

AI VISIBILITY AUDIT

Anchor Insurance

Prepared by Cool Web Design

anchorinsuranceagents.com

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THE ONE-GLANCE VERDICT

When Hudson, WI 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

53/100

ENGINES CITING

0/3

REVENUE OPPORTUNITY

\$92.3K/yr

Anchor Insurance is effectively invisible across the AI search engines tested. When potential customers ask ChatGPT, Claude or Gemini for businesses like this recommendations in Hudson, WI, 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.

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.

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	
business insurance quotes in Hudson, WI		OMITTED	OMITTED	error	
buy auto insurance near me Hudson, WI		OMITTED	OMITTED	error	
homeowners insurance policy Hudson, WI		OMITTED	OMITTED	error	
life insurance agent near me in Hudson, WI		OMITTED	OMITTED	error	
recreational vehicle insurance Hudson, WI		OMITTED	OMITTED	error	
public livery insurance in Hudson, WI		OMITTED	OMITTED	error	
insurance near hudson		OMITTED	OMITTED	error	
life insurance hudson		OMITTED	OMITTED	error	
insurance hudson wi		OMITTED	OMITTED	error	
long-term care insurance hudson		OMITTED	OMITTED	error	
hudson, wi renters insurance quotes		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 businesses like this 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	State Farm	Claude	7×
2	American Family	Claude	7×
3	Farmers	Claude	6×
4	Allstate	Claude	5×
5	Next Insurance	Claude	4×
6	Nationwide	Claude	3×
7	The Hartford	Claude	3×
8	State Farm - Chris LeMay	ChatGPT	2×
9	Hiscox	Claude	2×
10	Progressive	Claude	2×
11	Erie Insurance	Claude	2×
12	West Bend Mutual 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

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.

- › business insurance quotes in Hudson, WI HIGH
- › buy auto insurance near me Hudson, WI HIGH
- › homeowners insurance policy Hudson, WI HIGH
- › life insurance agent near me in Hudson, WI HIGH
- › recreational vehicle insurance Hudson, WI HIGH
- › public livery insurance in Hudson, WI HIGH
- › insurance near hudson HIGH
- › life insurance hudson HIGH
- › insurance hudson wi HIGH
- › long-term care insurance hudson HIGH
- › hudson, wi renters insurance 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

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

Critical (0–3)		0
Weak (4–6)		0
Fair (7–9)		2
Strong (10–12)		11

Full per-page scores for all 13 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

Blog pages have no call to action, feel like ai fluff brochure speak. The site is dated and a little slow. Scored 69 in performance on mobile... Images look stock... Nothing about what makes these guys different... Could it use a calculator for approximate costs... Should it have a live chat... Are phone number clicks being recorded... The page with insurance carriers is a wall of logos... Service area is huge, should focus a bit more locally... Missing local area pages

PAGE-BY-PAGE — 25 PAGES (CLICKS = LAST 12 MONTHS)

