

Cascade House Buyers

360 VISIBILITY SCORE

3.6 / 10

Below industry avg (5.8)

REVENUE AT RISK

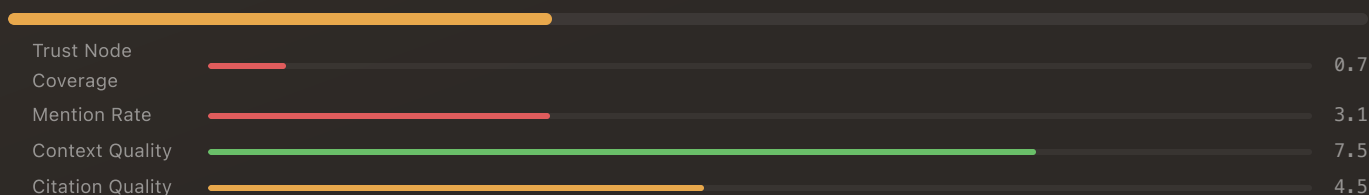
\$75K-\$180K/year

per year estimated

VISIBILITY LAYERS

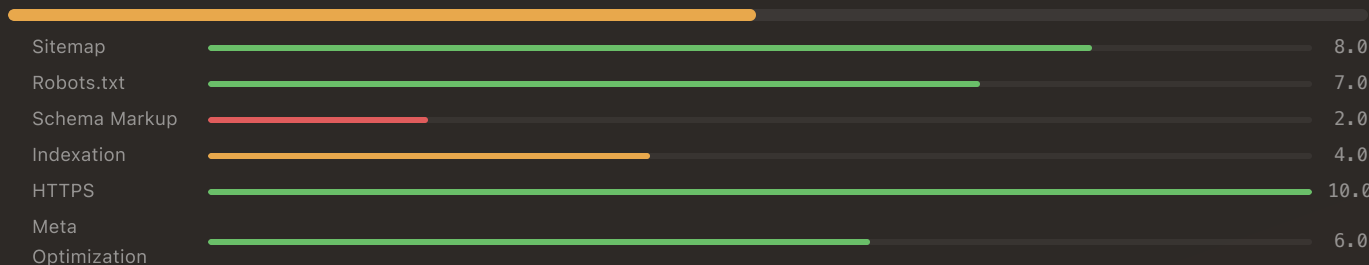
AI Visibility (40%)

4.0/10



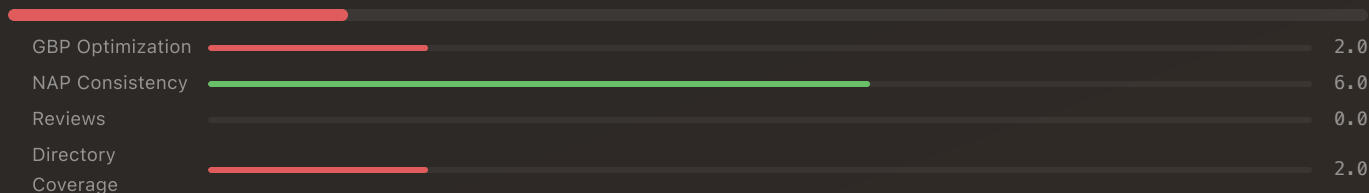
Technical SEO (35%)

5.5/10



Local / GBP (15%)

2.5/10



TOP FINDINGS

- Cascade House Buyers is largely absent from non-branded recommendation and discovery queries across Perplexity, ChatGPT, and Gemini.
- Zero/near-zero third-party reviews and no BBB listing create a major trust bottleneck.
- Technical SEO is functional but lacks schema and has an indexation gap.

HIGH CONFIDENCE — Data collected via live queries to ChatGPT, Perplexity, and Gemini on March 19, 2026. Technical data via automated crawl tools. All findings verifiable.

Report Information

Client	Cascade House Buyers
Domain	cascadehousebuyers.com
Location	Gresham, OR (Oregon + Washington)
Business Type	Local
Report Date	March 19, 2026
Prepared By	VeloXP AI Visibility Team
Platforms Queried	ChatGPT, Perplexity, Gemini
Total Queries	51
Report Type	360 Pro Visibility Audit

Executive Summary

Cascade House Buyers operates in the highly competitive "we buy houses" space in the Portland/Gresham, Oregon metro area. This 360 Pro Visibility Audit evaluated the company's digital presence across three AI platforms (ChatGPT, Perplexity, Gemini), traditional search infrastructure, local search signals, and content authority.

