

AI VISIBILITY AUDIT™

Anchor Insurance and Financial Services

Prepared by Cool Web Design

anchorinsuranceagents.com

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EXECUTIVE SUMMARY

AI VISIBILITY SCORE

0%

AI AUTHORITY SCORE

53/100

ENGINES CITING

0/3

REVENUE
OPPORTUNITY

\$37.8K/yr

Anchor Insurance and Financial Services is effectively invisible across all major AI search engines. When potential customers ask ChatGPT, Perplexity, Claude, or Gemini for independent insurance agency recommendations in Wisconsin, this business does not appear. This represents a critical and growing revenue gap as AI-driven search continues to replace traditional Google searches for high-intent queries.

Est. impact: +\$37,800/yr — actual results vary based on competition, implementation quality, and market conditions.

12 service pages scored lowest for AI citability and should be reformatted as immediate priority. Full results are in the AI Content Formatting Audit section below.

AI AUTHORITY FRAMEWORK™ SCORE

53 /100**Entity Signals****20/20**

- Business entity structured in schema
- Person schema present for team members
- 1 about/team page(s)

Knowledge Signals**16/20**

- 25 service pages, 0 blog posts
- Average 901 words per page
- 30 total pages crawled

Reputation Signals**0/20**

- No Review/AggregateRating schema found

Structured Signals**17/20**

- FAQ schema present
- Breadcrumb schema present
- Schema coverage: 100% of pages

Validation Signals**0/20**

- AI Visibility Score: 0%
- Cited by 0 of 3 AI engines tested

AI CRAWLER ACCESS

Good news: **none** of the major AI crawlers are blocked in `robots.txt`. Access is not the bottleneck — content and authority are.



GPTBot

ChatGPT (OpenAI) · training

ALLOWED



OAI-SearchBot

ChatGPT (OpenAI) · search index

ALLOWED



ChatGPT-User

ChatGPT (OpenAI) · live browsing

ALLOWED



ClaudeBot

Claude (Anthropic) · training

ALLOWED



anthropic-ai

Claude (Anthropic) · retrieval

ALLOWED



PerplexityBot

Perplexity · search index

ALLOWED



Perplexity-User

Perplexity · live browsing

ALLOWED



Google-Extended

Gemini (Google) · training

ALLOWED



CCBot

Common Crawl · feeds many models

ALLOWED



llms.txt

Proposed convention — no major AI provider has confirmed using it, so its absence is not a fault

PRESENT

AI ENGINE PRESENCE

CHATGPT

0%

CLAUDE

0%

GEMINI

0%

QUERY	CHATGPT	CLAUDE	GEMINI
best independent insurance agency Wisconsin	OMITTED	OMITTED	error
independent insurance agent Wisconsin	OMITTED	OMITTED	error
car insurance quote Wisconsin	OMITTED	OMITTED	error
home insurance Wisconsin	OMITTED	OMITTED	error
business insurance Minnesota	OMITTED	OMITTED	error
independent insurance agent Illinois	OMITTED	OMITTED	error

Each query was asked 3× per engine to average stochastic output; cells show mentions / runs.

WHO AI RECOMMENDS INSTEAD

When asked for independent insurance agency in Wisconsin, these are the businesses the AI engines named — while omitting Anchor Insurance and Financial Services entirely. Ranked by how many engines recommend them and how often.

1	American Family Insurance	ChatGPT	Claude	4×
2	State Farm	ChatGPT	Claude	4×
3	Progressive	ChatGPT	Claude	4×
4	Geico	ChatGPT	Claude	4×
5	USAA	ChatGPT	Claude	2×
6	Robertson Ryan & Associates	ChatGPT		6×
7	Ansley & Associates	ChatGPT		5×
8	Couri Insurance Agency	ChatGPT		4×
9	TRICOR Insurance	ChatGPT		3×
10	West Bend Mutual Insurance	ChatGPT		3×
11	M3 Insurance	ChatGPT		2×
12	Erie Insurance		Claude	2×

These competitors have the entity, content, and validation signals the engines currently trust. The fixes in this report are what close that gap.

SEARCH CONSOLE — MEASURED PERFORMANCE

Not provided — pass --gsc <queries.csv> [pages.csv] to include Search Console data.

