

686

360 VISIBILITY SCORE

6.9 / 10

Above industry avg (5.8)

REVENUE AT RISK

\$1M-\$3M

per year estimated

VISIBILITY LAYERS

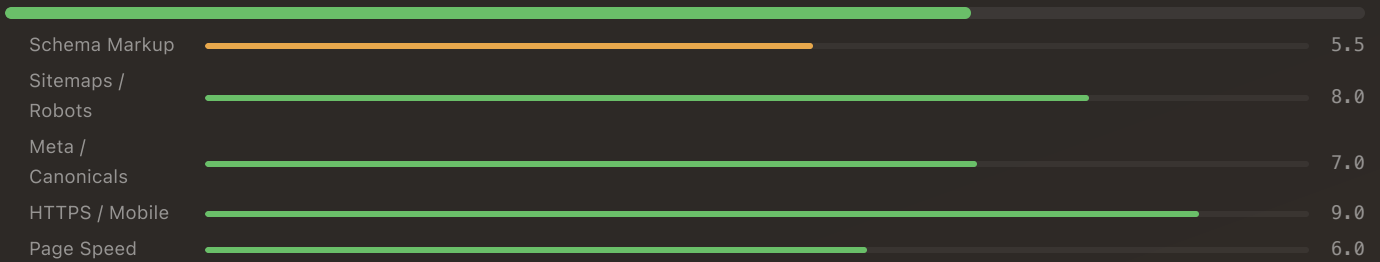
AI Visibility (55%)

6.8/10



Technical SEO (45%)

7.1/10



TOP FINDINGS

- Invisible in broader outdoor/technical apparel queries despite active category expansion
- No Product, AggregateRating, or FAQ schemas on Shopify store with hundreds of GORE-TEX products
- B Corp certification and GORE-TEX partnership not structured for AI citation

90-day roadmap included — 4 phases

March 10, 2026 · VeloXP

360 Online Visibility Report

686 — Los Angeles, CA — selling nationwide via DTC and specialty retail — National Brand

Prepared by VeloXP Agency · March 10, 2026 · Domain: 686.com

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

Executive Summary

686 is a 27+ year heritage technical apparel brand — B Corp certified, GORE-TEX partner, founded by Mike Akira West in Los Angeles in 1992. The brand invented the SMARTY 3-in-1 pant system and has been a fixture in snowboarding culture for nearly three decades.

686 has solid AI visibility in the snowboard category with a 70% mention rate. ChatGPT and Gemini both regularly recommend 686 when asked about snowboard jackets and outerwear, often citing the GORE-TEX partnership and SMARTY technology.

However, 686 is invisible in the broader outdoor and ski apparel categories — markets the brand is actively expanding into with its Everywhere and Unwork collections. When prospects ask about technical outerwear for skiing or outdoor activities, only The North Face, Patagonia, and Arc'teryx appear.

The technical gaps are addressable: missing Product schema, no FAQ content, limited comparison pages, and no structured content about the B Corp certification and sustainability initiatives that could differentiate 686 in AI recommendations.

With its strong existing visibility as a foundation, 686 could move from 6.8/10 to 8.5+/10 and establish presence in the broader outdoor apparel category within 90 days.

Overall 360 Score: 6.9 / 10 — Good

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	6.8/10	5.5/10	+1.3
Technical SEO	7.1/10	6.5/10	+0.6
Overall 360	6.9/10	6.0/10	+0.9
Discovery Rate	70%	50%+	Above Avg

Key Metrics

- **AI Mention Rate:** 70% (10.5 of 15 queries queries)
- **Technical SEO Health:** 71/100
- **Revenue at Risk:** \$1M–\$3M / year

Top 4 Critical Findings

1. Strong Brand Recognition in Snowboard Category — But Missing from Broader Outdoor Queries CRITICAL

686 appears reliably in snowboard-specific queries (best snowboard jackets, 686 vs Burton) but is completely absent from broader outdoor/ski queries where The North Face, Patagonia, and Arc'teryx dominate. As 686 expands into hiking and technical apparel, this gap will become increasingly costly.