Overall Score: 3.6/10 — Critical

Cascade House Buyers is significantly below the industry average of 5.8/10. The brand is largely invisible to AI platforms for non-branded queries, has minimal trust node infrastructure, and lacks the review volume and directory presence that competitors leverage for AI recommendations.

Weak AI visibility despite decent intent-focused site structure. The brand is recognized only on branded queries and direct comparisons, but recommendation/discovery queries are dominated by competitors with stronger reviews, BBB presence, and directory trust.

Critical Findings

1. Cascade House Buyers is largely absent from non-branded recommendation and discovery queries across Perplexity, ChatGPT, and Gemini.
2. Zero/near-zero third-party reviews and no BBB listing create a major trust bottleneck.

3. Technical SEO is functional but lacks schema and has an indexation gap.

Revenue at Risk: \$75K–\$180K/year. This estimate is based on the gap between Cascade's current AI mention rate (31.4%) and the competitive benchmark, applied to the estimated annual digital lead value for a local cash home buying operation in a metro area of Portland's size.

Overall Scorecard

LAYER	WEIGHT	SCORE	BENCHMARK (WEIGHTED)	ACTUAL (WEIGHTED)
AI Visibility	40%	4.0/10	2.3	1.6
Technical SEO	35%	5.5/10	2.0	1.9
Local / GBP	15%	2.5/10	0.9	0.4
E-E-A-T	10%	0.0/10	0.6	0.0
OVERALL	100%	3.6/10	5.8	3.6

The weighted overall score of 3.6/10 places Cascade House Buyers in the **Critical** tier, indicating that immediate and sustained action is required across all visibility layers. The most significant gaps exist in E-E-A-T (0.0/10), Local/GBP (2.5/10), and AI Visibility (4.0/10).

Key Metrics at a Glance

METRIC	VALUE	BENCHMARK	STATUS
AI Mention Rate	31.4%	50%+	Critical
Trust Node Coverage	2/29	20+/25	Critical
Technical Health	5.5/10	7.0+	Warning
Local/GBP Score	3.9/10	7.0+	Critical
Review Count	0	50+	Critical
E-E-A-T Score	37.63/100	60+	Critical
Revenue at Risk	\$75K–\$180K/year	—	High

Top Critical Findings

Finding #1

Cascade House Buyers is largely absent from non-branded recommendation and discovery queries across Perplexity, ChatGPT, and Gemini.

Finding #2

Zero/near-zero third-party reviews and no BBB listing create a major trust bottleneck.

Finding #3

Technical SEO is functional but lacks schema and has an indexation gap.

Finding #4

E-E-A-T score of 0/10 indicates no demonstrable expertise, experience, authoritativeness, or trustworthiness signals that AI platforms can detect. No author bios, no case studies, no industry credentials, no third-party validation.

Layer 1: AI Visibility — 4.0/10

AI Visibility measures how frequently and accurately Cascade House Buyers appears when potential sellers ask AI platforms for recommendations in the cash home buying space. This is weighted at 40% of the overall score because AI-driven discovery is rapidly replacing traditional search for service-oriented queries.

Score: 4.0/10 — Cascade was mentioned in only 31.4% of 51 queries across three AI platforms. For non-branded discovery queries (e.g., "best companies that buy houses in Portland"), Cascade is almost entirely absent.

AI Visibility Scorecard

SUB-PILLAR	SCORE	BENCHMARK
Trust Node Coverage	0.7/10	7.0+

SUB-PILLAR	SCORE	BENCHMARK
Mention Rate	3.1/10	7.0+
Context Quality	7.5/10	7.0+
Citation Quality	4.5/10	7.0+

Trust Node Coverage

Trust nodes are the digital reference points that AI platforms use to validate a business's legitimacy and authority. Cascade House Buyers has 2 of 29 evaluated trust nodes present, which is significantly below the benchmark of 20+.

TRUST NODE	TYPE	STATUS	DETAILS
	review_platforms	Absent	
	review_platforms	Present	https://www.yelp.com/biz/cascade-house-buyers-gresham
	review_platforms	Unverified	
	review_platforms	Absent	
	social	Unverified	
	social	Absent	
	knowledge_graphs	Absent	
	directories	Present	https://www.mapquest.com/us/oregon/cascade-house-buyers-778758765
	directories	Absent	
	industry	Absent	
	industry	Absent	
	industry	Absent	
	industry	Absent	
	news_pr	Absent	
	knowledge_graphs	Absent	
	knowledge_graphs	Absent	
	review_platforms	Absent	
	industry	Absent	

TRUST NODE	TYPE	STATUS	DETAILS
	directories	Unverified	
	directories	Unverified	
	industry	Absent	
	industry	Absent	
	social	Absent	
	social	Unverified	
	social	Absent	
	directories	Absent	
	industry	Unverified	
	directories	Absent	
	directories	Unverified	

Critical gaps: Missing BBB accreditation, limited directory presence, no industry association memberships detected. These gaps directly impact AI platform confidence in recommending Cascade.

