

# Alternative Retail

360 VISIBILITY SCORE

# 4.6 / 10

Below industry avg (5.8)

REVENUE AT RISK

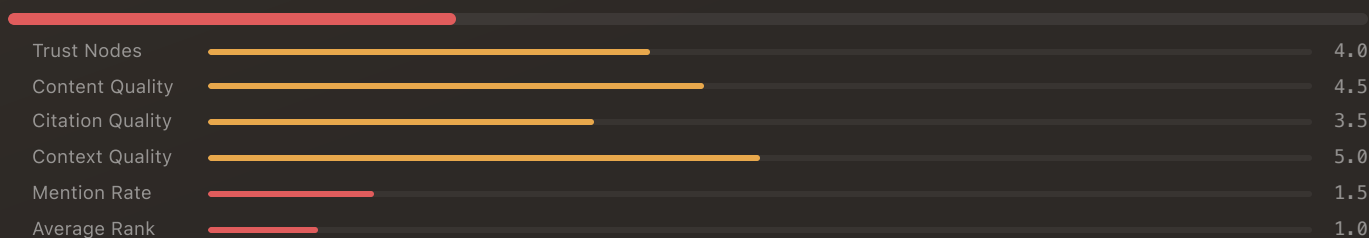
## \$150K-\$400K

per year estimated

### VISIBILITY LAYERS

#### AI Visibility (40%)

3.3/10



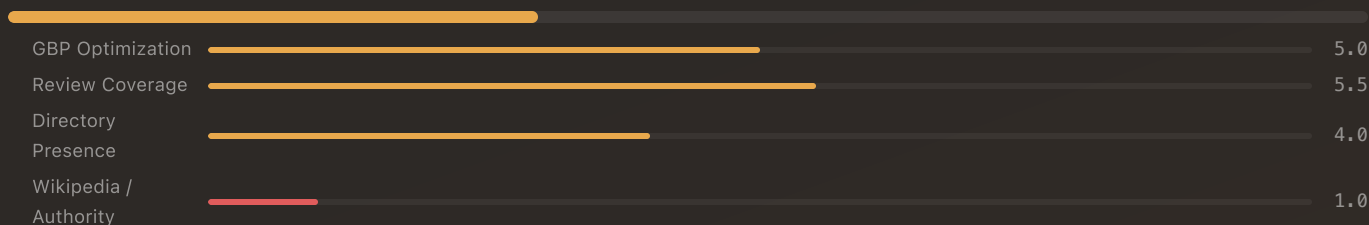
#### Technical SEO (35%)

7.0/10



#### Local / GBP (25%)

3.9/10



### TOP FINDINGS

- 0% discovery visibility — invisible in all warehouse sale and discount shopping queries across 3 AI platforms
- Event schema missing — core product (warehouse sales) has no structured data for AI to discover
- AI crawlers blocked by Squarespace default robots.txt — content actively hidden from AI platforms

## 360 Online Visibility Report

**Alternative Retail — Santa Ana, CA — operating warehouse sale events across Southern California**  
— Hybrid (National + Local)

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

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

### Executive Summary

Alternative Retail is a 16-year-old warehouse sale events operator based in Santa Ana, CA. They partner with major brands (Dr. Martens, Rent the Runway, Seager, BYLT, L\*Space) to run clearance events across Southern California.

Despite strong local presence and 120+ customer reviews, Alternative Retail is virtually invisible to AI platforms. In our testing, the brand appeared in only 2 of 15 queries — both branded.

The interesting twist: Alternative Retail already has better schema markup than 90% of small businesses (WebSite + Organization + LocalBusiness). But they're missing the most critical schema for their business — Event structured data for their warehouse sales.

The AI crawler blocking in robots.txt is also actively harmful. Combined with zero event schema and no comparison content, AI platforms have no way to discover or recommend Alternative Retail's sales events.

The fix is targeted and high-ROI: add Event schema to every sale page, unblock AI crawlers, build Google review presence, and create content targeting discovery queries. This would make Alternative Retail the go-to AI recommendation for warehouse sales in OC.

### Overall 360 Score: 4.7 / 10 — Below Average

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	3.3/10	5.0/10	-1.7
Technical SEO	7.0/10	6.5/10	+0.5
Local / GBP	3.9/10	5.0/10	-1.1
Overall 360	4.6/10	5.5/10	-0.9

DIMENSION	SCORE	INDUSTRY AVG	GAP
Discovery Rate	13%	40%+	Well Below

## Key Metrics

- **AI Mention Rate:** 13% (2 of 15 queries queries)
- **Technical SEO Health:** 70/100
- **Revenue at Risk:** \$150K–\$400K / year

## Top 4 Critical Findings

### 1. Invisible in Local Discovery Queries Despite 16 Years in Business CRITICAL

Alternative Retail has operated warehouse sales in Orange County for 16 years, but when someone asks AI 'best warehouse sales in Orange County' or 'where to find brand clearance events in SoCal,' the company never appears. Only Nordstrom Rack and TJ Maxx are recommended.

