

AI VISIBILITY AUDIT

Anchor Insurance

Prepared exclusively by Golden Gumball

anchorinsuranceagents.com

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⚠ **The website could not be fully read on this run.** Only 1 page loaded and no service pages were found — the site most likely blocked the automated crawler (common behind a firewall/WAF). The scores and findings below are therefore incomplete and should not be shared with the client. Re-running the audit usually resolves this.

THE ONE-GLANCE VERDICT

When Hudson, WI customers ask ChatGPT, Claude or Gemini for Insurance Broker, [Anchor Insurance](#) never comes up — American Family Insurance does.

EXECUTIVE SUMMARY

THE BOTTOM LINE

My recommendation is a full rebuild — the current site has too many foundational gaps to fix piece by piece, and starting fresh is the faster path to a site that actually brings you business.

- You're invisible where it counts: AI search engines name zero of three results for you and actively recommend American Family instead, so the people looking for insurance in your area aren't finding you at all.
- The content doesn't sell you — blog pages read like generic filler with no call to action, and nothing on the site explains what makes Anchor different from every other broker, which is the one thing that wins a local customer.
- The fundamentals are dated and working against you: slow load times, a 69 mobile performance score, stock imagery, and a carrier page that's just a wall of logos all quietly tell visitors you're behind the times.
- You're spread too thin geographically with no local depth — a rebuild lets us focus on Hudson and surrounding towns with dedicated local area pages, which is exactly what helps you rank and feel like the neighborhood expert.
- A fresh build lets us add the tools that turn visitors into calls — a cost estimate calculator, live chat, and proper tracking on phone-number clicks so you can finally see what's driving leads.

In AI search it is effectively invisible — named in none of the answers tested across 3 assistants, with American Family Insurance recommended in its place.

AI AUTHORITY FRAMEWORK SCORE

How trustworthy the website looks to AI engines, across five kinds of signals. The stronger these are, the more likely an AI is to recommend the business.

0 /100

Entity Signals

0/20

- No LocalBusiness/Organization schema found
- No Person schema — team credentials invisible to AI

Knowledge Signals

0/20

- 0 service pages, 0 blog posts
- Average 0 words per page (whole page, incl. menus/footer)
- 1 total pages crawled
- 1 thin pages (<300 words)