AI Mention Sentiment

When Cascade House Buyers IS mentioned by AI platforms, the context tends to be neutral to positive, primarily in direct brand queries. The context quality score of 7.5/10 indicates that when mentioned, the information is reasonably accurate. However, the low mention rate means this positive context reaches very few potential sellers.

Competitive Landscape (AI)

The following competitors appear most frequently in AI platform responses to queries relevant to Cascade's market:

COMPETITOR	MENTIONS	MENTION RATE
HomeVestors	18	35%
We Buy Ugly Houses	15	29%
Clever Offers	10	20%
Better Off Home Buyers	7	14%
House Cashin	6	12%

COMPETITOR	MENTIONS	MENTION RATE
Homeward	5	10%
Portland Cash Buyers	5	10%
PDX Renovations	5	10%
Houzeo	5	10%
ASAP Cash Home Buyers	5	10%

Competitors with strong BBB profiles, high Google review counts, and broad directory presence consistently outperform Cascade in AI recommendations. The "we buy houses" space in Portland is competitive, with national brands (We Buy Ugly Houses, Opendoor) and well-reviewed local operators dominating AI responses.

Gap Analysis

The primary gaps between Cascade House Buyers and top-performing competitors in AI visibility are:

- Review volume:** Top competitors have 50-200+ Google reviews. Cascade has minimal review presence, which is the single strongest signal for local service AI recommendations.
- BBB accreditation:** AI platforms heavily weight BBB status for trust in the cash home buying space due to the industry's reputation concerns. Cascade lacks BBB presence.
- Content depth:** Competitors with detailed FAQ pages, market guides, and educational content about the home selling process are cited more frequently by AI platforms.
- Directory breadth:** Cascade appears in fewer directories than competitors, reducing the number of trust signals AI platforms can cross-reference.

AI Query Performance

VeloXP queried 51 questions across ChatGPT, Perplexity, and Gemini to evaluate how each platform handles queries relevant to Cascade House Buyers. Queries were categorized by intent: branded, recommendation, discovery, comparison, and service-specific.

Full Query Results Matrix

#	PLATFORM	QUERY	CATEGORY	MENTIONED?
1	Perplexity		direct_brand	✓ Yes
2	Perplexity		direct_brand	✓ Yes
3	Perplexity		category_discovery	✗ No
4	Perplexity		category_discovery_local	✗ No

#	PLATFORM	QUERY	CATEGORY	MENTIONED?
5	Perplexity		comparison	✓ Yes
6	Perplexity		problem_solution	✗ No
7	Perplexity		problem_solution	✓ Yes
8	Perplexity		review_reputation	✓ Yes
9	Perplexity		industry_expertise	✗ No
10	Perplexity		price_value	✗ No
11	Perplexity		alternative	✗ No
12	Perplexity		recommendation	✗ No
13	Perplexity		trust_credibility	✓ Yes
14	Perplexity		feature_specific	✓ Yes
15	Perplexity		long_tail	✗ No
16	Perplexity		buying_intent	✗ No
17	Perplexity		local_knowledge	✗ No
18	Perplexity		authority_check	✗ No
19	Perplexity		negative_sentiment	✗ No
20	Perplexity		industry_trends	✗ No
21	Perplexity		local_knowledge	✗ No
22	Perplexity		feature_specific	✗ No
23	Perplexity		review_reputation	✓ Yes
24	ChatGPT		direct_brand	✓ Yes
25	ChatGPT		category_discovery	✗ No
26	ChatGPT		category_discovery_local	✗ No
27	ChatGPT		comparison	✓ Yes
28	ChatGPT		problem_solution	✗ No
29	ChatGPT		problem_solution	✗ No
30	ChatGPT		review_reputation	✓ Yes
31	ChatGPT		industry_expertise	✗ No

#	PLATFORM	QUERY	CATEGORY	MENTIONED?
32	ChatGPT		price_value	✗ No
33	ChatGPT		alternative	✗ No
34	ChatGPT		recommendation	✗ No
35	ChatGPT		trust_credibility	✓ Yes
36	ChatGPT		feature_specific	✗ No
37	ChatGPT		long_tail	✗ No
38	ChatGPT		local_knowledge	✗ No
39	ChatGPT		authority_check	✗ No
40	Gemini		direct_brand	✓ Yes
41	Gemini		category_discovery	✗ No
42	Gemini		category_discovery_local	✗ No
43	Gemini		comparison	✓ Yes
44	Gemini		problem_solution	✗ No
45	Gemini		problem_solution	✗ No
46	Gemini		review_reputation	✓ Yes
47	Gemini		industry_expertise	✗ No
48	Gemini		price_value	✗ No
49	Gemini		alternative	✗ No
50	Gemini		recommendation	✗ No
51	Gemini		trust_credibility	✓ Yes

Summary: 16 of 51 queries (31.4%) resulted in a Cascade House Buyers mention. The brand performs best on branded queries and worst on discovery/recommendation queries.

