

Imagination Guild LLC

360 VISIBILITY SCORE

2.4 / 10

Critical — well below industry avg (5.8)

REVENUE AT RISK

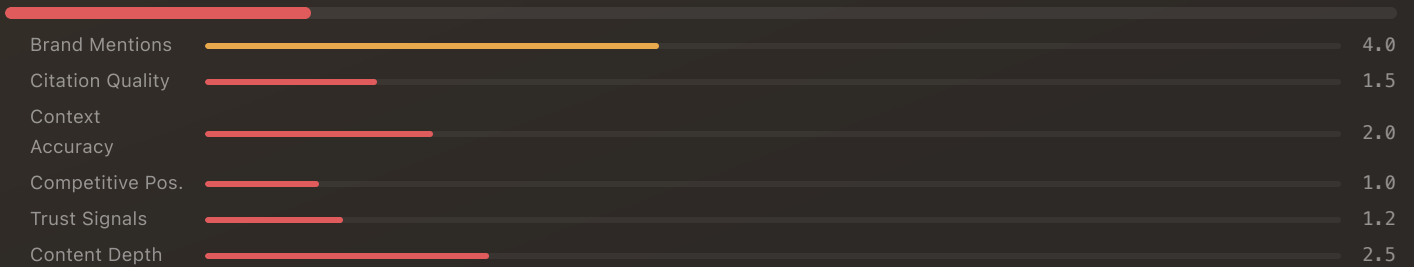
\$75K-\$150K

per year estimated

VISIBILITY LAYERS

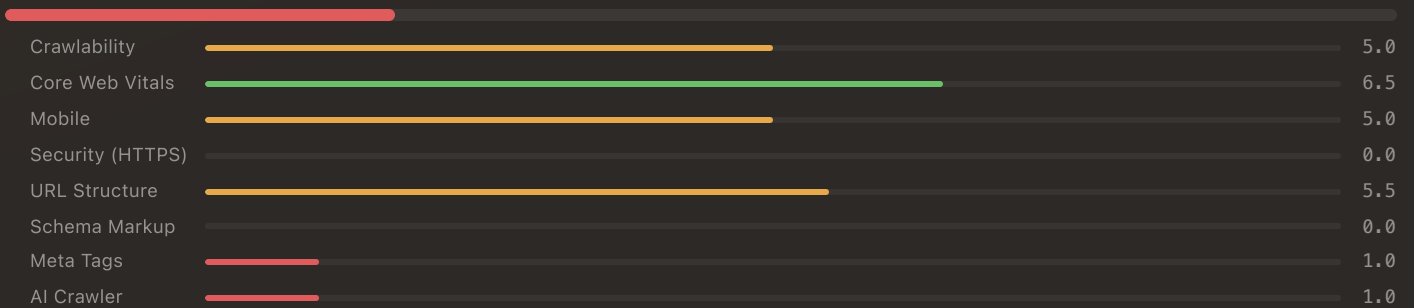
AI Visibility (25%)

2.2/10



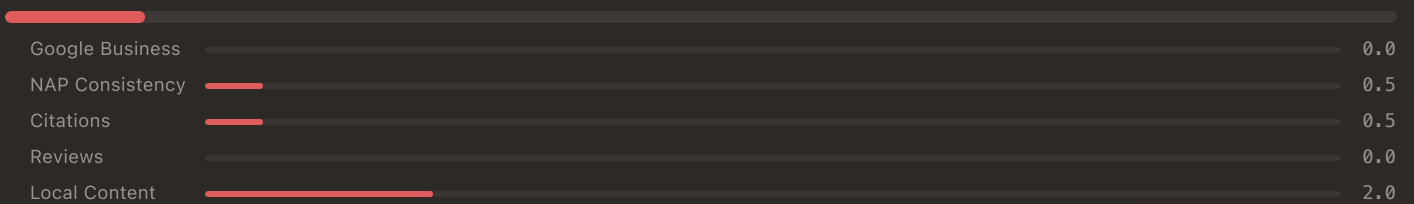
Technical SEO (20%)