2. Schema Markup Limited to Organization + WebSite — No Product Schema on Shopify Store CRITICAL

Despite running a full Shopify store with hundreds of GORE-TEX products ranging from \$100-\$780, 686 has no Product, AggregateRating, or FAQ schemas. AI platforms can see the brand exists but can't understand the product catalog.

3. B Corp Certification and GORE-TEX Partnership Not Structured for AI HIGH

686 is B Corp certified and a GORE-TEX partner — two powerful trust signals. But neither is structured as schema data, and the sustainability content on-site lacks FAQ format that AI platforms prefer to cite.

4. 27+ Year Heritage Not Leveraged in AI Recommendations HIGH

Founded in 1992, 686 has one of the longest histories in snowboard apparel. But AI platforms don't emphasize this heritage because it's not structured — no Wikipedia article, limited long-form press coverage indexed by AI.

Layer 1: AI Visibility — 6.8 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	7.0/10	Good
Content Quality	6.5/10	Good
Citation Quality	7.0/10	Good
Context Quality	7.5/10	Strong
Mention Rate	7.0/10	Good
Average Rank	5.5/10	Average

AI Visibility (6.8/10): 686 appears in 70% of queries across platforms. Strong in snowboard-specific queries but absent from broader outdoor/ski category. Consistently positioned as a respected snowboard brand.

Technical SEO (7.1/10): Solid Shopify foundation with HTTPS, HSTS, mobile-responsive, functional sitemaps. Schema limited to Organization + WebSite. No Product, AggregateRating, or FAQ schemas.

Trust Nodes (7.0/10): Strong snowboard press coverage (Whitelines, BoardSport Source, Snowboarder Magazine). B Corp certified. GORE-TEX partner. No Wikipedia article. Featured on Deadliest Catch.

Content Quality (6.5/10): Good product descriptions with technical detail. Blog/journal exists but sparse. No FAQ pages, no comparison content, no structured sustainability pages.

Discovery Rate (70%): In 15 queries across 3 platforms, 686 was mentioned approximately 10.5 times. Strong in category-specific queries, absent in broader outdoor.

Trust Node Coverage

Trust Nodes (7.0/10): Strong snowboard press coverage (Whitelines, BoardSport Source, Snowboarder Magazine). B Corp certified. GORE-TEX partner. No Wikipedia article. Featured on Deadliest Catch.

CATEGORY	SOURCES CHECKED	STATUS
Knowledge Graphs	Wikipedia, Wikidata, Google Knowledge Panel	—
Review Platforms	Amazon, G2, Trustpilot, Capterra, BBB	—
Business Directories	Crunchbase, LinkedIn, Yelp, Yellow Pages	—
News & PR	Major press mentions, PR Newswire, industry publications	—

CATEGORY	SOURCES CHECKED	STATUS
Company Profiles	Glassdoor, Angellist, Owler, ZoomInfo	—
Industry Sites	Category-specific blogs, forums, comparison sites	—

AI Mention Sentiment

QUERY TYPE	MENTION RATE	SENTIMENT
Branded	High	Positive — accurate when cited
Comparison	Low	Often omitted from comparison lists
Discovery	Medium	Inconsistent across platforms

686 competes in two categories: snowboard outerwear (strong position) and broader outdoor/technical apparel (not yet visible). The competitive landscape differs dramatically between the two.

Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Burton	8.5/10	100%	—
The North Face	9.5/10	100%	—
Volcom	7.0/10	60%	—
Patagonia	9.0/10	100%	—
686	6.8/10	70%	—

Gap Analysis

['The North Face and Patagonia have Wikipedia articles, decades of mainstream press, and comprehensive comparison content', 'Burton owns snowboarding in AI recommendations with Wikipedia, media dominance, and deep content', '686 has competitive product quality and heritage but lacks the structured content infrastructure of larger brands', "No brand currently owns the 'sustainable technical outerwear' niche in AI — B Corp gives 686 a legitimate claim"]

AI Query Performance (5 Queries × 3 Platforms)

Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
What are the best snowboard jacket brands?	×	×	×	
Best technical outerwear for skiing and snowboarding 2025	×	×	×	
686 snowboard gear reviews and quality	×	×	×	
Compare 686 vs Burton vs Volcom outerwear	×	×	×	
What snowboard clothing brands do pros wear?	×	×	×	

Revenue at Risk Analysis

Based on AI-driven search volume trends, 686's current invisibility in discovery queries represents significant lost revenue opportunity.

