

AI VISIBILITY AUDIT

# On Point Solutions LLC

Prepared exclusively by Golden Gumball

[onpointsolutionsllc.com](https://onpointsolutionsllc.com)

Date prepared: July 28, 2026

## THE ONE-GLANCE VERDICT

**When local customers ask ChatGPT, Claude or Gemini for businesses like this, **On Point Solutions LLC** never comes up — SavATree does.**

## WHAT WE FOUND

My recommendation is a major overhaul of your content and structure — the foundation and reputation are strong, but the site isn't working hard enough to turn visitors into customers or to get you found.

- Rewrite every service page in a plain, customer-first voice that speaks directly to the reader's problem — the current "we strive," "we are proud" language is corporate and won't hold attention, and thin content is costing you on 8 pages that earned zero clicks in a year.
- Fix your conversion path urgently: add a clear call to action to the Emergency page, move the rates table off it (this is actively losing you emergency customers), and promote "Book an Appointment Right Now" into the main navigation so it's the obvious next step everywhere.
- Build dedicated location pages for the areas people actually search in — you currently show no local knowledge on any page, which is why AI engines recommend SavATree over you and name you in 0 of 3 results.
- Clean up the structure that's holding you back: remove the empty "Insights and Articles" tab, resolve 30 duplicate titles/descriptions and 3 missing meta descriptions, add proper internal linking between services, and add FAQs with schema so search and AI tools can understand and cite you.
- Lead with your people and your proof: swap the tree photo for a real photo of Caleb and Samantha, and put your excellent Google reviews front and centre — this trust is your biggest advantage and it's currently underused.

*Est. impact of closing the gap: +\$840/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.

#24.9

AVERAGE POSITION

221

KEYWORDS ON PAGE 1

4

STUCK AT BOTTOM OF PAGE 2

## FASTEST WINS — BOTTOM OF PAGE 2, ONE PUSH FROM PAGE 1

These already rank on page 2 (positions 11–20). Moving a keyword from page 2 to page 1 typically multiplies its clicks several times over — the cheapest gains available.

|     |                                                |            |        |
|-----|------------------------------------------------|------------|--------|
| #12 | on point tree service                          | 79 impr/mo | page 2 |
| #12 | tree pruning st. croix                         | 26 impr/mo | page 2 |
| #12 | tree and yard waste grinding services          | 19 impr/mo | page 2 |
| #11 | contract tree and yard waste grinding services | 13 impr/mo | page 2 |

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

## HOW TO CLIMB THE RANKINGS

1. Fix the title tag and meta description on the page targeting "on point tree service" first — you're ranking #12 for your own brand name with 79 impressions/month, the biggest opportunity here, so put "On Point Tree Service" (and "On Point Solutions LLC") at the front of the title and write a description that names the brand plainly; this is likely one of your 20 pages with weak/missing/duplicate metadata.
2. Work through the remaining 19 pages with weak, missing, or duplicate titles and meta descriptions, giving each one a unique title that leads with its target keyword — specifically ensure a dedicated page owns "tree pruning st. croix," one owns "tree and yard waste grinding services," and one owns "contract tree and yard waste grinding services," rather than these terms fighting over shared or duplicate titles.
3. Expand the 4 thin pages (under ~300 words) to at least 600–800 words of genuinely useful content — if any of these thin pages are the ones targeting "tree pruning st. croix" or the grinding-services keywords, prioritise those, since Google rarely ranks thin pages on page 1 and this is the most likely thing holding your #11–12 positions back.
4. Add internal links pointing to your key money pages — the tree service, pruning, and grinding pages — from your homepage, services menu, and relevant body content, since you currently have important pages with almost no internal links; use the exact keyword as anchor text (e.g. "tree pruning in St. Croix," "tree and yard waste grinding services") so Google understands what each page should rank for.
5. Strengthen local relevance for the geo-keyword "tree pruning st. croix" by adding the St. Croix location naturally into that page's title, headings, and body copy, and ensure it's linked

from your main service pages — the low 26/month volume means only a small ranking nudge is needed to reach page 1.

6. Consolidate the two overlapping grinding keywords ("tree and yard waste grinding services" #12 and "contract tree and yard waste grinding services" #11) so they don't compete: keep one primary grinding page with the strongest title and internal links, and either fold the second into it or clearly differentiate the "contract" version so both aren't cannibalising each other at the bottom of page 2.

## 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.

# 40

/100

## Entity Signals

**20/20**

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

## Knowledge Signals

**9/20**

- 14 service pages, 0 blog posts
- Average 549 words per page (whole page, incl. menus/footer)
- 22 total pages crawled
- 4 thin pages (<300 words)

## Reputation Signals

**0/20**

- No Review/AggregateRating schema found

## Structured Signals

**11/20**

- No FAQ content or schema found
- Breadcrumb schema present
- Schema coverage: 86% 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 |
| 24/7 emergency tree removal service near me                                                  | OMITTED | OMITTED | error  |
| tree trimming service near me pricing                                                        | OMITTED | OMITTED | error  |
| stump grinding and removal near me quote                                                     | OMITTED | OMITTED | error  |
| tree disease management service near me                                                      | OMITTED | OMITTED | error  |
| commercial tree services eastern twin cities                                                 | OMITTED | OMITTED | error  |
| affordable tree removal service near me                                                      | 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, these are the businesses the AI engines named — while omitting On Point Solutions LLC entirely. Ranked by how many engines recommend them and how often.

|   |                           |                |    |
|---|---------------------------|----------------|----|
| 1 | SavATree                  | ChatGPT Claude | 7× |
| 2 | Davey Tree Expert Company | ChatGPT        | 8× |
| 3 | Bartlett Tree Experts     | ChatGPT        | 8× |
| 4 | Monster Tree Service      | ChatGPT        | 3× |
| 5 | Asplundh Tree Expert LLC  | ChatGPT        | 3× |
| 6 | The Tree Doctor           | ChatGPT        | 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.