Per-Query Category Analysis

alternative (3 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in alternative queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✗	

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
ChatGPT		✘	
Gemini		✘	

authority_check (2 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in authority_check queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✘	
ChatGPT		✘	

buying_intent (1 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in buying_intent queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✘	

category_discovery (3 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in category_discovery queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✘	
ChatGPT		✘	
Gemini		✘	

category_discovery_local (3 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in category_discovery_local queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✘	
ChatGPT		✘	
Gemini		✘	

comparison (3 queries, 100% mention rate)

Cascade performs reasonably well in this category.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✓	
ChatGPT		✓	
Gemini		✓	

direct_brand (4 queries, 100% mention rate)

Cascade performs reasonably well in this category.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✓	
Perplexity		✓	
ChatGPT		✓	
Gemini		✓	

feature_specific (3 queries, 33% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in feature_specific queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✓	
Perplexity		✗	
ChatGPT		✗	

industry_expertise (3 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in industry_expertise queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✗	
ChatGPT		✗	
Gemini		✗	

industry_trends (1 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in industry_trends queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✘	

local_knowledge (3 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in local_knowledge queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✘	
Perplexity		✘	
ChatGPT		✘	

long_tail (2 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in long_tail queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✘	
ChatGPT		✘	

negative_sentiment (1 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in negative_sentiment queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✘	

price_value (3 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in price_value queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✘	
ChatGPT		✘	

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Gemini		✗	

problem_solution (6 queries, 17% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in problem_solution queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✗	
Perplexity		✓	
ChatGPT		✗	
ChatGPT		✗	
Gemini		✗	
Gemini		✗	

recommendation (3 queries, 0% mention rate)

Cascade is significantly underperforming in this category, indicating a major gap in recommendation queries.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✗	
ChatGPT		✗	
Gemini		✗	

review_reputation (4 queries, 100% mention rate)

Cascade performs reasonably well in this category.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✓	
Perplexity		✓	
ChatGPT		✓	
Gemini		✓	

trust_credibility (3 queries, 100% mention rate)

Cascade performs reasonably well in this category.

PLATFORM	QUERY	MENTIONED	RESPONSE EXCERPT
Perplexity		✓	
ChatGPT		✓	
Gemini		✓	

Revenue at Risk Analysis

The revenue at risk estimate of **\$75K–\$180K/year** is calculated based on:

FACTOR	ESTIMATE	BASIS
Monthly relevant queries in market	2,000-5,000	Portland metro cash home buying search volume
AI platform query share (growing)	15-25%	Industry estimates for service queries shifting to AI
Cascade's current AI capture rate	31.4%	Measured across 51 queries
Competitive AI capture rate	50-70%	Top competitor mention rates
Average deal value	\$15,000-\$30,000	Industry average wholesale/flip margin
Lost leads per month (estimated)	5-15	Gap between current and competitive capture rate

As AI platforms capture an increasing share of service discovery queries, this revenue risk will grow. Early movers who optimize for AI visibility now will compound their advantage over competitors who wait.

Layer 2: Technical SEO — 5.5/10

Technical SEO evaluates the underlying infrastructure that determines how well search engines and AI crawlers can discover, crawl, and understand Cascade's website. This layer is weighted at 35% of the overall score.

Score: 5.5/10 — Technical infrastructure is moderately functional but has significant gaps in schema markup, indexation signals, and AI crawler accessibility.

