

AI VISIBILITY AUDIT

Anchor Insurance

Prepared exclusively by CoolWeb

anchorinsuranceagents.com

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THE ONE-GLANCE VERDICT

When River Falls, Wisconsin customers ask ChatGPT, Claude or Gemini for insurance broker, **Anchor Insurance never comes up — River Falls Insurance Center does.**

EXECUTIVE SUMMARY

THE BOTTOM LINE

My honest bottom line: Anchor Insurance needs a full website rebuild — the current site's problems run too deep to patch, and starting fresh is the faster, more valuable path forward.

- The content isn't working: 20 of 25 pages say nothing about River Falls or what makes you different, and 14 pages earned zero clicks in a year — meaning most of your site is doing no work for you, and a rebuild lets you replace filler with genuinely local, useful pages.
- You're invisible where it counts: no AI engine names you, and they recommend "River Falls Insurance Center" instead — a rebuild focused on real local expertise and clear service-area pages is how you become the name that gets mentioned.
- The experience feels dated and impersonal: a slow site (69 mobile performance), stock images, and a wall of carrier logos don't build trust — a fresh build gives you a fast, modern site that actually reflects the people behind the business.
- You're leaving easy wins on the table: no calls to action, no cost calculator, no live chat, and phone clicks that may not even be tracked — these belong in the foundation of a new site, not bolted onto the old one.
- A rebuild lets you focus locally on purpose: instead of stretching thin across a huge service area, we can build dedicated River Falls-area pages that speak to the customers most likely to actually call you.

In ordinary Google search, Anchor Insurance averages position #21.5 — largely page 2 and beyond, with 37 searches sitting just below page 1. In AI search it is effectively invisible — named in none of the answers tested across 3 assistants, with River Falls Insurance Center recommended in its place.

Est. impact of closing the gap: +\$138,420/yr — actual results vary with competition, implementation quality, and market conditions.

SEARCH RANKINGS — WHERE YOU STAND & HOW TO CLIMB

Where the site sits in ordinary Google results today, the fastest opportunities to move up, and the concrete steps to get there — from the site's own Search Console data.

#21.5

AVERAGE POSITION

525

KEYWORDS ON PAGE 1

37

STUCK AT BOTTOM OF PAGE 2

SEARCH DEMAND THE NEW SITE SHOULD BE BUILT TO OWN

The current site already surfaces for these searches at the bottom of page 2 (positions 11–20) — proof the demand is real and reachable. Rather than patch the old pages, the rebuild should be structured to rank for them from day one.

#16	anchor insurance	9,695 impr/mo	page 2
#16	insurance agent	635 impr/mo	page 2
#17	life insurance hudson	448 impr/mo	page 2
#13	car insurance st croix	101 impr/mo	page 2
#12	anchor life insurance	86 impr/mo	page 2
#15	anchor insurance holdings	83 impr/mo	page 2
#18	anchor insurance quote	71 impr/mo	page 2
#13	anchorage insurance discounts	66 impr/mo	page 2
#15	anchor insurance services	62 impr/mo	page 2
#17	anchor insurance agencies	58 impr/mo	page 2

+27 more page-2 keywords in the same range.

Brand search: the site ranks #1 for its own name — solid.

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.

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

- 13 service pages, 12 blog posts
- Average 901 words per page (whole page, incl. menus/footer)
- 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

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.

	CHATGPT	CLAUDE	GEMINI
	0%	0%	0%
QUERY	CHATGPT	CLAUDE	GEMINI
business insurance broker in River Falls, Wisconsin	OMITTED	OMITTED	error
auto insurance quotes near me River Falls, Wisconsin	OMITTED	OMITTED	error
homeowners insurance agent River Falls, Wisconsin	OMITTED	OMITTED	error
life insurance policy near me River Falls, Wisconsin	OMITTED	OMITTED	error
recreational vehicle insurance in River Falls, Wisconsin	OMITTED	OMITTED	error
public livery insurance River Falls, Wisconsin	OMITTED	OMITTED	error
cheap car insurance wisconsin	OMITTED	OMITTED	error
insurance brokers wisconsin	OMITTED	OMITTED	error

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

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 River Falls, Wisconsin, these are the businesses the AI engines named — while omitting Anchor Insurance entirely. Ranked by how many engines recommend them and how often.