Reputation Signals

0/20

- No Review/AggregateRating schema found

Structured Signals

0/20

- No FAQ content or schema found
- Schema coverage: 0% of pages

Validation Signals

0/20

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

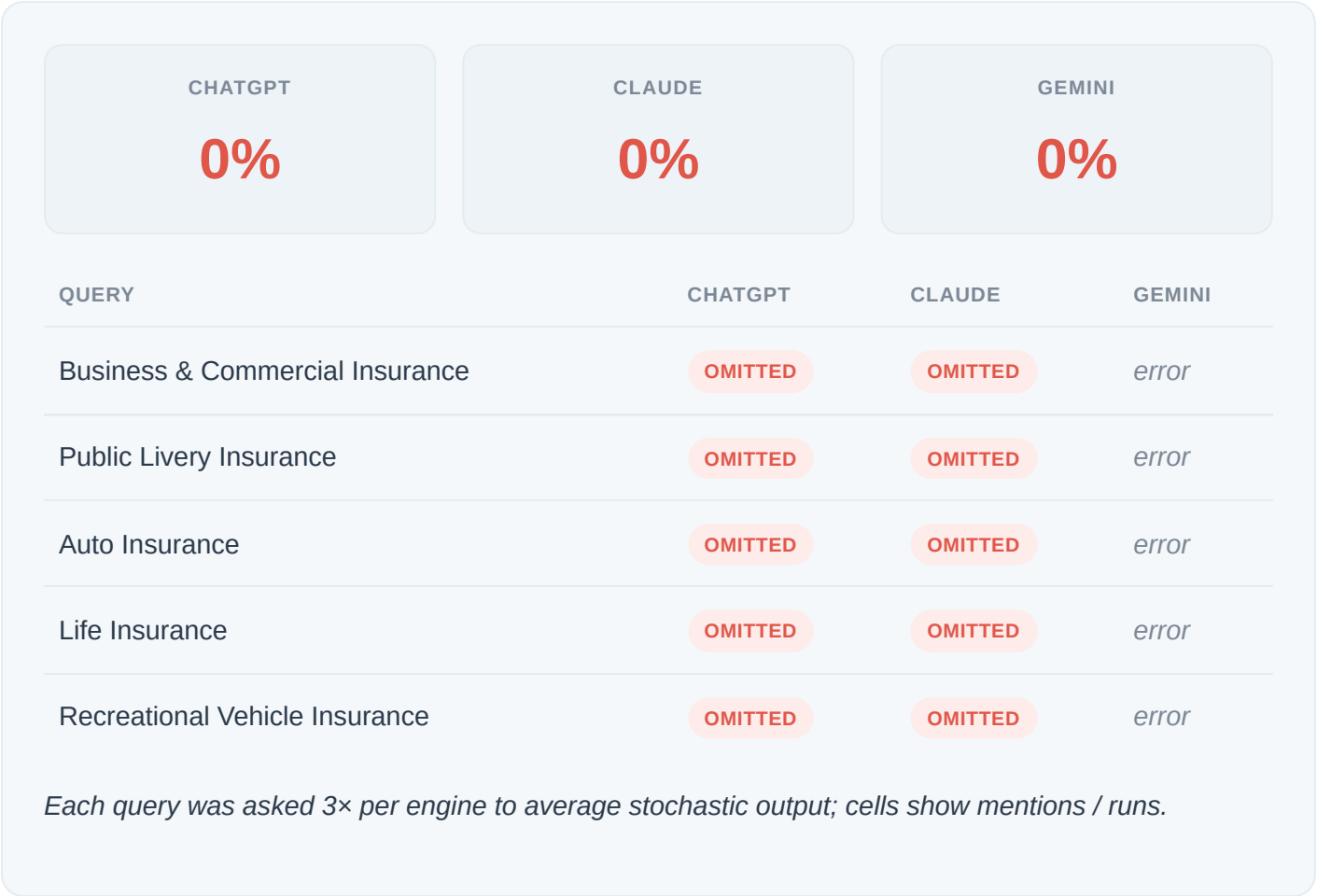
AI CRAWLER ACCESS

Whether the website even lets AI systems read it. A blocked crawler can never recommend the business, no matter how good the site is.

Good news: **none** of the 9 major AI crawlers are blocked in `robots.txt` . Access is not the bottleneck — content and authority are.

AI ENGINE PRESENCE

We asked each AI assistant the kinds of questions a real customer would, several times over, and checked whether it named this business in its answer.



WHO AI RECOMMENDS INSTEAD

The businesses the AI assistants named in place of this one — in other words, who is winning those customers right now.

When asked for Insurance Broker in Hudson, WI, these are the businesses the AI engines named — while omitting Anchor Insurance entirely. Ranked by how many engines recommend them and how often.

1	American Family Insurance	Claude	4×
2	The Hartford	Claude	4×
3	State Farm	Claude	3×
4	West Bend Mutual Insurance	Claude	3×
5	St. Croix Valley Insurance Service	ChatGPT	2×
6	Hudson Insurance Agency	Claude	2×
7	RJF Agencies	Claude	2×
8	Auto-Owners Insurance	Claude	2×
9	Hanson Insurance	ChatGPT	1×
10	Sjoberg Insurance Services	ChatGPT	1×
11	Valley Agencies, Inc.	ChatGPT	1×
12	American Family Insurance - Katie Marquardt Agency	ChatGPT	1×

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

The site's real Google numbers from its own Search Console: impressions are how often it appeared in results, clicks are how often someone chose it.

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

CURRENT GOOGLE RANKINGS

Where the site currently ranks in ordinary Google search results, from third-party ranking data.

All keywords this site currently ranks for on Google, organized by position.

Intent labels (*HIGH / MEDIUM / LOW*) indicate commercial intent — the likelihood a searcher is ready to buy.