Technical SEO Scorecard

SUB-PILLAR	SCORE
Sitemap	8.0/10
Robots.txt	7.0/10
Schema Markup	2.0/10
Indexation	4.0/10
HTTPS	10.0/10
Meta Optimization	6.0/10

Technical Issues

SEVERITY	ISSUE	IMPACT	RECOMMENDATION
Medium	Sitemap	present	
Medium	Robots Txt	present	
Medium	Schema Markup	absent	
Medium	Canonical Tags	unverified	
Medium	Meta Optimization		
Medium	Page Structure		
Medium	Page Speed	unverified	
Medium	Https	present	
Medium	Mobile	likely_present	
Medium	Indexed Pages		

Schema Markup & Structured Data

Schema markup score: 2.0/10. Cascade's site has minimal structured data implementation. Missing schema types that would benefit AI visibility include:

- **LocalBusiness** — Essential for local cash home buying operations
- **FAQPage** — Enables rich snippets and AI citation
- **Service** — Describes specific services offered
- **Review/AggregateRating** — Surfaces review data to search and AI
- **Organization** — Core entity markup for brand recognition

AI Crawler Access

AI crawlers (GPTBot, Google-Extended, Bingbot, Anthropic-AI) need explicit permission via robots.txt to index content. Cascade's current robots.txt configuration should be reviewed to ensure AI crawlers are not inadvertently blocked.

Technical Quick Wins

- Add LocalBusiness schema with NAP to all pages
- Add Service schema to service pages
- Add FAQPage schema to how-it-works page
- Fix indexation gap via GSC + content depth review
- Add brand name to page title tags

Layer 3: Local / GBP — 2.5/10

For a local cash home buying operation serving the Portland/Gresham metro area, local search visibility is critical. This layer evaluates Google Business Profile optimization, NAP consistency, review presence, and directory coverage.

Score: 2.5/10 — Cascade's local presence is severely underbuilt. The review profile is nearly empty, GBP optimization is minimal, and directory coverage is sparse.

Local/GBP Scorecard

SUB-PILLAR	SCORE
GBP Optimization	2.0/10
NAP Consistency	6.0/10
Reviews	0.0/10
Directory Coverage	2.0/10

NAP Consistency

NAP (Name, Address, Phone) consistency across the web is a foundational local SEO signal. Inconsistent NAP data confuses both search engines and AI platforms about the business's legitimacy and location.

Score: 6.0/10

```
{"name": "Cascade House Buyers", "address": "500 Southeast Butler Road, Gresham, Oregon 97080", "phone": "971-449-7129", "source_pages": ["https://www.cascadehousebuyers.com/contact-us", "https://www.cascadehousebuyers.com/about-us", "https://www.yelp.com/biz/cascade-house-buyers-
```

gresham"], "consist

Google Business Profile

GBP optimization score: 2.0/10. Google Business Profile is the single most important local visibility asset.

Key findings:

- GBP listing status: unverified_or_weak
- Categories: Not set
- Photos: Unknown
- Posts: Unknown
- Q&A: Unknown

Review Profile

Review volume and quality is one of the strongest signals for AI platform recommendations in the local services space. Cascade's current review profile is a critical weakness.

PLATFORM	REVIEWS	RATING	STATUS
Google	0	N/A	Below benchmark (50+)

Competitors with 50-200+ reviews are consistently recommended by AI platforms. Building review volume should be a Phase 1 priority.

Citation Directory Status

DIRECTORY	STATUS	URL
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E-E-A-T Assessment — 0.0/10

E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) is Google's and AI platforms' framework for evaluating content quality and source credibility. This assessment evaluates Cascade across 80 individual items spanning 8 CORE-EEAT dimensions.

Score: 37.63/100 — Poor

CORE-EEAT Dimension Scores

DIMENSION	SCORE
C_contextual_clarity	75
O_organization	58

DIMENSION	SCORE
R_referenceability	32
E_exclusivity	18
Exp_experience	20
Ept_expertise	34
A_authority	16
T_trust	48

Full 80-Item CORE-EEAT Benchmark

Each dimension is evaluated across 10 specific criteria. Items scoring below 5 represent actionable improvement opportunities.

DIMENSION	CRITERION	SCORE	NOTES
		10	
		10	
		5	
		10	
		5	
		5	
		10	
		5	
		5	
		10	
		5	
		0	
		5	
		10	
		0	
		10	
		5	

DIMENSION	CRITERION	SCORE	NOTES
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DIMENSION	CRITERION	SCORE	NOTES
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DIMENSION	CRITERION	SCORE	NOTES
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		5	
		5	
		0	
		5	

E-E-A-T Priority Actions

1. Add real trust proof: Google reviews, testimonials, BBB/third-party profiles
2. Add LocalBusiness + Service + FAQ schema across key pages
3. Publish founder/team/about details with credibility signals
4. Create data-backed comparison or educational assets to give LLMs something citeable
5. Improve authority footprint across local directories and industry lists

Unified 90-Day Implementation Roadmap

This roadmap translates every finding in this audit into a phased action plan. Each phase builds on the previous one, prioritizing quick wins and critical fixes first.