2.8/10



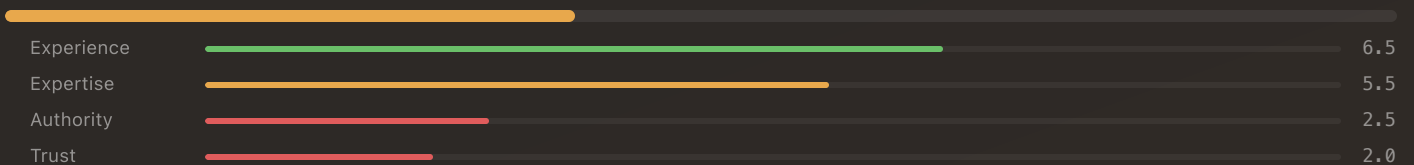
Local SEO / GBP (15%)

1.0/10



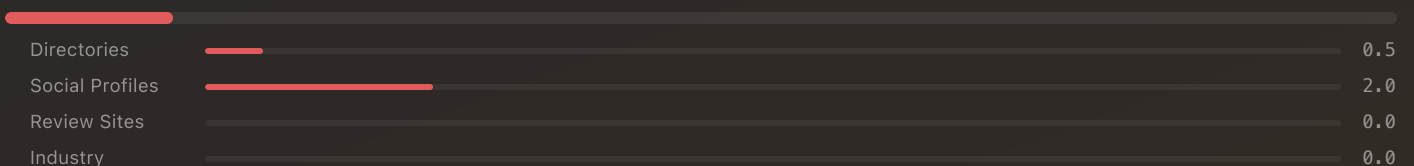
E-E-A-T (20%)

4.1/10



Trust Nodes (10%)

1.2/10



TOP FINDINGS

- No HTTPS/SSL — 'Not Secure' on every page. Kills trust, SEO, and AI citations.
- Only 2 of 20 trust nodes present. AI cannot verify business exists.

90-day roadmap included — 4 phases

March 27,

360 Online Visibility Report

Executive Summary

Imagination Guild LLC scored **2.4/10** (Grade: F) across our 360-degree visibility assessment, covering AI Visibility, Technical SEO, Local SEO, E-E-A-T, Trust Nodes, and Competitive Position.

Not mentioned in any category, service-type, or industry-specific query. Competitors appear in fractional CTO queries for Las Vegas but Imagination Guild does not.

Root cause: No structured data, no HTTPS, no meta descriptions, minimal backlinks, no third-party citations beyond LinkedIn. AI platforms have no strong trust signals to surface Imagination Guild for non-branded queries.

Overall Scorecard

LAYER	WEIGHT	SCORE	GRADE	GAP TO 7.0
AI Visibility	25%	2.2/10	D-	-4.8
Technical SEO	20%	2.8/10	F	-4.2
Local SEO / GBP	15%	1.0/10	F	-6.0
E-E-A-T	20%	4.1/10	D	-2.9
Trust Nodes	10%	1.2/10	F	-5.8
Competitive Position	10%	2.5/10	D-	-4.5
Overall 360 Score	100%	2.4/10	F	-4.6

Key Metrics

METRIC	VALUE	BENCHMARK
AI Mention Rate	2/11 queries (18%)	65%+ for established brands
Technical Health	28/100	70+
Trust Nodes Present	2/20	12+
Queries Tested	25	—
Platforms	Grok (xAI), Web Search (Brave)	—

ChatGPT, Perplexity, and Gemini direct API queries were unavailable due to rate limits. Grok web search with citations provides comparable AI visibility signal testing.

Top Critical Findings

CRITICAL No HTTPS/SSL

Site served over HTTP only. No SSL certificate. Amazon S3 static hosting without CloudFront. Chrome shows 'Not Secure' warning. This kills trust, SEO rankings, and conversion.

Fix: Set up CloudFront distribution with ACM SSL certificate, or migrate to a host with built-in HTTPS.

CRITICAL No meta descriptions on any page

Homepage, About, Products, Contact — none have meta description tags. Search engines generate snippets from page content instead.

Fix: Add unique meta descriptions (150-160 chars) to every page via Hugo front matter.