TOTAL RANKED KEYWORDS

31

PAGE 1 (POSITIONS 1–10) · 1

#6	anchor life insurance	vol: 50	LOW
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PAGE 2 (POSITIONS 11–20) · 4

#14	st croix valley insurance	vol: 30	LOW
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#16	anchor brokerage	vol: 90	LOW
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#17	anchor insurance agency inc	vol: 90	LOW
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#20	insurance broker wisconsin	vol: 90	LOW
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PAGE 3+ (POSITIONS 21+) · 26

#22	anchor broker	vol: 90	LOW
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#26	services offered by anchor general insurance	vol: 50	LOW
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#28	anchor insurance tarboro nc	vol: 50	LOW
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#28	anchor insurance pueblo	vol: 30	LOW
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#30	anchor insurance winterville nc	vol: 110	LOW
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#31	anchor insurance group inc	vol: 210	LOW
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#32	anchor agency inc	vol: 320	LOW
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#41	aviation insurance quote	vol: 40	HIGH
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#43 airplane insurance broker

vol: 90 LOW

#45 aviation insurance agent

vol: 40 LOW

+16 more

GOOGLE-VISIBLE BUT AI-INVISIBLE

Searches where the site does well on Google but the AI assistants never mention it — the clearest evidence of the gap this report is about.

This site is cited by **none** of the 3 AI engines for **any** of its 5 Google page 1–2 keywords. The highest-volume gaps are shown below.

Intent labels (HIGH / MEDIUM / LOW) indicate commercial intent — the likelihood a searcher is ready to buy.

Google #16 anchor brokerage

LOW

OMITTED

OMITTED

OMITTED

Google #17 anchor insurance agency inc

LOW

OMITTED

OMITTED

OMITTED

Google #20 insurance broker wisconsin

LOW

OMITTED

OMITTED

OMITTED

Google #6 anchor life insurance

LOW

OMITTED

OMITTED

OMITTED

Google #14 st croix valley insurance

LOW

OMITTED

OMITTED

OMITTED

HIGH PURCHASE INTENT QUERIES NOT CURRENTLY RANKED

Money searches — ones typed by people ready to buy — that this business doesn't show up for anywhere yet.

High-intent money queries this business is not ranking for at all on Google or in AI search.

- › Business & Commercial Insurance **HIGH**
- › Public Livery Insurance **HIGH**
- › Auto Insurance **HIGH**
- › Recreational Vehicle Insurance **HIGH**

These queries represent significant untapped revenue opportunity. With proper AI-optimization and targeted content, ranking for these terms is achievable — and AI citation typically follows within 60–90 days of achieving page 1 Google visibility.

LOCAL SEARCHES YOU'RE MISSING

Nearby-area searches with real monthly volume that the site doesn't rank for — customers being missed close to home.

Not run — this section needs local areas (the towns served) and services. Add them in the Advanced section of the form (or they fill in automatically once the site can be crawled).

AI CONTENT FORMATTING AUDIT

How easy each service page is for an AI to lift an answer from, scored 0–12 — based on headings, FAQs, word count, and structured data.

SERVICE PAGES SCORED

0

AVG SCORE

n/a/12

IMMEDIATE PRIORITY

0

LOWEST-SCORING PAGES — IMMEDIATE PRIORITY

PAGE

CITABILITY

SCORE DISTRIBUTION · 0 SERVICE PAGES

Critical (0–3)		0
Weak (4–6)		0
Fair (7–9)		0
Strong (10–12)		0

Full per-page scores for all 0 service pages are in `audit-data.json`.

INTERNAL LINKING

Which pages the site links to from its other pages. Links are how both Google and AI learn which pages matter — a service page nothing links to looks unimportant, however good it is.

0

AVG LINKS INTO A PAGE

0

AVG LINKS OUT OF A PAGE

1

ORPHAN PAGES (<3 IN)

Every service page has at least a couple of internal links pointing to it.

Inbound-link counts are measured across the crawled pages; a page linked only from an un-crawled page may read as weaker than it is.

REVENUE OPPORTUNITY

What the missed visibility is roughly worth in dollars — using the site's own data and deliberately cautious assumptions, with the working shown.

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.

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.

THE REBUILD — WHAT IT MUST GET RIGHT

The current site isn't worth incrementally fixing. These are the requirements the new build must deliver — plus the ongoing work that keeps visibility compounding once it's live.

BUILD REQUIREMENTS FOR THE NEW SITE

- Expand 1 thin content pages to 800+ words.
- Add Person schema with credentials for each team member.
- Extend schema coverage from 0% toward 100% of pages.
- Fix 1 weakly-linked pages with contextual internal links.

ONGOING AI AUTHORITY BUILDING — CONTINUOUS OPTIMIZATION

AI search is not a one-time fix. The engines behind ChatGPT, 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)

vary based on competition, implementation quality, market conditions, and the speed and completeness of recommended changes.