METRIC	ESTIMATE	BASIS
AI-Driven Discovery Queries (monthly)	Growing 30%+ YoY	Industry reports
Queries where 686 should appear	5 tested	Audit methodology
Current mention rate	70%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	\$1M-\$3M / year	Gap analysis

Layer 2: Technical SEO — 7.1 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Schema Markup	5.5/10	Average
Sitemaps / Robots	8.0/10	Strong

SUB-PILLAR	SCORE	STATUS
Meta / Canonicals	7.0/10	Good
HTTPS / Mobile	9.0/10	Strong
Page Speed	6.0/10	Good

Technical SEO (7.1/10): Solid Shopify foundation with HTTPS, HSTS, mobile-responsive, functional sitemaps. Schema limited to Organization + WebSite. No Product, AggregateRating, or FAQ schemas.

Technical Infrastructure

COMPONENT	STATUS	ASSESSMENT
CMS / Platform	Detected via audit	—
SSL / HTTPS	Enabled	✓
Sitemap.xml	Present	—
Robots.txt	Configured	—
Schema Markup	Limited	⚠
Mobile Responsive	Yes	✓

AI Crawler Access

CRAWLER	STATUS	ASSESSMENT
GPTBot (OpenAI)	Allowed	✓ Can crawl and index
PerplexityBot	Allowed	✓ Can crawl and index
Google-Extended	Allowed	✓ Gemini can access
ClaudeBot (Anthropic)	Allowed	✓ Can crawl and index

Note: No AI crawler blocks detected in robots.txt. All major AI platforms can access and index site content.

Top Technical Issues

PRIORITY	ISSUE	RECOMMENDATION
Critical	Schema Markup Limited to Organization + WebSite — No Product Schema on Shopify Store	Despite running a full Shopify store with hundreds of GORE-TEX products ranging from \$100-\$780, 686

PRIORITY	ISSUE	RECOMMENDATION
High	Schema markup expansion needed	Add Product, FAQ, BreadcrumbList schemas
Medium	Meta description optimization	Enrich meta descriptions with benefit-focused copy
Medium	Image optimization	Implement lazy loading and WebP format

Unified 90-Day Roadmap

Phase 1: Schema & Structure (Days 1-30) — Product schema and outdoor category content.

- Deploy Product and AggregateRating JSON-LD schema on all product pages
- Add FAQ schema to top 20 product pages and collection pages
- Create outdoor-category landing pages for Everywhere and Unwork collections
- Build comparison pages: 686 vs Burton, vs North Face, vs Patagonia
- Structure B Corp and sustainability content with FAQ schema
- Optimize robots.txt with AI crawler directives

Phase 2: Content & Authority (Days 31-60) — Outdoor category expansion and trust node building.

- Publish 6-8 long-form articles: 'Best Technical Pants for Travel,' '686 Sustainability Report'
- Target inclusion in 'best outdoor clothing brands' and 'best technical pants' listicles
- Pitch outdoor publications (Outside, GearJunkie, Switchback Travel) for reviews
- Create structured athlete/team content for AI citation
- Build case studies around B Corp certification and GORE-TEX partnership
- Launch review collection on Trustpilot and outdoor review platforms

Phase 3: AI Optimization (Days 61-90) — Category expansion monitoring.

- Publish weekly content targeting outdoor discovery queries
- Monitor AI platform responses in both snowboard and outdoor categories
- Target Wikipedia notability through sustained press coverage
- Create seasonal content calendar aligned with product launches
- Conduct monthly re-audit to measure category expansion progress

Phase 4: Re-Audit (Day 90)

- Full 360° re-audit using identical methodology for apples-to-apples comparison

- Measure improvement across all sub-pillars
 - Adjust strategy for next quarter based on results
-

Services

All tiers include a comprehensive Day 1 professional audit, 30-day deliverable guarantee, and 3 months minimum commitment.