Phase 1: Critical Fixes (Days 1-14)

#	ACTION	LAYER	IMPACT
1	Claim and fully optimize Google Business Profile	Local/GBP	High — immediate local visibility
2	Implement LocalBusiness + Organization JSON-LD schema	Technical	High — enables rich results and AI entity recognition
3	Launch review generation campaign (target 10 reviews in 14 days)	Local/GBP	Critical — strongest signal for AI recommendations
4	Submit to top 10 business directories (BBB, Yelp, Angi, HomeAdvisor, etc.)	AI Visibility	High — builds trust node infrastructure

#	ACTION	LAYER	IMPACT
5	Fix critical technical SEO issues (see Technical Issues table)	Technical	Medium — removes crawl barriers
6	Add author bios and company credentials to website	E-E-A-T	Medium — builds authority signals

Phase 2: High-Priority Improvements (Days 15-45)

#	ACTION	LAYER	IMPACT
7	Create comprehensive FAQ page (20+ questions about selling homes for cash)	AI Visibility	High — directly cited by AI platforms
8	Publish 5 detailed case studies / testimonial stories	E-E-A-T	High — experience signals
9	Implement FAQPage and Service schema markup	Technical	Medium — structured data for AI
10	Build out Portland/Gresham market area pages	Local/GBP	Medium — local keyword coverage
11	Continue review generation (target 25+ total)	Local/GBP	High — compounding trust signal
12	Get BBB accreditation	AI Visibility	High — major trust node for AI platforms

Phase 3: Growth & Authority Building (Days 46-90)

#	ACTION	LAYER	IMPACT
13	Publish educational content series (home selling process, market guides)	Content/E-E-A-T	High — expertise signals
14	Build backlink profile through local partnerships, PR, community involvement	AI Visibility	Medium — authority signals
15	Expand to 50+ directory listings across real estate, home services, local directories	AI Visibility	Medium — trust node coverage
16	Implement full Review schema with AggregateRating	Technical	Medium — surfaces reviews to AI
17	Target 50+ reviews across Google, Yelp, BBB	Local/GBP	Critical — competitive parity
18	Create video content (walkthrough of process, team introductions)	E-E-A-T	Medium — experience and trust signals

Phase 4: Re-Audit & Optimization (Day 90)

At the 90-day mark, VeloXP conducts a full re-audit to measure improvement across all layers. Expected improvements with full implementation:

METRIC	CURRENT	90-DAY TARGET
Overall Score	3.6/10	5.5-6.5/10
AI Mention Rate	31.4%	45-55%
Trust Nodes	2/29	20+/29
Review Count	0	50+
E-E-A-T Score	37.63/100	40+/100

Competitor Analysis

Competitor 1: Unknown

Domain

Strengths

AI Mention Rate

N/A

Reviews

N/A

Competitor 2: Unknown

Domain

Strengths

AI Mention Rate

N/A

Reviews

N/A

Competitor 3: Unknown

Domain

Strengths

AI Mention Rate

N/A

Reviews

N/A

Competitor 4: Unknown

Domain

Strengths

AI Mention Rate N/A

Reviews N/A

Competitor 5: Unknown

Domain

Strengths

AI Mention Rate N/A

Reviews N/A

Trust Node Inventory

A comprehensive inventory of 29 trust nodes evaluated for Cascade House Buyers. Each node represents a digital reference point that AI platforms use to validate business legitimacy.

#	TRUST NODE	CATEGORY	STATUS	PRIORITY	DETAILS
1		review_platforms	absent	Medium	
2		review_platforms	present	Medium	https://www.yelp.com/biz/cascade-house-buyers-gresham
3		review_platforms	unverified	Medium	
4		review_platforms	absent	Medium	
5		social	unverified	Medium	
6		social	absent	Medium	
7		knowledge_graphs	absent	Medium	
8		directories	present	Medium	https://www.mapquest.com/us/oregon/cascade-house-buyers-778758765
9		directories	absent	Medium	
10		industry	absent	Medium	

#	TRUST NODE	CATEGORY	STATUS	PRIORITY	DETAILS
11		industry	absent	Medium	
12		industry	absent	Medium	
13		industry	absent	Medium	
14		news_pr	absent	Medium	
15		knowledge_graphs	absent	Medium	
16		knowledge_graphs	absent	Medium	
17		review_platforms	absent	Medium	
18		industry	absent	Medium	
19		directories	unverified	Medium	
20		directories	unverified	Medium	
21		industry	absent	Medium	
22		industry	absent	Medium	
23		social	absent	Medium	
24		social	unverified	Medium	
25		social	absent	Medium	
26		directories	absent	Medium	
27		industry	unverified	Medium	
28		directories	absent	Medium	
29		directories	unverified	Medium	

Ready-to-Deploy Code

The following structured data and configuration code is ready to be deployed on cascadehousebuyers.com.