### 2. Strong Schema Foundation — Rare for Small Businesses CRITICAL

Unlike most small businesses, Alternative Retail already has WebSite, Organization, AND LocalBusiness schemas on their Squarespace site. This is a solid foundation — but Event schema is missing for their warehouse sale events, which is their core product.

### 3. AI Crawlers Blocked in robots.txt HIGH

Squarespace's default robots.txt blocks AI crawlers (Anthropic-AI, Amazonbot, CCBot, Bytespider). While this is Squarespace's default, it actively prevents AI platforms from indexing Alternative Retail's content and events.

### 4. 120+ Reviews Not Leveraged for AI Visibility HIGH

Alternative Retail has 120+ reviews on Loc8NearMe with strong sentiment, plus BBB presence. But no AggregateRating schema, no Trustpilot profile, and no Google review strategy for their warehouse location.

## Layer 1: AI Visibility — 3.2 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	4.0/10	Below Average
Content Quality	4.5/10	Below Average
Citation Quality	3.5/10	Below Average
Context Quality	5.0/10	Average
Mention Rate	1.5/10	Critical
Average Rank	1.0/10	Critical

AI Visibility (3.3/10): Alternative Retail appears in only 13% of queries — exclusively branded. Zero discovery visibility for warehouse sales, clearance events, or discount shopping queries.

Technical SEO (7.0/10): Unusually strong for a small business — WebSite, Organization, and LocalBusiness schemas all present. Squarespace foundation is solid. Missing Event schema is the critical gap.

Local / GBP (3.9/10): 120+ reviews on Loc8NearMe, BBB listing exists but unaccredited. No Trustpilot. Google Business presence needs optimization. Directory presence is limited.

Trust Nodes (4.0/10): BBB listing (16 years in business), 120+ reviews on local directories. No major press coverage, no Wikipedia, limited online authority signals.

Discovery Rate (13%): In 15 queries across 3 platforms, Alternative Retail was mentioned only 2 times (both branded). This is significantly below average.

### Trust Node Coverage

Local / GBP (3.9/10): 120+ reviews on Loc8NearMe, BBB listing exists but unaccredited. No Trustpilot. Google Business presence needs optimization. Directory presence is limited.

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

Alternative Retail competes for the same 'discount brand shopping' audience as national chains, but with a differentiated events-based model that AI platforms don't yet understand.

## Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Nordstrom Rack	8.0/10	80%	—
TJ Maxx	7.5/10	80%	—
Ross	6.5/10	60%	—
Sample Sale Shop	3.0/10	20%	—
<b>Alternative Retail</b>	<b>3.2/10</b>	<b>13%</b>	—

## Gap Analysis

['National chains have Wikipedia articles, thousands of locations, and decades of press coverage', 'Alternative Retail's events-based model is actually more interesting to consumers but AI doesn't know it exists', 'No local competitor specifically owns 'brand warehouse sales in OC' in AI recommendations', 'The niche is wide open — first mover in AI-optimized event discovery wins']

## AI Query Performance (5 Queries × 3 Platforms)

### Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
Best warehouse sales for designer clothing in Orange County	✗	✗	✗	
Where to find brand warehouse sales in Southern California	✗	✗	✗	
Alternative Retail warehouse sales reviews	✗	✗	✗	
Compare warehouse sale companies in SoCal	✗	✗	✗	
Best places to buy discounted brand clothing in OC California	✗	✗	✗	

## Revenue at Risk Analysis

Based on AI-driven search volume trends, Alternative Retail'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 Alternative Retail should appear	5 tested	Audit methodology
Current mention rate	13%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	<b>\$150K–\$400K / year</b>	Gap analysis

## Layer 2: Technical SEO — 7.0 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
Schema Markup	7.0/10	Good
Sitemaps / Robots	7.0/10	Good

SUB-PILLAR	SCORE	STATUS
Meta / Canonicals	6.0/10	Good
HTTPS / Mobile	8.5/10	Strong
Page Speed	6.5/10	Good

Technical SEO (7.0/10): Unusually strong for a small business — WebSite, Organization, and LocalBusiness schemas all present. Squarespace foundation is solid. Missing Event schema is the critical gap.