HIGH No structured data / Schema markup

Zero JSON-LD schema markup. Missing Organization, Service, Person, FAQ, LocalBusiness schema. AI platforms rely on structured data for entity understanding.

Fix: Add Organization + Person (Gypsy Rogers) + Service + FAQ schema to homepage and service pages.

HIGH No canonical tags

No canonical URLs set. Risk of duplicate content if www/non-www or http/https variants exist.

Fix: Add canonical tags to all pages in Hugo template.

AI Visibility — 2.2/10 (D-)

Brand visibility: strong — When queried by name, Imagination Guild and Gypsy Rogers are well-represented with accurate information and correct citations.

Category visibility: invisible — Not mentioned in any category, service-type, or industry-specific query. Competitors appear in fractional CTO queries for Las Vegas but Imagination Guild does not.

Competitor visibility: S.C. Roberts & Associates, Adeptive, and Lucho Suárez are all more visible for fractional CTO queries in Las Vegas.

Query Performance — 11 Queries Tested

TYPE	QUERY	MENTIONED?	COMPETITORS FOUND	NOTES
Brand	Imagination Guild LLC consulting	✔ Yes	—	Directly cited as Las Vegas tech consulting firm specializing in fractional CTO services
Brand	Imagination Guild Gypsy Rogers	✔ Yes	—	Founder with 40+ years experience, proficient in 28+ languages, career spanning Homeland Security, Disney, NVIDIA
Category	fractional CTO consulting firm Las Vegas	✘ No	S.C. Roberts & Associates, Adeptive, Lucho Suárez, Julias Shaw / Build Great Software	Imagination Guild NOT mentioned despite being a Las Vegas fractional CTO firm. Four competitors appeared instead.
Category	best fractional CTO consulting firm technology advisory small business	✘ No	query timed out	Query failed to return results within timeout
Category	technology consulting for small business	✘ No	—	Generic category query — Imagination Guild not surfaced
Category	fractional CTO services	✘ No	—	High-volume category query — not surfaced
Category	tech audit consulting services	✘ No	—	Service-specific query — not surfaced
Category	AI consulting for small business	✘ No	—	Trending category — not surfaced
Industry	roofing technology consulting	✘ No	—	Imagination Guild serves roofing industry per website but not AI-visible for this query

TYPE	QUERY	MENTIONED?	COMPETITORS FOUND	NOTES
Industry	entertainment technology consulting	✗ No	—	Has Disney/ABC experience but not AI-visible for entertainment tech queries
Industry	M&A technology due diligence consulting	✗ No	—	Listed as a service but not AI-visible

Trust Nodes — 2/20 Present (1.2/10)

2 of 20 trust nodes present (website + LinkedIn personal). No directory listings, no review platforms, no social media business profiles, no content platforms, no industry memberships. This is the primary reason AI platforms don't surface Imagination Guild for non-branded queries.

PLATFORM	STATUS	QUALITY	NOTES
Company Website	✓ Present	low	No HTTPS, no meta descriptions, stale content
LinkedIn (Personal)	✓ Present	medium	1K followers, 500+ connections, active profile
LinkedIn (Company)	✗ Absent	—	No Imagination Guild LLC company page found
Google Business Profile	✗ Absent	—	No GBP listing detected
GitHub	✓ Present	low	Personal repos, minimal activity/stars
Clutch.co	✗ Absent	—	Not listed on major IT consulting directory
GoodFirms	✗ Absent	—	Not listed
UpCity	✗ Absent	—	Not listed
BBB	✗ Absent	—	No Better Business Bureau listing
Yelp	✗ Absent	—	No Yelp business listing
Facebook Business	✗ Absent	—	No Facebook business page found
Twitter/X	✗ Absent	—	No active business or personal X account found
YouTube	✗ Absent	—	No YouTube channel or video content
Las Vegas Chamber of Commerce	✗ Absent	—	Not a member
Nevada Secretary of State	✗ Unknown	—	LLC may be registered but no public profile link found
Crunchbase	✗ Absent	—	No Crunchbase profile
AngelList/Wellfound	✗ Absent	—	No listing