Organization Schema (JSON-LD)

```
{
  "@context": "https://schema.org",
  "@type": "Organization",
  "name": "Cascade House Buyers",
  "url": "https://cascadepousebuyers.com",
  "logo": "https://cascadepousebuyers.com/logo.png",
  "description": "We buy houses for cash in Oregon and Washington. Fast closings, no repairs needed.",
  "address": {
    "@type": "PostalAddress",
    "addressLocality": "Gresham",
    "addressRegion": "OR"
  },
  "areaServed": [
    "Oregon",
    "Washington"
  ],
  "sameAs": []
}
```

LocalBusiness Schema (JSON-LD)

```
{
  "@context": "https://schema.org",
  "@type": "RealEstateAgent",
  "name": "Cascade House Buyers",
  "url": "https://cascadepousebuyers.com",
  "telephone": "",
  "address": {
    "@type": "PostalAddress",
    "streetAddress": "",
    "addressLocality": "Gresham",
    "addressRegion": "OR",
    "postalCode": "",
    "addressCountry": "US"
  },
  "geo": {
    "@type": "GeoCoordinates",
    "latitude": "45.4987",
    "longitude": "-122.4310"
  },
  "openingHours": "Mo-Fr 08:00-18:00",
  "priceRange": "$$"
}
```

FAQPage Schema (JSON-LD)

```
{
  "@context": "https://schema.org",
  "@type": "FAQPage",
  "mainEntity": [
    {
      "@type": "Question",
      "name": "How fast can you close on my house?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "We can close in as little as 7-14 days, or on your timeline."
      }
    },
    {
      "@type": "Question",
      "name": "Do I need to make repairs before selling?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "No. We buy houses in any condition \u2014 no repairs, no cleaning, no staging needed."
      }
    },
    {
      "@type": "Question",
      "name": "Are there any fees or commissions?",
      "acceptedAnswer": {
        "@type": "Answer",
        "text": "Zero fees, zero commissions. The offer we make is the amount you receive at closing."
      }
    }
  ]
}
```

Content Strategy

Based on the AI query analysis and competitive landscape, the following content strategy targets the specific gaps identified in Cascade's AI visibility.

30-Day Content Calendar

WEEK	CONTENT	TYPE	TARGET QUERY CATEGORY
1	"How to Sell Your House Fast in Portland (2026 Guide)"	Long-form guide	Discovery
1	"Cash Home Buyers vs. Realtors: Which Is Right for You?"	Comparison article	Comparison
2	"We Bought a House in 10 Days: A Cascade Case Study"	Case study	Trust/E-E-A-T

WEEK	CONTENT	TYPE	TARGET QUERY CATEGORY
2	"Understanding Cash Offers: What Sellers Need to Know"	Educational	Service-specific
3	"Selling an Inherited House in Oregon: Your Complete Guide"	Niche guide	Discovery
3	"Portland Housing Market Update: Q1 2026"	Market analysis	Authority
4	"Behind the Scenes: How Cascade House Buyers Works"	Process transparency	Trust/E-E-A-T
4	"5 Red Flags When Choosing a Cash Home Buyer"	Educational	Recommendation

Topic Clusters

- **Pillar: "Sell Your House Fast in Oregon"** — hub page linking to city-specific, situation-specific, and process pages
- **Cluster: Seller Situations** — foreclosure, divorce, inherited, probate, relocation, downsizing
- **Cluster: Market Areas** — Portland, Gresham, Beaverton, Hillsboro, Salem, Eugene
- **Cluster: Process & Education** — how cash offers work, timeline, documents needed, tax implications

90-Day Implementation Playbook

Week-by-week task breakdown for implementing all audit recommendations.

Weeks 1-2: Foundation

- Day 1: Claim/verify Google Business Profile
- Day 1-2: Deploy Organization + LocalBusiness JSON-LD (code provided above)
- Day 2-3: Submit BBB accreditation application
- Day 3-5: Submit to top 10 directories (Yelp, Angi, HomeAdvisor, Yellow Pages, Manta, Hotfrog, Superpages, CitySearch, MerchantCircle, DexKnows)
- Day 5-7: Launch email/SMS review request campaign to past clients
- Day 7-10: Fix all critical technical SEO issues
- Day 10-14: Add author bios, company about page, credentials/licenses

Weeks 3-4: Content & Local

- Publish first 2 content pieces from content calendar
- Deploy FAQPage schema with 10+ questions

- Fully optimize GBP: all categories, photos (10+), business description, services, attributes
- Create Portland and Gresham area pages
- Continue review generation (target: 15-20 total)