1	River Falls Insurance Center	ChatGPT	4×
2	State Farm	Claude	4×
3	American Family Insurance	Claude	4×
4	Allstate	Claude	4×
5	Farmers Insurance	Claude	3×
6	Progressive	Claude	2×
7	GEICO	Claude	2×
8	WestCAP Insurance Services	ChatGPT	1×
9	Hanson Benefits Inc.	ChatGPT	1×
10	Associated Benefits and Risk Consulting	ChatGPT	1×
11	Jerry Gilbertson Insurance Agency	ChatGPT	1×
12	Farmers Insurance - Zachary Fincham	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.

TOTAL CLICKS / MO

255

TOTAL IMPRESSIONS / MO

29,627

AVG POSITION

21.5

STRIKING DISTANCE — PAGE 2 (POSITIONS 11–20), 37 TOTAL

Already ranking on page 2 with real impressions. The cheapest wins available: a small push moves these onto page 1.

#15.9	anchor insurance	9,695 impr/mo	64 clicks
#16.1	insurance agent	635 impr/mo	0 clicks
#17.3	life insurance hudson	448 impr/mo	0 clicks
#12.8	car insurance st croix	101 impr/mo	0 clicks
#12.0	anchor life insurance	86 impr/mo	0 clicks
#14.7	anchor insurance holdings	83 impr/mo	0 clicks
#17.7	anchor insurance quote	71 impr/mo	0 clicks
#12.8	anchorage insurance discounts	66 impr/mo	0 clicks
#15.4	anchor insurance services	62 impr/mo	0 clicks
#17.2	anchor insurance agencies	58 impr/mo	0 clicks
#16.3	insurance broker	57 impr/mo	0 clicks
#10.2	anchor insurance brokers	46 impr/mo	1 clicks
#10.4	insurance anchor	45 impr/mo	0 clicks
#18.4	anchor insurance discounts	42 impr/mo	0 clicks
#14.1	anchor aseguranza	41 impr/mo	0 clicks

+22 more

LOW CTR ON PAGE 1 — 18 TOTAL

Already ranking on page 1 but earning well below the expected click share for the position — usually a weak page title or meta description. Fast wins.

#1.8	home insurance	308 impr/mo	0.0% CTR	exp 15.0%
#3.8	car insurance	246 impr/mo	0.0% CTR	exp 8.0%
#1.0	cheap car insurance wisconsin	225 impr/mo	0.0% CTR	exp 28.0%
#9.9	intact insurance discounts and savings opportunities	193 impr/mo	0.0% CTR	exp 2.5%
#2.5	erie insurance	185 impr/mo	0.0% CTR	exp 15.0%
#4.6	life anchor insurance	164 impr/mo	1.8% CTR	exp 7.0%
#7.1	public livery	118 impr/mo	0.0% CTR	exp 4.0%
#2.4	life insurance agency	88 impr/mo	0.0% CTR	exp 15.0%
#2.6	life insurance	88 impr/mo	0.0% CTR	exp 11.0%
#2.4	life insurance companies near me	83 impr/mo	0.0% CTR	exp 15.0%
#1.3	life insurance company	77 impr/mo	0.0% CTR	exp 28.0%
#8.8	the general auto insurance discounts and savings	51 impr/mo	0.0% CTR	exp 2.8%

+6 more

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
-----	------------------	---------	-----

#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 insurance broker in River Falls, Wisconsin HIGH
- › auto insurance quotes near me River Falls, Wisconsin HIGH
- › homeowners insurance agent River Falls, Wisconsin HIGH
- › life insurance policy near me River Falls, Wisconsin HIGH
- › recreational vehicle insurance in River Falls, Wisconsin HIGH
- › public livery insurance River Falls, Wisconsin HIGH
- › cheap car insurance wisconsin HIGH
- › insurance brokers wisconsin 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.