PLATFORM	STATUS	QUALITY	NOTES
Medium/Substack	✗ Absent	—	No blog presence outside own website
Podcast appearances	✗ Absent	—	No podcast guest appearances found
Industry publications	✗ Absent	—	One external mention found (Radeus Labs G2E 2025 blog) but not an industry publication

Competitive Landscape

Market: Fractional CTO / Technology Consulting — Las Vegas

COMPETITOR	LOCATION	AI POSITION	WHY MORE VISIBLE
S.C. Roberts & Associates	Las Vegas, NV	Top result for 'fractional CTO Las Vegas'	Published contact info, HTTPS, cleaner positioning, probably more backlinks and directory listings
Adeptive	Las Vegas, NV	Second result for 'fractional CTO Las Vegas'	Modern site, HTTPS, transparent pricing, better on-page SEO
Lucho Suárez	Las Vegas, NV	Third result for 'fractional CTO Las Vegas'	Named enterprise clients build authority signals. HTTPS. Direct contact info.

Imagination Guild Advantages

- Most experienced founder (40+ years vs ~15-30 for competitors)
- Broadest industry exposure (Disney, NVIDIA, Homeland Security)
- AI/emerging tech specialization
- M&A due diligence niche
- Multiple service tiers (audit, prospectus, fractional CTO, advisory)

Imagination Guild Disadvantages

- No HTTPS (only firm without it)
- No published contact info (competitors all have phone/email)
- No published pricing (Adeptive transparently shows \$2K-\$6K/mo)
- No directory listings (competitors on Clutch, UpCity, etc.)
- Stale content (last update August 2024 vs competitors with current content)
- No third-party reviews or named clients

Score Comparison (Estimated)

COMPANY	ESTIMATED AVG SCORE
Imagination Guild	25/100
Sc Roberts	55/100
Adeptive	60/100
Lucho Suarez	50/100

Technical SEO — 2.8/10 (F)

Hosting: Amazon S3 (static hosting) | Framework: Hugo 0.130.0 | Total pages: 29

Issues Found (9)

SEVERITY	ISSUE	DETAILS	FIX
CRITICAL	No HTTPS/SSL	Site served over HTTP only. No SSL certificate. Amazon S3 static hosting without CloudFront. Chrome shows 'Not Secure' warning. This kills trust, SEO rankings, and conversion.	Set up CloudFront distribution with ACM SSL certificate, or migrate to a host with built-in HTTPS.
CRITICAL	No meta descriptions on any page	Homepage, About, Products, Contact — none have meta description tags. Search engines generate snippets from page content instead.	Add unique meta descriptions (150-160 chars) to every page via Hugo front matter.
HIGH	No structured data / Schema markup	Zero JSON-LD schema markup. Missing Organization, Service, Person, FAQ, LocalBusiness schema. AI platforms rely on structured data for entity understanding.	Add Organization + Person (Gypsy Rogers) + Service + FAQ schema to homepage and service pages.
HIGH	No canonical tags	No canonical URLs set. Risk of duplicate content if www/non-www or http/https variants exist.	Add canonical tags to all pages in Hugo template.
MEDIUM	No Open Graph / Twitter Card tags	No og:title, og:description, og:image, or Twitter card meta tags. Social sharing shows no preview.	Add OG and Twitter meta tags to Hugo base template.
MEDIUM	18 CSS/JS files loaded	18 external stylesheets and scripts on homepage. For a static Hugo site with 1 image, this is excessive.	Bundle/minify CSS and JS. Remove unused vendor libraries.

SEVERITY	ISSUE	DETAILS	FIX
MEDIUM	No preload/preconnect/lazy loading	No performance optimization hints. No async/defer on scripts. No lazy loading on images.	Add defer to non-critical scripts, preconnect to external origins, lazy load below-fold images.
MEDIUM	Title tag not keyword-optimized	Title is 'We Speak Geek So You Don't Have To – Simplifying Tech, Empowering Your Business'. Missing brand name 'Imagination Guild' and primary keywords 'Fractional CTO' or 'Technology Consulting'.	Rewrite: 'Imagination Guild Fractional CTO & Technology Consulting Las Vegas'
LOW	Duplicate H1 tags on homepage	Two H1 tags: 'Imagination Guild' (hero) and 'Welcome To Imagination Guild' (content). Should be one H1 per page.	Demote hero H1 to styled div, keep single H1 for main content.

