

The State of Local Business Visibility: Napa & Solano 2026

A customer looks you up. Past your listing, is there anything you wrote: your prices, your services, why they should pick you? We checked 257 local businesses in seven towns. For 89 of them (35%), our scanner found nothing it could read.

By Alejandro Ojeda, Napa, CA · Published October 23, 2026 · Scans run July 26 to August 15, 2026 · Online: ojedaworks.com/napa-solano-business-visibility-report-2026.html

52 of 257

businesses had no website at all (20%).

37 of 205

websites our scanner couldn't open (18%).

89 of 257

businesses where our scanner found nothing to read, the two groups together (35%).

5 things owners are missing

1. 1 in 5 had no website at all.

52 of 257 (20%). No website of their own: past a listing, there's no page the owner runs with their prices, services and hours. It happened in every town, from 17% in St. Helena (6 of 35) to 25% in American Canyon (7 of 28).

2. Some businesses have a website our scanner couldn't open.

37 of 205 sites (18%). The site may look fine in the owner's own browser. Our scanner still hit a wall.

3. Most sites don't say what things cost.

In every town, most readable sites showed no prices a machine could quote: from 60% in American Canyon (12 of 20) to 86% in Calistoga (19 of 22).

4. Most sites never say "I'm a local business" in a way machines read.

That label is LocalBusiness schema: a short block of code with name, address, hours and phone. Missing on 62% of readable sites in Napa (16 of 26) up to 86% in Yountville (12 of 14).

5. Wine country sites turned our scanner away the most.

Yountville had the highest rate: 7 of 21 sites (33%). All four tasting rooms in that sample, plus a wine shop and a vineyard's coffee bar, had a broken or incomplete security certificate setup. In Calistoga, all three wineries sampled turned our scanner away too.

Town by town

Town	County	Businesses checked	No website	Sites our scanner couldn't open	Sites we could read	No prices shown*	No LocalBusiness label*
Napa	Napa	40	7	7 of 33	26	19 (73%)	16 (62%)
American Canyon	Napa	28	7	1 of 21	20	12 (60%)	13 (65%)
St. Helena	Napa	35	6	7 of 29	22	17 (77%)	17 (77%)
Calistoga	Napa	37	7	8 of 30	22	19 (86%)	15 (68%)
Yountville	Napa	26	5	7 of 21	14	9 (64%)	12 (86%)
Fairfield	Solano	43	10	2 of 33	31	24 (77%)	20 (65%)
Vacaville	Solano	48	10	5 of 38	33	25 (76%)	26 (79%)
Total		257	52	37 of 205	168	by town only (see note)	

* Out of the sites we could read in that town. No seven-town total is given for these two columns because no published source page states one. One more check, the small llms.txt file, was missing on 112 of the 168 readable sites (67%); it's the least important item here. Full town reports: aoaudit.com/napa-report.html, [american-canyon-report.html](https://aoaudit.com/american-canyon-report.html), [st-helena-report.html](https://aoaudit.com/st-helena-report.html), [calistoga-report.html](https://aoaudit.com/calistoga-report.html), [yountville-report.html](https://aoaudit.com/yountville-report.html), [fairfield-report.html](https://aoaudit.com/fairfield-report.html), [vacaville-report.html](https://aoaudit.com/vacaville-report.html).

My take: what it means if you own a business here

Opinions, not findings.

No website is the biggest gap. When someone asks Google or an app who does what you do nearby, your listing is all they have. Your prices, services and why you're good aren't written down anywhere you control. A one-page site fixes most of that.

A site our scanner couldn't open is the sneaky one. You probably paid for it. It looks fine to you. You'd never know a scanner like ours got turned away unless somebody checked. In Yountville, the town report found all four tasting rooms, a wine shop and a vineyard's coffee bar had a broken or incomplete security certificate. That's usually a job for whoever hosts the site, not a rebuild.

Missing prices cost you the "how much?" question. It's one of the first things people ask. If your page doesn't answer it, someone else's page will.

Order I'd fix things in: get a website, make sure automated tools can open it, put prices on it, add the LocalBusiness label, then llms.txt last. llms.txt is a proposed standard (llmstxt.org), not a rule anyone has to follow.

Method

- **Who:** 257 real, locally owned businesses that were open when checked. No chains, no directory listings. Napa County: Napa, American Canyon, St. Helena, Calistoga, Yountville. Solano County: Fairfield, Vacaville.
- **When:** July 26 to August 15, 2026. In mid-August, businesses in three under-covered categories (lawyers, eye care, home and senior care) were added to Napa, Fairfield and Vacaville.
- **How:** one automated scanner, the same one behind the free scan at aoaudit.com. For each business: is there a website, can the scanner open it, and does it show a LocalBusiness label, prices a machine could quote, an llms.txt file and a meta description.
- **Published:** totals only. No business is named.
- **Who we are:** Ojeda Works runs The AO Audit, which published the town reports and sells fixes for the problems they describe. The counts, method and license are public so anyone can check them.

Limits

- **One scanner.** A site our scanner couldn't open may open for other tools, including search engines.
- **A point in time.** Summer 2026 results. Some sites may have changed since.
- **A sample, not a census.** 257 businesses in seven towns, not every business in either county.
- **No AI answers tested.** We didn't ask any AI assistant about these businesses. This report says nothing about what ChatGPT, Google or any other tool actually answers.
- **No sales data.** We didn't measure calls, visits or sales. These are signs a machine can read a business, not proof of more customers.

How to cite this report

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Data: The AO Audit, Napa Valley AI-Visibility Dataset, scans July 26 to August 15, 2026 (CC BY 4.0).

Please keep the wording "our scanner couldn't open" for the 37 sites. It means our tool couldn't get in, not that nobody can. Full method, town reports and the data license: aoaudit.com/napa-ai-visibility-dataset.html. Spanish version of this report: ojedaworks.com/reporte-visibility-negocios-napa-solano-2026.html.

Questions, data or a quote, in English or Spanish:

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