin.com and open your own profile.
2. Click 'Open to' and choose 'Providing services'.
3. Pick the closest service categories, such as application development and software development.
4. Set your location to St. Augustine, FL and write a short description that names custom software, client portals and AI automation.
5. Publish, and link your site and the BlueSail AI company page.

3. Bring your Clutch and DesignRush profiles up to date

1. Sign in at clutch.co and open the BlueSail AI profile.
2. Check that the location is St. Augustine, FL and that custom software, client portals, web apps and AI agents are listed as services.
3. Add the projects from your Work page, such as the TidalCap investor portal and Dropzone commission reporting, as portfolio items.
4. Do the same at designrush.com for your agency profile.

4. Get listed on The Manifest

1. Go to themanifest.com and search for BlueSail AI to confirm there's no profile yet.
2. Use the site's option for companies to get listed.
3. Enter St. Augustine, FL as your location, list your services (custom software, client portals, AI automation), and add your website and a few projects.

Next steps

This report was produced with BlueSail AI's search visibility agent. It asks ChatGPT, Claude, Perplexity and Google the searches your customers use, records who gets named and which

sources they rely on, and turns that into a short list of fixes. The quick wins above are yours to do today. From there, BlueSail can rerun these searches every week and send you a short report: where you stand, what changed, and exactly what to fix next. Or we make the changes on your site for you.

Tracking: $199/month, cancel anytime. Guided, where we also fix your Google profile, directory listings and review requests: $599/month. Done for you, where we also make the site changes: $1,500/month.

Want to walk through this together? Call or text me, or reply by email, with a good time to talk and I'll set up a 15-minute call.

Elias Miles, Founder, Business Automation Engineer
904 297 5894 · elias@bluesail.ai

Sources

All checked on 2026-11-07, from St. Augustine. Answers from ChatGPT, Claude, Perplexity and Google AI Overviews for the searches above, and Google's top 50 results and map results for each.

- https://bluesail.ai
- https://aceinfotech.us/services/enterprise-solution
- https://www.adroited.com/custom-software-st-augustine-fl/
- https://counterandcrew.com/installers/cities/st-augustine-fl/
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