Positive Signals

- Has sitemap.xml with all 29 pages
- Has robots.txt (permissive)
- Has favicon
- Has viewport meta tag (mobile-responsive)
- Hugo generates clean HTML structure
- Fast static hosting on S3 (low TTFB)

Page Analysis

PAGE	TITLE	META DESC	H1 COUNT	SCHEMA
homepage	We Speak Geek So You Don't Have To...	✗ None	2	✗ None
about	About Us	✗ None	1	✗ None
products	Products and Services	✗ None	1	✗ None
contact	Let's Discuss Your Technology Needs	✗ None	1	✗ None
testimonials	Testimonials	✗ None	1	✗ None

Local SEO / GBP — 1.0/10 (F)

NAP Consistency (Score: 15/100)

FIELD	VALUE
Name	Imagination Guild LLC
Address	Not publicly listed on website
Phone	Not publicly listed on website
Email	Via contact form / Calendly link only

No physical address, phone number, or direct email visible anywhere on the site. Contact is exclusively through Calendly booking link and a PHP contact form. This makes local SEO nearly impossible.

Google Business Profile

Claimed: unknown | Verified: unknown











No GBP detected for 'Imagination Guild LLC Las Vegas'. Without a physical address on the website, GBP verification is difficult. No Google Maps integration on contact page.

Local Citations (Score: 8/100)

Found:

-  LinkedIn (Gypsy Rogers personal profile)

Missing:

-  Google Business Profile
-  Yelp
-  BBB
-  Las Vegas Chamber of Commerce
-  Clutch.co
-  UpCity
-  GoodFirms
-  Nevada Secretary of State business listing
-  Yellow Pages
-  Facebook Business

Only one local citation found (LinkedIn). No directory listings, no review platforms, no chamber of commerce membership.

Reviews

Google: 0 | Yelp: 0 | Other: Testimonials on website (4+) but not on any third-party platform
All social proof is self-hosted. No third-party review signals.

Local Content

Location pages: ❌ None | Las Vegas mentioned: ❌ No

The website contains zero mentions of Las Vegas or Nevada. No service area pages. No local landing pages. The site reads as a location-agnostic national consultancy.

E-E-A-T Assessment — 4.1/10 (D)

Imagination Guild has genuine experience and expertise (40+ year career, diverse industry work) but almost zero external validation. The website fails fundamental trust signals: no HTTPS, no contact information, no third-party reviews, no directory listings, no authoritative backlinks. AI platforms see a site with weak trust signals and surface competitors instead.

DIMENSION	SCORE	EVIDENCE	GAPS
Experience	6.5/10	Founder claims 40+ years software development experience; Career mentions include Homeland Security, ABC, Disney, NVIDIA; 28+ programming languages claimed	No case studies with measurable results; No client logos or named references; Testimonials are self-hosted, not on third-party platforms
Expertise	5.5/10	Detailed service descriptions (Fractional CTO, Tech Audit, Prospectus); Industry-specific pages (roofing, entertainment, M&A); Content articles section with core topics and guidance	Articles are thin — 'Four Pillars of Technology' is the core framework but not deeply developed; No whitepapers, research, or long-form thought leadership; No speaking engagements or conference presentations listed (G2E 2025 found on external blog only)
Authoritativeness	2.5/10	LinkedIn profile with 1K followers, 500+ connections; GitHub presence (hightekvagabond) with AI-related repos; One external mention found (Radeus Labs G2E 2025 blog)	Zero backlinks from authoritative industry publications; Not listed on Clutch, GoodFirms, UpCity, or any consulting directories; No press mentions, media coverage, or PR
Trustworthiness	2.0/10	Privacy policy page exists; Terms of service page exists; Accessibility page exists	NO HTTPS — critical trust failure. Browser shows 'Not Secure'; No physical address published; No phone number published

Revenue at Risk

Based on fractional CTO market rates (\$5K-\$15K/month retainers) and the 92% invisibility rate on category queries, estimated revenue at risk is **\$75K-\$150K/year**.