High-intent local queries across **River Falls, Wisconsin + Surrounds** that have real monthly search volume — but this business ranks on neither Google page 1 nor any AI engine. Each is a service a nearby customer is actively searching for.

Areas searched: River Falls · Wisconsin

MISSING LOCAL QUERIES

12

MONTHLY SEARCHES MISSED

58,760

NEAR ME

auto insurance near me

vol: 33,100

HIGH

NOT RANKING

NEAR ME

homeowners insurance near me

vol: 9,900

HIGH

NOT RANKING

NEAR ME

life insurance near me

vol: 6,600

HIGH

NOT RANKING

WISCONSIN

auto insurance wisconsin

vol: 2,900

MEDIUM

NOT RANKING

WISCONSIN

auto insurance in wisconsin

vol: 2,900

MEDIUM

NOT RANKING

WISCONSIN

best auto insurance wisconsin

vol: 720

HIGH

NOT RANKING

WISCONSIN

homeowners insurance wisconsin

vol: 720

MEDIUM

NOT RANKING

WISCONSIN

homeowners insurance in wisconsin

vol: 720

MEDIUM

NOT RANKING

WISCONSIN

best homeowners insurance wisconsin

vol: 390

HIGH

NOT RANKING

NEAR ME

recreational vehicle insurance near me

vol: 390

HIGH

NOT RANKING

WISCONSIN

life insurance wisconsin

vol: 210

MEDIUM

NOT RANKING

WISCONSIN

life insurance in wisconsin

vol: 210

MEDIUM

NOT RANKING

Local service queries are among the most winnable and highest-intent terms available — a searcher naming a service and a neighborhood is close to booking. Ranking here typically also unlocks the corresponding AI citations within 60–90 days.

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

13

AVG SCORE

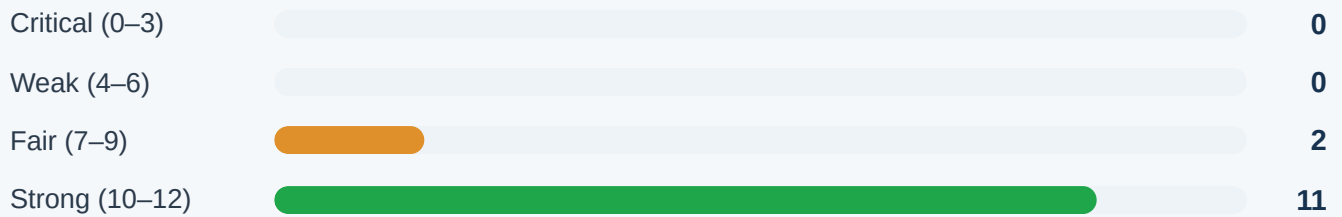
10.8/12

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
Insurance Policy Hudson, Wisconsin Insurance Agency https://anchorinsuranceagents.com/category/insurance-policy/	11/12

SCORE DISTRIBUTION · 13 SERVICE PAGES



Full per-page scores for all 13 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.

20

AVG LINKS INTO A
PAGE

20.6

AVG LINKS OUT OF A
PAGE

1

ORPHAN PAGES (<3
IN)

100%

BLOGS LINKING TO A
SERVICE

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.

Grounded in this site's **real Search Console impressions** — not benchmark multipliers. The lever is the striking-distance keywords already ranking on page 2.

769

extra clicks/mo from lifting 37 page-2 keywords into the top 5

×

1.0%

assumed click → new-customer conversion (deliberately conservative)

×

\$1,500

average case value

= \$11,535/mo ≈ \$138.4K/yr

Range at 0.5%–1.5% conversion: \$5,768–\$17,303/mo. Adjust `conversionRate` in the client config to match the practice's real booking rate.

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

- Create dedicated pages for: Business & Commercial Insurance.
- 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)

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