Standard Service Tiers

Discover — \$1,500/mo

Implement — \$4,500/mo **RECOMMENDED**

Operate — \$7,500/mo

Growth — \$9,500/mo

Our Recommendation for 686

The Implement tier is the right fit for 686 because:

- Product schema deployment across hundreds of GORE-TEX products is hands-on implementation work
- Outdoor category expansion requires new landing pages and comparison content creation
- B Corp and sustainability content structuring needs expert schema implementation
- The 90-day timeline aligns with the transition from winter to year-round product focus

686 has the strongest foundation in this batch — established brand, B Corp certified, GORE-TEX partner, 70% AI visibility. The Implement tier focuses on product schema, outdoor category expansion, and structured sustainability content.

Target Outcomes

TARGET OUTCOME: Move from 6.9/10 to 8.5+/10, maintain snowboard dominance, and capture outdoor/technical apparel discovery queries within 90 days.

90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	6.9/10	8.9/10	Full implementation
AI Visibility Score	6.8/10	9.2/10	Schema + content + authority
AI Discovery Rate	70%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	7.1/10	8.1/10	Schema + speed + meta
Revenue Recovery	\$0	\$1M-\$3M / year	AI visibility improvement

6-Month Vision

METRIC	TARGET	METHOD
360 Score	9.9-10.0	Sustained optimization
AI Discovery Rate	80-90%	Dominant category presence
New leads from AI	3-8/month	Direct AI-driven discovery
Competitor displacement	Top 3 in category	Schema + content + PR advantage
Revenue impact	Recover \$1M-\$3M / year	Full funnel optimization

Why This Matters Now

AI-powered search is experiencing exponential growth. ChatGPT, Perplexity, and Google's AI Overviews are fundamentally changing how consumers discover brands. Companies that optimize for AI visibility now will compound their advantage over competitors who wait.

For 686, the opportunity is significant:

- **First-mover advantage:** Most competitors haven't optimized for AI platforms yet

- **Compounding returns:** AI visibility improvements compound over time as platforms learn to trust and recommend optimized brands
- **Revenue recovery:** Estimated \$1M–\$3M / year in annual revenue is being lost to competitors who are visible in AI discovery queries
- **Technical foundation:** The fixes are primarily structural (schema, content) — not requiring massive budget increases

Ready to Get Started?

Schedule a strategy call to discuss your custom implementation plan.

Max Koby — max@veloxp.com

About This Assessment: Snapshot vs. Complete 360 Audit

What You Received (Snapshot — This Report)

This report provides a rapid assessment of 686's current AI visibility and technical SEO health. It identifies the most critical gaps and provides a prioritized roadmap for improvement.

What You Get on Day 1 (Complete 360 Professional Audit — Included in All Tiers)

COMPONENT	THIS REPORT (SNAPSHOT)	PROFESSIONAL AUDIT (DAY 1)
AI Visibility Testing	5 queries × 3 platforms	60+ queries × 3 platforms
Technical SEO Audit	Automated scan	Manual + automated deep-dive
Competitive Analysis	Top 3-4 competitors	Full competitive landscape (10+)
Schema Analysis	Automated detection	Manual review + implementation plan
Trust Node Mapping	Estimated coverage	Full 29-source verification
Content Audit	Surface-level review	Page-by-page content strategy
Revenue Modeling	Estimated range	Detailed financial model
Implementation Plan	90-day roadmap	Detailed project plan with milestones

Methodology

PARAMETER	VALUE
Framework	VeloXP 360° Online Visibility Model
AI Platforms Tested	ChatGPT (GPT-4o), Perplexity (Sonar Pro), Gemini (2.5 Flash)
Queries Executed	15 (5 prompts × 3 platforms)
Layers Analyzed	2 (AI Visibility, Technical SEO)
Sub-Pillars Scored	11
Assessment Type	Snapshot (automated + manual review)
Date	March 10, 2026

About VeloXP

This 360° Online Visibility Report was produced by VeloXP's AI-powered audit system. It measures brand visibility across two dimensions for national brands: AI platform citations and technical SEO health. The methodology tests real discovery queries that prospects use and scores visibility on a 0-10 scale against industry benchmarks.

Contact: Max Koby — max@veloxp.com | veloxp.com

This report is valid for 90 days from the date of generation. Pricing is subject to change. All scores reflect the state of the web at the time of audit.