PAGE	CALL TO ACTION	LOCAL	CLICKS	VERDICT
Business Insurance Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/business-insurance/	✓	✓	0	RENOVATE
Homeowners Insurance Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/homeowners-insurance/	✓	✓	0	RENOVATE
Start A Claim Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/start-a-claim/	✓	✓	0	RENOVATE
Insurance Blog Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/insurance-blog-articles-exciting-news/	✓	✓	0	RENOVATE
Business Insurance for Entrepreneurs: Secure Your Future https://anchorinsuranceagents.com/business-insurance-for-illinois-entrepreneurs/	✓	✓	0	RENOVATE
St. Croix River Valley Car Insurance: Protecting Vehicle and Wallet https://anchorinsuranceagents.com/car-insurance-in-the-st-croix-river-valley-a-comprehensive-guide-to-finding-the-right-coverage/	✓	✗	0	RENOVATE
Hudson, WI Homeowners Insurance : Safeguard Your Home and Belongings https://anchorinsuranceagents.com/hudson-wi-homeowners-insurance-guide-safeguard-your-home-and-belongings/	✓	✓	0	RENOVATE
Independent Insurance Agency Advantages https://anchorinsuranceagents.com/independent-insurance-agency-advantages-experience-the-anchor-insurance-difference/	✓	✓	0	RENOVATE
Tips to Maximize Discounts & Savings on Insurance Premiums https://anchorinsuranceagents.com/discounts-savings-on-insurance-premiums/	✓	✓	0	RENOVATE
Umbrella Insurance: Benefits, Coverage, and When You Need It https://anchorinsuranceagents.com/umbrella-insurance-benefits-and-coverage/	✓	✓	0	RENOVATE
Top 7 Home Insurance FAQ Answered by Anchor Insurance Expert https://anchorinsuranceagents.com/top-7-home-insurance-faqs-answered-by-anchor-insurance-experts/	✓	✓	0	RENOVATE
Understanding Your Auto, Home, Life & Commercial Policies https://anchorinsuranceagents.com/importance-of-understanding-your-auto-home-life-commercial-policies/	✓	✗	0	RENOVATE
Anchor Insurance Agents Anchor Insurance and Financial Services https://anchorinsuranceagents.com/author/anchor-insurance-agents/	✓	✓	0	RENOVATE
Insurance Policy Hudson, Wisconsin Insurance Agency https://anchorinsuranceagents.com/category/insurance-policy/	✓	✓	0	RENOVATE
Public Livery Insurance Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/public-livery/	✓	✓	6	KEEP
Auto Insurance Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/car-insurance/	✓	✓	1	KEEP
Life Insurance Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/whole-life-term-life-life-insurance	✓	✓	3	KEEP
Recreational Vehicle Insurance Hudson Insurance Broker https://anchorinsuranceagents.com/recreational-vehicle-insurance/	✓	✓	3	KEEP

PAGE	CALL TO ACTION	LOCAL	CLICKS	VERDICT
Request a Quote Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/get_a_quote/	✓	✗	3	KEEP
Insurance Carriers Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/insurance-carriers/	✓	✓	5	KEEP
Insurance Service Area Nationwide Service https://anchorinsuranceagents.com/insurance-service-area/	✓	✓	12	KEEP
Minnesota Auto Insurance: Protection of Vehicle and Liability https://anchorinsuranceagents.com/minnesota-auto-insurance-comprehensive-protection-for-your-vehicle-and-liability-needs/	✓	✓	1	KEEP
Car Insurance Discounts: Maximize Savings on Auto Premiums https://anchorinsuranceagents.com/car-insurance-discounts-maximize-savings-on-auto-premiums/	✓	✓	12	KEEP
Home Insurance Policies in the St. Croix River Valley https://anchorinsuranceagents.com/home-insurance-policies-in-the-st-croix-river-valley/	✓	✓	2	KEEP
The Ultimate Guide to Choosing the Right Insurance Policy for You https://anchorinsuranceagents.com/understanding-your-needs-a-comprehensive-guide-to-picking-the-right-insurance-policy/	✓	✗	3	KEEP
<i>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.</i>				

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

0

MISSING TITLE

0

DUPLICATED TITLE/DESC

18

TOO LONG (TRUNCATE)

12

CLEAN OF 30

PAGES NEEDING ATTENTION — TOP 12 OF 18

Terms and Conditions | Anchor Insurance and Financial Services <https://anchorinsuranceagents.com/wpautoterms/terms-and-conditions/>

TITLE 62 Terms and Conditions | Anchor Insurance and Financial Services

DESC 328 Last updated: Please read these Terms of Use ("Terms", "Terms of Use") carefully before using the website (the "Service") operated by ("us", "we", or "our"). Your access to and use of the Service is conditioned on your acceptance of and compliance with these Terms. These Terms apply to all visitors, users and others who access

title too long (62 chars — truncates in Google)

description too long (328 chars — truncates)

Anchor Insurance Agents | Anchor Insurance and Financial Services <https://anchorinsuranceagents.com/author/anchor-insurance-agents/>

TITLE 65 Anchor Insurance Agents | Anchor Insurance and Financial Services

DESC 0 — none —

title too long (65 chars — truncates in Google)

