



What Families Find When They Ask AI About Home Care

New insight for home care agencies from an audit of ChatGPT, Claude, and Google AI across 12 family search queries.

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The Core Finding

AI is already answering families' home care questions. When the AI answer names a brand, it's almost always a national franchise.

Today, local agencies are functionally invisible at this layer of search.

Read on for the 5 big AI search takeaways for local agencies.



1

AI is already answering families' home care questions – at scale.

2

National brands dominate AI answers – but only on certain queries.

3

Local agencies are not mentioned by any platform on any query.

4

92% of responses create an opening for local agencies.

5

The window to act is now.



AI is already answering families' home care questions – at scale.

All three platforms returned substantive responses to all 12 queries. This is not a future trend. Families are getting AI-generated answers today.



National brands dominate AI answers — but only on certain queries.

25% of all responses across platforms mentioned a national brand. The concentration is highest on direct comparison queries: 'best agencies' and brand-vs-brand questions. Early research and decision queries are largely brand-neutral.



Local agencies are not mentioned by any platform on any query.

Not a single local or regional agency appeared in any of the 36 responses. The gap isn't about quality — it's about citation patterns AI platforms have built from the content they've indexed.

92% of responses create an opening for local agencies.

Despite the brand mentions, the vast majority of AI responses encourage families to search locally, ask questions, and evaluate agencies on quality — not brand name. The door is open. Local agencies just aren't walking through it.



The window to act is now.

AI citation patterns are being established in real time. Agencies that build the right content — answering cost questions, publishing local care guides, earning citations from sources AI trusts — have a real chance to appear in these answers within the next 12-18 months.



What AI said for each of our 12 search queries.

QUERY	CHATGPT Brands named?	CLAUDE Brands named?	GOOGLE AI Brands named?	LOCAL OPP All platforms
EARLY RESEARCH · Queries Q01–Q04 · Zero brand mentions across all platforms				
Q01 My mom needs help at home. Where do I start? <i>General research · first moment of need</i>	—	—	—	YES
Q02 What's the difference between home care and home health care? <i>Education · clarifying care types</i>	—	—	—	YES
Q03 How much does in-home care cost? <i>Cost research · 48,000+ monthly searches</i>	—	—	—	YES
Q04 Signs your elderly parent needs a caregiver <i>Pre-search awareness · education</i>	—	—	—	YES
COMPARISON · Queries Q05–Q08 · Brand mentions spike here — especially Q06				
Q05 What should I look for in a home care agency? <i>Vetting criteria · evaluation stage</i>	—	—	—	YES
Q06 Best home care agencies in the US <i>■ Most brand-saturated query · 15 brands named</i>	5	8	—	YES
Q07 Is Visiting Angels a good home care agency? <i>Brand research · named franchise evaluation</i>	1	1	—	YES
Q08 Home Instead vs Comfort Keepers — which is better? <i>Direct brand comparison · franchise vs franchise</i>	2	2	—	YES
DECISION · Queries Q09–Q11 · Highest local search intent				
Q09 How do I find a home care agency near me? <i>High-intent local search · closest to a phone call</i>	2	—	—	YES
Q10 What questions should I ask a home care agency? <i>Pre-call vetting · sets selection criteria</i>	—	—	—	YES
Q11 How do I hire a caregiver for my elderly parent? <i>Hiring intent · Care.com competes here</i>	—	1	—	YES
OPERATOR · Query Q12 · Agency-owner facing				
Q12 How do I find caregivers to hire for my home care agency? <i>Recruiting SEO · agency operator query</i>	—	1	—	YES
LEGEND ● = number of national brands named ○ = no brands named ● = local agency opportunity confirmed				

Your agency's next steps:

THIS WEEK

Claim and fully complete your Google Business Profile. The agencies that rank locally for 'home care near me' and 'home health aide [city]' are the ones Google AI surfaces. A fully optimized Google Business Profile with recent reviews is the most direct path to Google AI visibility.

THIS MONTH

Every query in this audit is a content opportunity. Publish a cost FAQ page. Write a guide on what families should look for in a home care agency. Create a local care resource page. These aren't just SEO plays — they're the type of content AI platforms cite when they trust a source.

THIS QUARTER

Medicare.gov and Care.com appeared in AI responses. Ensure your agency has a complete, accurate listing on Care.com and that your Medicare certification status is current and visible. These citations signal credibility to AI systems.

Want to know how your agency stacks up?

Take our free Home Care Growth Scorecard — 5 questions, 30 seconds, immediate results showing exactly where your agency's growth gaps are.

GET YOUR SCORE

RaisedCare

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GROWTH STRATEGY FOR HOME CARE AGENCIES

We bring two things most consultants don't: five years of experience working inside a home care agency, and original research — including a 2026 study conducted with the USC Leonard Davis School of Gerontology — on how families actually find and choose care. The result is strategy grounded in data and built for how home care actually works.

RaisedCare.com

