AI VISIBILITY AUDIT

Anchor Insurance

Prepared exclusively by Golden Gumball

anchorinsuranceagents.com

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THE ONE-GLANCE VERDICT

When Hudson, WI customers ask ChatGPT, Claude or Gemini for Insurance Broker, Anchor Insurance shows up just 2% of the time — The Insurance Center wins the rest.

WHAT WE FOUND

My honest bottom line is that Anchor Insurance needs a full rebuild rather than repairs, because the current site's problems run deeper than any patch can fix.

- The content isn't working: 14 of 25 pages earned zero clicks in a year, blog posts read like generic filler with no call to action, and nothing on the site explains what makes Anchor different from the broker down the street — that missing story is your biggest untapped opportunity.
- You're nearly invisible where it now matters most: only 2% AI visibility, and when people ask AI tools for an insurance broker, it recommends a competitor ("The Insurance Center") instead of you — a rebuild lets us structure the site so you're the one getting named.
- The foundation is dated and slow: a 69 mobile performance score, stock imagery, missing meta descriptions on 9 pages, and a "wall of logos" carrier page all signal to both visitors and search engines that the site is behind — this is where a fresh build pays off immediately.
- You're spreading too thin: the service area is huge with no local pages, and 8 pages show no sense of place — building dedicated Hudson and surrounding-area pages will help you win the local searches that actually convert.
- A rebuild lets us add the tools that turn visitors into calls: a simple cost estimator, live chat, clear calls to action on every page, and proper tracking on phone-number clicks so we can finally measure what's working.

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	525	37
AVERAGE POSITION	KEYWORDS ON PAGE 1	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.

46 /100

Entity Signals

20/20

- Business entity structured in schema
- Person schema present for team members
- 1 about/team page(s)

Knowledge Signals

9/20

- 16 service pages, 9 blog posts
- Average 686 words per page (whole page, incl. menus/footer)
- 30 total pages crawled
- 8 thin pages (<300 words)

Reputation Signals

0/20

- No Review/AggregateRating schema found

Structured Signals

16/20

- FAQ schema present
- Breadcrumb schema present
- Schema coverage: 73% of pages

Validation Signals

1/20

- AI Visibility Score: 2%
- Cited by 1 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
6%	0%	0%

QUERY	CHATGPT	CLAUDE	GEMINI
Business & Commercial Insurance Hudson	OMITTED	OMITTED	*error*
Public Livery Insurance Hudson	CITED 1/3	OMITTED	*error*
Auto Insurance Hudson	OMITTED	OMITTED	*error*
Homeowners Insurance Hudson	OMITTED	OMITTED	*error*
Life Insurance Hudson	OMITTED	OMITTED	*error*
Recreational Vehicle Insurance Hudson	OMITTED	OMITTED	*error*
insurance near hudson	OMITTED	OMITTED	*error*
life insurance hudson	OMITTED	OMITTED	*error*
insurance hudson wi	OMITTED	OMITTED	*error*
cheap car insurance wisconsin	OMITTED	OMITTED	*error*
insurance brokers wisconsin	CITED 1/3	OMITTED	*error*
long-term care insurance hudson	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 Hudson, WI, these are the businesses the AI engines named. Ranked by how many engines recommend them and how often.

1	**The Insurance Center**	ChatGPT	2×
2	**Sjoberg & Tebelius, P.A.**	ChatGPT	2×
3	**Atlas Insurance Brokers**	ChatGPT	1×
4	**Murphy Insurance Group**	ChatGPT	1×
5	**Sandeen Insurance**	ChatGPT	1×
6	**State Farm – Steve Zacher 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.

TOTAL CLICKS / MO	TOTAL IMPRESSIONS / MO	AVG POSITION
255	29,627	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.

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	OMITTED	OMITTED
Google #14	st croix valley insurance	LOW	CITED	OMITTED	OMITTED
Google #16	anchor brokerage	LOW	CITED	OMITTED	OMITTED
Google #17	anchor insurance agency inc	LOW	CITED	OMITTED	OMITTED
Google #20	insurance broker wisconsin	LOW	CITED	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 Hudson **HIGH**
- Public Livery Insurance Hudson **HIGH**
- Auto Insurance Hudson **HIGH**
- Homeowners Insurance Hudson **HIGH**
- Life Insurance Hudson **HIGH**
- Recreational Vehicle Insurance Hudson **HIGH**
- insurance near hudson **HIGH**
- life insurance hudson **HIGH**
- insurance hudson wi **HIGH**
- cheap car insurance wisconsin **HIGH**
- insurance brokers wisconsin **HIGH**
- long-term care insurance hudson **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 **Hudson + Surrounds** that have real monthly search volume — but this business does not rank on Google page 1. Each is a service a nearby customer is actively searching for.

Areas searched: Hudson · Wisconsin

MISSING LOCAL QUERIES	MONTHLY SEARCHES MISSED
15	58,790

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
HUDSON	auto insurance hudson	vol: 10	MEDIUM	NOT RANKING
HUDSON	homeowners insurance hudson	vol: 10	MEDIUM	NOT RANKING
HUDSON	life insurance hudson	vol: 10	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.

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.

15.1	15.5	1	100%
AVG LINKS INTO A PAGE	AVG LINKS OUT OF A PAGE	ORPHAN PAGES (<3 IN)	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, Recreational Vehicle Insurance.
- Expand 8 thin content pages to 800+ words.
- Fix 1 weakly-linked pages with contextual internal links.
- Build every service page 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)

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