

AI VISIBILITY AUDIT™

Anchor Insurance

Prepared by Cool Web Design

anchorinsuranceagents.com

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EXECUTIVE SUMMARY

The headline numbers: how visible this business is when customers ask AI assistants for recommendations, and what that is worth.

AI VISIBILITY SCORE

17%

AI AUTHORITY SCORE

58/100

ENGINES CITING

2/3

REVENUE OPPORTUNITY

\$18.4K/yr

Anchor Insurance appears in 17% of tested AI answers across 3 engines. The sections below show where citations are won and lost, and which fixes raise the rate.

Est. impact: +\$18,360/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

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.

58

/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
- 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

5/20

- AI Visibility Score: 17%
- Cited by 2 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 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

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	
25%		25%		0%	
QUERY		CHATGPT	CLAUDE	GEMINI	
anchor insurance		CITED 3/3	CITED 3/3	error	
aviation insurance brokers		OMITTED	OMITTED	error	
insurance agency		OMITTED	OMITTED	error	
aviation insurance broker		OMITTED	OMITTED	error	
insurance near hudson		OMITTED	OMITTED	error	
anchor insurance agency		CITED 3/3	CITED 3/3	error	
intact insurance discounts and savings opportunities		OMITTED	OMITTED	error	
home insurance		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 in Hudson, WI, these are the businesses the AI engines named. Ranked by how many engines recommend them and how often.

1	BWI Aviation Insurance	ChatGPT Claude	4×
2	Wings Insurance	ChatGPT Claude	3×
3	NationAir Aviation Insurance	ChatGPT	3×
4	Avemco Insurance	Claude	3×
5	St. Croix Valley Insurance Service	ChatGPT	2×
6	Couri Insurance Agency	ChatGPT	2×
7	Aero Insurance	ChatGPT	2×
8	AOPA Insurance Services	Claude	2×
9	First American Insurance Group	ChatGPT	1×
10	Martin Insurance Agency	ChatGPT	1×
11	Huebner Insurance	ChatGPT	1×
12	Robertson Ryan & Associates	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.

Actual Google performance from this site's own Search Console — measured impressions, clicks, and positions, not third-party estimates.

TOTAL CLICKS / MO

60

TOTAL IMPRESSIONS / MO

6,822

AVG POSITION

24.5

STRIKING DISTANCE — PAGE 2 (POSITIONS 11–20), 12 TOTAL

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

#12.7	anchor insurance	1,281 impr/mo	19 clicks
#12.5	insurance agent	125 impr/mo	0 clicks
#14.8	life insurance hudson	92 impr/mo	0 clicks
#14.9	anchor home insurance quote	63 impr/mo	0 clicks
#17.9	insurance hudson wi	60 impr/mo	2 clicks
#15.6	hudson, wi renters insurance quotes	28 impr/mo	0 clicks
#19.8	long-term care insurance hudson	28 impr/mo	0 clicks
#11.7	car insurance discounts wisconsin	24 impr/mo	0 clicks
#17.0	insurance broker wisconsin	19 impr/mo	0 clicks
#14.0	anchor insurance company	15 impr/mo	0 clicks
#15.1	anchor life insurance	12 impr/mo	0 clicks
#14.3	river falls, wi commercial insurance comparison	10 impr/mo	0 clicks

LOW CTR ON PAGE 1 — 13 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.

#7.4	insurance agency	310 impr/mo	0.0% CTR	exp 4.0%
#8.7	intact insurance discounts and savings opportunities	184 impr/mo	0.0% CTR	exp 2.8%
#1.2	home insurance	157 impr/mo	0.0% CTR	exp 28.0%
#1.1	car insurance	135 impr/mo	0.0% CTR	exp 28.0%
#2.4	erie insurance	94 impr/mo	0.0% CTR	exp 15.0%
#9.2	car insurance st croix	54 impr/mo	0.0% CTR	exp 2.8%
#2.9	life insurance	49 impr/mo	0.0% CTR	exp 11.0%
#8.2	"anchor insurance" rhode island business insurance	44 impr/mo	0.0% CTR	exp 3.2%
#9.0	the general auto insurance discounts and savings	43 impr/mo	0.0% CTR	exp 2.8%
#7.4	anchor insurance agency rhode island	34 impr/mo	0.0% CTR	exp 4.0%
#1.5	life insurance agency	32 impr/mo	0.0% CTR	exp 15.0%
#1.2	life insurance company	30 impr/mo	0.0% CTR	exp 28.0%

+1 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
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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
#46	aircraft insurance brokers	vol: 90	LOW
#48	aviation insurance broker	vol: 720	LOW
#49	commercial insurance wisconsin	vol: 50	LOW
#51	anchor car insurance	vol: 110	LOW
#52	aviation insurance agents	vol: 40	LOW
#60	anchor insurance	vol: 2,900	LOW
#61	aviation insurance brokers	vol: 720	LOW
#63	anchor insurance agency	vol: 720	LOW
+8 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.

Keywords where this site ranks on Google page 1–2 but is omitted by the tested AI engines. These are the most urgent gaps.

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

Google #6	anchor life insurance	LOW	CITED	CITED	OMITTED
Google #14	st croix valley insurance	LOW	CITED	CITED	OMITTED
Google #16	anchor brokerage	LOW	CITED	CITED	OMITTED
Google #17	anchor insurance agency inc	LOW	CITED	CITED	OMITTED
Google #20	insurance broker wisconsin	LOW	CITED	CITED	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.

- › insurance near hudson **HIGH**
- › intact insurance discounts and savings opportunities **HIGH**
- › home 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.

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

CONTENT & STRUCTURE

The website as a machine reads it: how many pages it has, how substantial they are, and how well they link together.

TOTAL PAGES

30

SERVICE PAGES

13

THIN CONTENT

0

SCHEMA COVERAGE

100%

- 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

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`.

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.

102

extra clicks/mo from lifting 12 page-2 keywords into the top 5

×

1.0%

assumed click → new-patient conversion (deliberately conservative)

×

\$1,500

average case value

= \$1,530/mo ≈ \$18.4K/yr

Range at 0.5%–1.5% conversion: \$765–\$2,295/mo. Adjust `conversionRate` in the client config to match the practice's real booking rate.

PRIORITY FIXES (ORDERED BY 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.

PRIORITY ACTION PLAN

What to fix, in order of impact — the quick wins first, then the ongoing work that keeps the visibility compounding.

HIGHEST LEVERAGE, FASTEST WINS — MONTHS 1–3

- 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, 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.