TOTAL CLICKS / MO

100

TOTAL IMPRESSIONS / MO

5,873

AVG POSITION

24.9

**STRIKING DISTANCE — PAGE 2 (POSITIONS 11–20), 4 TOTAL**

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

|       |                                                |            |          |
|-------|------------------------------------------------|------------|----------|
| #12.4 | on point tree service                          | 79 impr/mo | 3 clicks |
| #11.5 | tree pruning st. croix                         | 26 impr/mo | 0 clicks |
| #11.8 | tree and yard waste grinding services          | 19 impr/mo | 0 clicks |
| #11.1 | contract tree and yard waste grinding services | 13 impr/mo | 0 clicks |

**LOW CTR ON PAGE 1 — 32 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.

|      |                              |             |          |           |
|------|------------------------------|-------------|----------|-----------|
| #1.1 | tree removal                 | 560 impr/mo | 0.4% CTR | exp 28.0% |
| #1.0 | tree pruning                 | 406 impr/mo | 0.0% CTR | exp 28.0% |
| #1.0 | tree service stillwater      | 402 impr/mo | 0.0% CTR | exp 28.0% |
| #1.3 | tree trimming                | 191 impr/mo | 0.0% CTR | exp 28.0% |
| #2.1 | onpoint                      | 185 impr/mo | 0.0% CTR | exp 15.0% |
| #1.0 | tree service                 | 130 impr/mo | 0.0% CTR | exp 28.0% |
| #1.8 | tree removal near me         | 103 impr/mo | 1.9% CTR | exp 15.0% |
| #2.5 | stump grinding               | 102 impr/mo | 2.0% CTR | exp 15.0% |
| #1.0 | tree removal service near me | 83 impr/mo  | 0.0% CTR | exp 28.0% |

#3.1 tree service near me

70 impr/mo

2.9% CTR

exp 11.0%

#1.1 tree trimming service

53 impr/mo

0.0% CTR

exp 28.0%

#3.9 tree removal stillwater mn

53 impr/mo

0.0% CTR

exp 8.0%

[+20 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

12

## PAGE 1 (POSITIONS 1–10) · 3

|    |                        |          |        |
|----|------------------------|----------|--------|
| #1 | on point solutions llc | vol: 140 | LOW    |
| #2 | on point solutions     | vol: 590 | LOW    |
| #5 | on point tree service  | vol: 390 | MEDIUM |

## PAGE 2 (POSITIONS 11–20) · 0

## PAGE 3+ (POSITIONS 21+) · 9

|     |                               |          |        |
|-----|-------------------------------|----------|--------|
| #21 | on point tree service reviews | vol: 50  | MEDIUM |
| #24 | northern stump solutions      | vol: 90  | LOW    |
| #27 | one tree solutions            | vol: 50  | LOW    |
| #46 | tree diseases in minnesota    | vol: 20  | LOW    |
| #54 | tree diseases in mn           | vol: 20  | LOW    |
| #63 | irontree solutions            | vol: 90  | LOW    |
| #64 | 24-hour tree service near me  | vol: 110 | HIGH   |
| #65 | tree diseases mn              | vol: 20  | LOW    |
| #68 | tree disease management       | vol: 20  | LOW    |

## 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 3 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 #2 on point solutions

LOW

OMITTED

OMITTED

OMITTED

Google #5 on point tree service

MEDIUM

OMITTED

OMITTED

OMITTED

Google #1 on point solutions llc

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.

- › 24/7 emergency tree removal service near me HIGH
- › tree trimming service near me pricing HIGH
- › stump grinding and removal near me quote HIGH
- › tree disease management service near me HIGH
- › commercial tree services eastern twin cities HIGH
- › affordable tree removal service near me 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.

*Not run — this section needs local areas (the towns served). Add them in the Advanced section of the form (or they fill in automatically once the site can be crawled).*

## 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.

**14.1**

AVG LINKS INTO A PAGE

**14.2**

AVG LINKS OUT OF A PAGE

**0**

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.

$$\begin{array}{ll} \mathbf{7} & \text{extra clicks/mo from lifting 4 page-2 keywords into the top 5} \\ \times & \\ \mathbf{1.0\%} & \text{assumed click} \rightarrow \text{new-customer conversion (deliberately conservative)} \\ \times & \\ \mathbf{\$1,000} & \text{average case value} \\ \hline = \mathbf{\$70/mo} \approx \mathbf{\$840/yr} \end{array}$$

*Range at 0.5%–1.5% conversion: \$35–\$105/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.

## 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 4 thin content pages to 800+ words.
- Reformat the 4 low-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)

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