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

Privacy Policy | Anchor Insurance and Financial Services <https://anchorinsuranceagents.com/wpautoterms/privacy-policy/>

TITLE 56 Privacy Policy | Anchor Insurance and Financial Services

DESC 342 Last updated: ("us", "we", or "our") operates the website (the "Service"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information when you use our Service. We will not use or share your information with anyone except as described in this Privacy Policy. We use your Personal Information for

description too long (342 chars — truncates)

Recreational Vehicle Insurance | Hudson Insurance Broker <https://anchorinsuranceagents.com/recreational-vehicle-insurance/>

TITLE 56 Recreational Vehicle Insurance | Hudson Insurance Broker

DESC 179 Check out our Recreational Vehicle Insurance page. We offer personalized solutions for all your personal or business insurance needs. Call our insurance brokers in Hudson, IW now!

description too long (179 chars — truncates)

Public Livery Insurance | Hudson, Wisconsin Insurance Broker <https://anchorinsuranceagents.com/public-livery/>

TITLE 60 Public Livery Insurance | Hudson, Wisconsin Insurance Broker

DESC 172 Check out our Public Livery Insurance page. We offer personalized solutions for all your personal or business insurance needs. Call our insurance brokers in Hudson, IW now!

description too long (172 chars — truncates)

Request a Quote | Hudson, Wisconsin Insurance Broker https://anchorinsuranceagents.com/get_a_quote/

TITLE 52 Request a Quote | Hudson, Wisconsin Insurance Broker

DESC 171 Check out our Get An Insurance Quote page. We offer personalized solutions for all your personal or business insurance needs. Call our insurance brokers in Hudson, IW now!

description too long (171 chars — truncates)

Homeowners Insurance | Hudson, Wisconsin Insurance Broker <https://anchorinsuranceagents.com/homeowners-insurance/>

TITLE 57 Homeowners Insurance | Hudson, Wisconsin Insurance Broker

DESC 169 Check out our Homeowners Insurance page. We offer personalized solutions for all your personal or business insurance needs. Call our insurance brokers in Hudson, IW now!

description too long (169 chars — truncates)

Business Insurance | Hudson, Wisconsin Insurance Broker <https://anchorinsuranceagents.com/business-insurance/>

TITLE 55 Business Insurance | Hudson, Wisconsin Insurance Broker

DESC 167 Check out our Business Insurance page. We offer personalized solutions for all your personal or business insurance needs. Call our insurance brokers in Hudson, IW now!

description too long (167 chars — truncates)

Independent Insurance Agency Advantages <https://anchorinsuranceagents.com/independent-insurance-agency-advantages-experience-the-anchor-insurance-difference/>

TITLE 39 Independent Insurance Agency Advantages

DESC 166 Discover the benefits of working with an independent insurance agency like Anchor Insurance and how our personalized approach leads to better results for our clients.

description too long (166 chars — truncates)

Auto Insurance | Hudson, Wisconsin Insurance Broker <https://anchorinsuranceagents.com/car-insurance/>

TITLE 51 Auto Insurance | Hudson, Wisconsin Insurance Broker

DESC 163 Check out our Auto Insurance page. We offer personalized solutions for all your personal or business insurance needs. Call our insurance brokers in Hudson, IW now!

description too long (163 chars — truncates)

Life Insurance | Hudson, Wisconsin Insurance Broker <https://anchorinsuranceagents.com/whole-life-term-life-life-insurance>

TITLE 51 Life Insurance | Hudson, Wisconsin Insurance Broker

DESC 163 Check out our Life Insurance page. We offer personalized solutions for all your personal or business insurance needs. Call our insurance brokers in Hudson, IW now!

description too long (163 chars — truncates)

Start A Claim | Hudson, Wisconsin Insurance Broker <https://anchorinsuranceagents.com/start-a-claim/>

TITLE 50 Start A Claim | Hudson, Wisconsin Insurance Broker

DESC 162 Check out our Start A Claim page. We offer personalized solutions for all your personal or business insurance needs. Call our insurance brokers in Hudson, IW now!

description too long (162 chars — truncates)

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)

×

\$1,000

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)

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.

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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