

AI VISIBILITY AUDIT

anchorinsuranceagents.com

Prepared by Cool Web Design

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 local customers ask ChatGPT, Claude or Gemini for businesses like this,

0%

AI VISIBILITY

0/3

AI ENGINES NAMING YOU

\$92.3K/yr

OPPORTUNITY

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

0%

AI AUTHORITY SCORE

0/100

ENGINES CITING

0/3

REVENUE OPPORTUNITY

\$92.3K/yr

anchorinsuranceagents.com is effectively invisible across the AI search engines tested. When potential customers ask ChatGPT, Claude or Gemini for businesses like this recommendations, 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: +\$92,280/yr — actual results vary based on competition, implementation quality, and market conditions.

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.

Allowed to read the site: ChatGPT (OpenAI), Claude (Anthropic), Perplexity, Gemini (Google), Common Crawl (9 crawlers).

llms.txt — a proposed convention no major AI provider has confirmed using, 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	
0%		0%		0%	
QUERY	CHATGPT	CLAUDE	GEMINI		
best services near me	OMITTED	OMITTED	error		
services quotes	OMITTED	OMITTED	error		
Each query was asked 3× per engine to average stochastic output; cells show mentions / runs.					

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

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

PAGE 2 (POSITIONS 11–20) · 4

#14

st croix valley insurance

vol: 30

LOW

#16

anchor brokerage

vol: 90

LOW

#17

anchor insurance agency inc

vol: 90

LOW

#20

insurance broker wisconsin

vol: 90

LOW

PAGE 3+ (POSITIONS 21+) · 26

#22

anchor broker

vol: 90

LOW

#26

services offered by anchor general insurance

vol: 50

LOW

#28

anchor insurance tarboro nc

vol: 50

LOW

#28

anchor insurance pueblo

vol: 30

LOW

#30

anchor insurance winterville nc

vol: 110

LOW

#31

anchor insurance group inc

vol: 210

LOW

#32

anchor agency inc

vol: 320

LOW

#41

aviation insurance quote

vol: 40

HIGH

#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.

- > best services near me HIGH
- > services quotes 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	SERVICE PAGES	THIN CONTENT	SCHEMA COVERAGE
1	0	1	0%
1 pages have fewer than 300 words — AI engines cannot extract a citable answer from thin content. Expand or consolidate. 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: none			

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
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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`.

CONTENT QUALITY — EDITORIAL REVIEW

How the pages read to a customer, not just a machine: is there a clear call to action, does the copy show local expertise or read as generic filler, and are pages earning their place.

LOOK & FEEL

REVIEWER'S ASSESSMENT

The blog pages currently lack any call to action and read as generic, AI-driven brochure copy rather than substantive content. Overall, the site feels dated and runs a little slow, scoring 69 for performance on mobile, and the imagery comes across as stock rather than authentic. There is also nothing that communicates what sets this business apart from competitors, and the insurance carriers page reads as an undifferentiated wall of logos. The service area is very broad and would benefit from a more focused local emphasis, supported by the addition of dedicated local area pages, which are currently missing. We recommend exploring several enhancements, including a cost estimate calculator and a live chat feature, as well as confirming whether phone number clicks are being tracked.

PAGE-BY-PAGE — 0 PAGES (CLICK DATA NEEDS A 12-MONTH SEARCH CONSOLE EXPORT)

PAGE	CALL TO ACTION	LOCAL	CLICKS	VERDICT
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Keep = earning its place · Renovate = rewrite/strengthen · Redirect = fold into a stronger page. Verdicts on pages with no 12-month clicks assume a full-year Search Console export.

PAGE TITLES & META DESCRIPTIONS

The one-line title and summary each page shows in Google results — and what AI engines read first. Weak, missing, or duplicated ones cost clicks before a visitor ever reaches the site.

1

MISSING DESCRIPTION

1

MISSING TITLE

0

DUPLICATED TITLE/DESC

0

TOO LONG (TRUNCATE)

0

CLEAN OF 1

PAGES NEEDING ATTENTION

(no title) https://anchorinsuranceagents.com/

DESC 0 — none —

no <title>

no meta description (Google writes its own — usually worse)

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.

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)

×

\$1,000

average case value

= \$7,690/mo ≈ \$92.3K/yr

Range at 0.5%–1.5% conversion: \$3,845–\$11,535/mo. Adjust `conversionRate` in the client config to match the practice's real booking rate.

PRIORITY FIXES (ORDERED BY IMPACT)

Expand 1 thin content pages to 800+ words

Knowledge Signals

High impact

Add Person schema with credentials for each team member

Entity Signals

Medium impact

Extend schema coverage from 0% toward 100% of pages

Structured Signals

Medium 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

- 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)

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