CURRENT GOOGLE RANKINGS

Not run — configure DataForSEO credentials in .env to enable this section.

LOCAL SEARCHES YOU'RE MISSING

Add geo.areas and expectedServices to the client config to enable this section.

CONTENT & STRUCTURE

TOTAL PAGES

30

SERVICE PAGES

25

THIN CONTENT

0

SCHEMA COVERAGE

100%

- Missing dedicated pages for: Business and commercial insurance Public Livery Insurance Personal insurance Auto Insurance Homeowners Insurance Life Insurance Recreational Vehicle Insurance. Without these, AI engines have nothing to cite when customers ask about these services.
- 1 pages have very weak internal linking (<3 inbound links) — internal links signal to AI engines which pages are authoritative.
- Schema types found on the site: BreadcrumbList, ListItem, Organization, ImageObject, WebPage, WebSite, LocalBusiness, PostalAddress, GeoCoordinates, FAQPage, Question, Answer, Person, BlogPosting, ProfilePage, CollectionPage

AI CONTENT FORMATTING AUDIT

SERVICE PAGES SCORED

25

AVG SCORE

11.4/12

IMMEDIATE PRIORITY

0

LOWEST-SCORING PAGES — IMMEDIATE PRIORITY

PAGE	CITABILITY
Insurance Service Area Nationwide Service https://anchorinsuranceagents.com/insurance-service-area/	9/12
Insurance Blog Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/insurance-blog-articles-exciting-news/	9/12
Business Insurance Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/business-insurance/	11/12
Public Livery Insurance Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/public-livery/	11/12
Auto Insurance Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/car-insurance/	11/12
Homeowners Insurance Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/homeowners-insurance/	11/12
Life Insurance Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/whole-life-term-life-life-insurance	11/12
Recreational Vehicle Insurance Hudson Insurance Broker https://anchorinsuranceagents.com/recreational-vehicle-insurance/	11/12
Request a Quote Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/get_a_quote/	11/12
Start A Claim Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/start-a-claim/	11/12
Insurance Carriers Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/insurance-carriers/	11/12

PAGE

CITABILITY

Insurance Policy | Hudson, Wisconsin Insurance Agency

11/12

https://anchorinsuranceagents.com/category/insurance-policy/

SCORE DISTRIBUTION · 25 SERVICE PAGES

Critical (0–3)

0

Weak (4–6)

0

Fair (7–9)

2

Strong (10–12)

23

Full per-page scores for all 25 service pages are in `audit-data.json`.

REVENUE OPPORTUNITY

No Search Console or analytics data was provided, so the opportunity isn't reduced to a single dollar figure — without measured impressions that would be guesswork. Provide a GSC export (`- gsc_queries.csv`) for a grounded estimate. The priorities below are ordered by expected impact.

PRIORITY FIXES (ORDERED BY IMPACT)

Create dedicated pages for: Business and commercial insurance Public Livery Insurance Personal insurance Auto Insurance Homeowners Insurance Life Insurance Recreational Vehicle Insurance

Knowledge Signals

High impact

Fix 1 weakly-linked pages with contextual internal links

Knowledge Signals

Medium impact

All revenue estimates are projections based on industry benchmarks and the business's current market position. Actual results vary based on competition, implementation quality, market conditions, and the speed and completeness of recommended changes.

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10

PRIORITY ACTION PLAN

HIGHEST LEVERAGE, FASTEST WINS — MONTHS 1–3

- Create dedicated pages for: Business and commercial insurance Public Livery Insurance Personal insurance Auto Insurance Homeowners Insurance Life Insurance Recreational Vehicle Insurance.
- Fix 1 weakly-linked pages with contextual internal links.
- Reformat the 12 lowest-scoring service pages answer-first with FAQ blocks and schema.

ONGOING AI AUTHORITY BUILDING — CONTINUOUS OPTIMIZATION

AI search is not a one-time fix. The engines behind ChatGPT, Perplexity, Claude, and Gemini retrain continuously — businesses that stop after initial fixes gradually lose ground to competitors who keep building.

- Continuous content gap monitoring as AI engines evolve (monthly)
- Quarterly entity and authority signal audits
- New content creation targeting emerging queries (monthly)
- Competitor citation monitoring — track which businesses AI engines recommend and why (monthly)
- Directory and validation signal maintenance (ongoing)

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