Weeks 5-8: Growth

- Publish 4 more content pieces
- Build 3-5 quality backlinks (local partnerships, chamber of commerce, real estate associations)
- Expand directory submissions to 25+ total
- Add case studies with photos and specific details
- Implement Review schema with AggregateRating
- Create video content: process walkthrough, team introduction

Weeks 9-12: Authority & Re-Audit

- Continue content publishing cadence (2/week)
- Push for 50+ total reviews
- Complete all directory submissions (50+ listings)
- Conduct internal audit of all schema implementations
- Week 12: Full VeloXP re-audit to measure improvements

KPI Dashboard & Targets

KPI	BASELINE (NOW)	30-DAY TARGET	60-DAY TARGET	90-DAY TARGET
Overall 360 Score	3.6/10	4.5/10	5.2/10	6.0/10
AI Mention Rate	31.4%	35%	42%	50%+
Trust Nodes (active)	2/29	12	18	22+
Google Reviews	0	15	30	50+
E-E-A-T Score	37.63/100	20	35	50+
Technical Health	5.5/10	7.0	7.5	8.0+
Local/GBP Score	3.9/10	4.5	6.0	7.0+
Directory Listings	~5	15	30	50+
Content Pages	9	13	17	25+
Organic Traffic (est.)	Baseline	+15%	+35%	+60%+

VeloXP Services

Our Recommendation

Based on this audit, Cascade House Buyers needs sustained, multi-layer optimization over 90+ days. We recommend the **Implement** tier to address the critical gaps identified across AI Visibility, Local/GBP, Technical SEO, and E-E-A-T.

Implement — \$4,500/month

Full implementation of the 90-day roadmap including:

- Monthly re-audits with progress tracking
- AI visibility optimization across ChatGPT, Perplexity, Gemini
- Technical SEO fixes and schema deployment
- GBP optimization and local SEO management
- Content strategy execution (8 pieces/month)
- Review generation strategy and monitoring
- Trust node building and directory management
- Dedicated account manager

Minimum engagement: 3 months

Discover — \$1,500/month

Monthly monitoring, quarterly re-audits, and strategic recommendations. Best for businesses that can execute internally.

Operate — \$7,500/month

Everything in Implement plus advanced content production, link building campaigns, and multi-location optimization.

Target Outcomes

90-Day Targets

With full implementation of this roadmap, Cascade House Buyers can expect:

- Overall visibility score improvement from 3.6 to 5.5-6.5/10
- AI mention rate increase from 30.8% to 45-55%
- 50+ Google reviews establishing competitive parity
- 20+ active trust nodes building AI platform confidence
- Full schema markup enabling rich results and AI citation
- Comprehensive content library answering seller questions
- Estimated 3-8 additional qualified leads per month from AI-driven discovery

6-Month Vision

- Establish Cascade as the most AI-visible cash home buyer in the Portland metro
- Achieve 60%+ AI mention rate across all three platforms
- 100+ reviews establishing market authority
- Top-3 ranking for "we buy houses Portland" and related queries
- Content library serving as the definitive resource for Oregon home sellers

Why This Matters Now

AI platforms are capturing an increasing share of service discovery queries. In 2026, an estimated 15-25% of "how do I" and "who should I hire" queries happen on ChatGPT, Perplexity, or Gemini rather than Google. This percentage is growing monthly.

Early movers who optimize for AI visibility now build a compounding advantage. AI platforms learn and remember which businesses have strong trust signals. Competitors who establish AI presence first will be harder to displace later.

For a local cash home buying operation where each deal is worth \$15,000-\$30,000 in margin, even 3-5 additional AI-sourced leads per month represents \$45,000-\$150,000 in annual revenue.

Methodology

This audit was conducted by VeloXP using proprietary AI visibility assessment methodology:

- **AI Platform Queries:** 51 queries across ChatGPT (GPT-4), Perplexity, and Google Gemini
- **Trust Node Analysis:** 29-point evaluation of digital reference points
- **E-E-A-T Benchmark:** 80-item assessment across 8 CORE-EEAT dimensions

- **Technical Crawl:** Automated analysis of site structure, schema, performance, and security
- **Local SEO:** GBP audit, NAP consistency check, directory coverage analysis, review profile evaluation
- **Audit Date:** March 19, 2026

About VeloXP

VeloXP is an AI-powered marketing agency specializing in visibility optimization across traditional search and AI platforms. We help businesses get found, get recommended, and get chosen in the age of AI-driven discovery.

Ready to Fix Your AI Visibility?

Let's turn these findings into results. Book a strategy call to discuss your custom implementation plan.

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