How to tell if an 'AI automation agency' is a real company or a doorway page

> *“I searched for AI services in my city and found a slick page that knows my town's name and population — but something feels copy-paste. Is this company even real?”*

Category: operations **Setup Time:** ~10 minutes **Estimated Hours Saved:** 1 hrs/week **Direct Software Cost:** $0 / month

SOLUTION SUMMARY

Five tests in five minutes: call the phone number (farms use dead lines and forms), drop the address into Maps (real office vs mailbox or registered-agent suite), look for actual dollar figures in the pricing ('Custom' on every plan is a veneer), read the case studies for names you could verify, and check the sitemap — if your city is one of nine hundred generated pages, you're looking at a template, not a company.

REQUIRED TOOLS & DIRECT WHOLESALE UTILITIES

- **The five tests on this page:** **(Free Tier / Wholesale)**
- **sunbiz.org:** **(Free Tier / Wholesale)**
- **Google Maps:** **(Free Tier / Wholesale)**
- **Their own /sitemap.xml:** **(Free Tier / Wholesale)**

STEP-BY-STEP APPLICATION INSTRUCTIONS

1. **Call the number**
   Fake operations cheap out on phones — (555) numbers, numbers shared across dozens of 'agency' sites, or forms-only with no number. A real company answers or calls back.

2. **Map the address**
   Paste it into Maps. Offices are fine, honest home offices are fine — UPS-store mailboxes and registered-agent stacks posing as headquarters are the tell.

3. **Hunt for one real dollar figure**
   A range, a setup fee, a per-minute — anything. Thousands of pages with zero numbers means the site exists to capture you, not inform you.

4. **Skeptic-read the case studies**
   Named businesses you could call = proof. Anonymous composites, unattributed quotes, and 'based on typical findings' = the results were invented for the page.

5 Check the sitemap for the template grid

Open domain.com/sitemap.xml — hundreds of city×service URLs (or a page where you can swap your town's name in the URL and get a word-identical page) means a generated farm.

5-POINT QUALITY VERIFICATION PROTOCOL

[ ] **Carrier & Webhook Test:** Confirm webhook listener receives test payload and returns HTTP 200 within 500ms.

[ ] **End-to-End Simulation:** Execute live test event from personal device and verify SMS/email delivery.

[ ] **Anti-Spam & Rate Limit Check:** Verify repeated submissions do not trigger duplicate messages to clients.

[ ] **Direct Ownership Audit:** Confirm all API keys, accounts, and credentials belong directly to your practice.

[ ] **Staff Notification Verification:** Verify practice manager/receptionist receives real-time push alert with dial link.

FREQUENTLY ASKED QUESTIONS

Q: Are doorway pages always a scam?

A: Not always — some real companies run them as aggressive SEO. The test is what sits behind the page: real people, real prices, named proof, real address. A farm attached to substance is a choice; a farm attached to nothing is a shell.

Q: What if they have real reviews?

A: Read who wrote them — reviews from the company's own staff, or a burst of reviews in one week, count differently than a slow trickle of named customers.

Q: The page looks expensive and professional — isn't that proof?

A: A template costs the farm nothing; that's the point of the scam. Verification is about the things money can't fake cheaply: filings, addresses, named clients, real prices.