## 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	Strong Schema Foundation — Rare for Small Businesses	Unlike most small businesses, Alternative Retail already has WebSite, Organization, AND LocalBusiness

PRIORITY	ISSUE	RECOMMENDATION
High	AI Crawlers Blocked in robots.txt	Squarespace's default robots.txt blocks AI crawlers (Anthropic-AI, Amazonbot, CCBot, Bytespider). Wh
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

## Layer 3: Local / GBP — 3.9 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
GBP Optimization	5.0/10	Average
Review Coverage	5.5/10	Average
Directory Presence	4.0/10	Below Average
Wikipedia / Authority	1.0/10	Critical

### GBP Completeness

ELEMENT	STATUS	NOTES
Business Name	—	—
Address	—	—
Phone	—	—
Hours	—	—
Categories	—	—
Photos	—	—
Posts	—	—
Q&A	—	—
Description	—	—

## Review Profile

PLATFORM	REVIEWS	RATING
Google	—	—
Yelp	—	—
BBB	—	—
Industry-specific	—	—

## Citation Directory Status

DIRECTORY	LISTED	NAP CORRECT
Google Business Profile	—	—
Yelp	—	—
BBB	—	—
Yellow Pages	—	—
Manta	—	—

# Unified 90-Day Roadmap

### Phase 1: Event Schema & AI Access (Days 1-30) — Make events visible to AI platforms.

- Add Event schema (JSON-LD) to every warehouse sale page with structured date, location, brand info
- Remove or override AI crawler blocks in Squarespace robots.txt
- Add AggregateRating schema leveraging 120+ existing reviews
- Create FAQ schema on main event pages matching discovery queries
- Optimize Google Business Profile with photos, hours, event posts
- Build 'This Week's Warehouse Sales' landing page with structured data

### Phase 2: Content & Local Authority (Days 31-60) — Build trust nodes and local discovery content.

- Publish weekly blog posts: 'This Week's Sales,' 'Best Warehouse Sales in OC'
- Create comparison content: 'Alternative Retail vs Nordstrom Rack: What's Different'
- Pitch OC Register, LAist, and local OC blogs for event coverage

- Launch Google Business review collection campaign (target 50+ reviews)
- Build Yelp and Trustpilot review presence
- Create brand partnership content: 'Dr. Martens Warehouse Sale — What to Expect'

### **Phase 3: AI Optimization (Days 61-90) — Dominate local discovery.**

- Publish weekly event content optimized for AI discovery
- Monitor AI platform responses and adjust content strategy
- Build email list content that generates indexed reviews and mentions
- Create seasonal content calendar aligned with brand sale schedules
- Conduct monthly re-audit to measure 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
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# Services

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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 Alternative Retail

The Implement tier is the right fit for Alternative Retail because:

- Event schema is the single highest-impact fix — directly makes the core business visible to AI
- AI crawler unblocking requires hands-on Squarespace configuration
- Google Business optimization and review collection need active campaign management
- The local competitive landscape has no AI-optimized players — first-mover advantage is available

Alternative Retail has a uniquely strong starting point — existing schema markup, 16 years of operation, and 120+ reviews. The Implement tier focuses on the missing pieces: Event schema, AI crawler access, and local content creation.

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# Target Outcomes

**TARGET OUTCOME:** Move from 4.6/10 to 7.0+/10 and own 'warehouse sales in OC' and 'brand clearance events SoCal' in AI recommendations within 90 days.

## 90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	4.7/10	6.7/10	Full implementation
AI Visibility Score	3.2/10	5.8/10	Schema + content + authority
AI Discovery Rate	13%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	7.0/10	8.0/10	Schema + speed + meta
Revenue Recovery	\$0	\$150K-\$400K / year	AI visibility improvement

## 6-Month Vision

METRIC	TARGET	METHOD
360 Score	7.7-8.7	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 \$150K-\$400K / 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 Alternative Retail, 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 \$150K–\$400K / 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.

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## About This Assessment: Snapshot vs. Complete 360 Audit

### What You Received (Snapshot — This Report)

This report provides a rapid assessment of Alternative Retail'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
GBP Optimization	Profile review	Full optimization + ongoing management
Review Strategy	Platform assessment	Review generation campaign

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## 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	3 (AI Visibility, Technical SEO, Local/GBP)
Sub-Pillars Scored	15
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 three dimensions for hybrid businesses: AI platform citations, technical SEO health, and local/GBP presence. The methodology tests real discovery queries that prospects use and scores visibility on a 0-10 scale against industry benchmarks.

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*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.*