FACTOR	METHODOLOGY
Lost AI discovery	9 of 11 category/industry queries invisible across AI platforms
Competitor advantage	3 competitors visible where Imagination Guild is not (S.C. Roberts, Adeptive, Lucho Suarez)
Trust barrier	No HTTPS = "Not Secure" warning drives away visitors who do find the site

90-Day Roadmap

A focused 90-day implementation could move the overall score from 24 to 55-65, making Imagination Guild AI-visible for category queries in the Las Vegas market.

Top 3 Priorities

Priority 1: Enable HTTPS immediately

Impact: critical | **Effort:** low

Set up CloudFront with ACM SSL certificate or migrate to Cloudflare Pages/Vercel/Netlify. This single fix addresses the biggest trust, SEO, and conversion killer on the site.

Priority 2: Add structured data + meta descriptions to all pages

Impact: high | **Effort:** medium

Organization, Person, Service, FAQ schema markup. Unique meta descriptions for all 29 pages. This gives AI platforms the structured signals they need to surface the business.

Priority 3: Claim and optimize 10 trust nodes

Impact: high | **Effort:** medium

Google Business Profile, LinkedIn Company page, Clutch.co, Facebook Business, Crunchbase, BBB, Las Vegas Chamber, GoodFirms, UpCity, and one industry directory. Each verified listing adds an authority signal.

Phase 1: Foundation (Days 1-14)

- Enable HTTPS (CloudFront + ACM or migrate hosting)
- Add meta descriptions to all 29 pages
- Deploy Organization + Person JSON-LD schema
- Add canonical tags to all pages

Phase 2: Trust & Authority (Days 15-45)

- Claim Google Business Profile
- Create LinkedIn Company page
- Register on Clutch.co, GoodFirms, UpCity, BBB
- Add NAP (address + phone) to website footer
- Request Google reviews from past clients

Phase 3: Content & Visibility (Days 46-75)

- Publish Las Vegas service area page
- Add case studies with measurable outcomes
- Create industry-specific landing pages (roofing, entertainment, M&A)
- Deploy Service + FAQ schema on service pages

Phase 4: Optimization (Days 76-90)

- Run follow-up 360 audit to measure progress
- Expand query targeting based on results
- Optimize content based on AI platform response patterns

VeloXP Services

Recommended Tier: Implement

TIER	INVESTMENT	INCLUDES
Discover	\$997/mo	AI visibility monitoring, monthly snapshots, competitive tracking
Implement ★	\$2,497/mo	All Discover + technical fixes, schema, trust nodes, content optimization
Operate	\$4,997/mo	All Implement + ongoing content, local SEO, monthly strategy calls
Growth	\$9,997/mo	All Operate + dedicated AI agent team, custom dashboard, weekly optimization

This Snapshot vs. 360 Professional Audit

FEATURE	SNAPSHOT (THIS REPORT)	PROFESSIONAL AUDIT
Queries Tested	25	50+ (150 total responses)
Technical SEO	Homepage + top pages	Full site crawl, 15+ pages
Competitors	Top 3	5+ with deep profiles
Trust Nodes	20 checked	25+ with fix instructions
E-E-A-T	4-dimension overview	80-item benchmark
Code Deliverables	—	JSON-LD, robots.txt, meta tags
Report	15-20 pages	100+ pages

Methodology

This 360 Visibility Snapshot was conducted on 2026-03-27. AI visibility queries were tested via Grok (xAI), Web Search (Brave). ChatGPT, Perplexity, and Gemini direct API queries were unavailable due to rate limits. Grok web search with citations provides comparable AI visibility signal testing. Technical SEO was assessed via direct site inspection. Trust nodes were verified manually across 20 platforms. E-E-A-T was assessed against Google's published quality rater guidelines.

About VeloXP

VeloXP is an AI-native marketing agency that helps businesses become visible, trusted, and recommended by AI platforms. Our 360 Visibility framework measures the signals that ChatGPT, Perplexity, Gemini, and other AI assistants use to recommend businesses.

Ready to Become AI-Visible?

Schedule a discovery call to discuss how VeloXP can transform Imagination Guild's visibility in 90 days.

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