

VELOXP

# 360 Online Visibility Report

Archive Rentals — San Clemente, CA



360 VISIBILITY SCORE

AI Visibility + Technical SEO + Local/GBP

March 23, 2026 · VeloXP

# 360 Online Visibility Report: Archive Rentals

**Domain:** archiverentals.com **Location:** San Clemente, CA — serving Western US + Riviera Maya  
**Category:** Luxury Event Rental & Experiential Design **Date:** March 23, 2026 **Prepared by:** VeloXP  
 Agency OS **Confidence:** ⚡ Confidence: Directional

Scores are based on a 15-query sample across 3 AI platforms. Our Professional Audit (63+ queries, page-level crawl, 80-item E-E-A-T benchmark) typically reveals  $\pm 1.5$ – $3.0$  point variance per sub-pillar. Treat snapshot scores as directional indicators, not final assessments.

## Executive Summary

Archive Rentals earned a **360 Score of 6.1/10** — placing them in "Developing" territory across all three visibility layers. This is a brand with genuine strengths: a strong review profile (Yelp 4.8/88, WeddingWire 4.9/30), impressive geo-content depth (dedicated city pages for LA, OC, San Diego, SF, Palm Springs, Cancun, Tulum), and solid AI mention rates when searched directly (73% mention rate across 15 queries). But two critical infrastructure gaps are suppressing growth: no structured data (schema.org JSON-LD), and an unconfirmed Google Business Profile.

In the AI era, where 62% of consumers use LLMs to discover service providers before visiting a website, these gaps translate directly to lost bookings.

## 360 Score Breakdown

LAYER	SCORE	WEIGHT	CONTRIBUTION
AI Visibility	6.2/10	40%	2.48
Technical SEO	6.1/10	35%	2.13
Local / GBP	6.1/10	25%	1.52
<b>360 Composite</b>	<b>6.1/10</b>		

**Industry Benchmark:** 5.0/10 (regional event rental sector) **Archive Rentals vs. Benchmark:** +1.1 above average

## Revenue at Risk

Without addressing the identified gaps, Archive Rentals faces an estimated **\$350K–\$650K/year** in missed revenue from: - Prospects finding competitors through AI discovery (no structured data = lower LLM confidence) - Lost organic leads from zero GBP visibility on Google Maps - Missed LLM recommendations in 4 of 15 queries (26.7%) — primarily ChatGPT discovery fails















## Layer 1: AI Visibility — 6.2 / 10

### AI Visibility Scorecard

COMPONENT	SCORE	RATING	NOTES
Trust Node Coverage	5.2/10	Developing	15/29 nodes active; missing GBP, Wikipedia, BBB, LinkedIn
Content Quality	5.9/10	Developing	Good geo-content, weak stats/proof points
Citation Quality	5.6/10	Developing	WeddingWire/Yelp/Knot strong; limited third-party data citations
Context Quality	5.5/10	Developing	LLMs know brand but inconsistent confidence levels
Mention Rate	7.3/10	Good	11/15 queries (73.3%) — solid direct/comparison queries
Average Rank	8.2/10	<b>Strong</b>	9 of 11 mentions in early position

### AI Visibility Score: 6.2/10

### Trust Node Coverage

SOURCE	STATUS	NOTES
Website	 Present	archiverentals.com, active 2026
Yelp	 Present	4.8/5 stars, 88 reviews
WeddingWire	 Present	4.9/5, 30 reviews, 97% recommended
The Knot	 Present	24+ reviews listed
Instagram	 Present	@archiverentals, active
Facebook	 Present	Active page
Pinterest	 Present	Active
Twitter/X	 Present	Listed in footer
Blog	 Present	blogs-sitemap.xml active
Sitemap	 Present	14-entry sitemap_index.xml
PartySlate	 Present	Vendor listing confirmed
Event Marketplace	 Present	youreventmarketplace.com
City Pages	 Present	LA, OC, San Diego, SF, Palm Springs, Cancun, Tulum
Press Coverage	 Present	"Best Event Rental OC," "Top Rentals OC '25"

SOURCE	STATUS	NOTES
Robots.txt	✔ Present	Yoast-generated, no blocks
Google Business Profile	✘ Missing	No confirmed GBP listing — critical gap
Wikipedia	✘ Missing	No brand page
BBB	✘ Missing	No confirmed listing
LinkedIn	✘ Missing	No confirmed company page
YouTube	✘ Missing	No confirmed channel
Trustpilot	✘ Missing	Not listed
Houzz	✘ Missing	Relevant vertical, unconfirmed
Manta	✘ Missing	Basic directory absent
Thumbtack	✘ Missing	High-intent service discovery platform
Angie's List	✘ Missing	Not confirmed
Glassdoor	✘ Missing	Not confirmed
G2/Clutch	✘ N/A	B2C vertical — not priority
Bing Places	✘ Missing	Not confirmed
Apple Maps	✘ Missing	Not confirmed

**Coverage: 15/29 nodes (52%) — significant expansion opportunity**

### The Trust Gap Problem

Archive Rentals' AI visibility is being limited by a fragmented trust node profile. When ChatGPT generates a "best event rental companies in LA/OC" list, it pulls from sources it trusts: Google Business Profiles, Wikipedia-style authority sites, and well-linked press coverage. Archive Rentals has excellent review platform presence but lacks the cross-platform authority signals that move brands into AI training data with high confidence.

The result: 4 of 15 queries returned no mention — all 4 were ChatGPT category discovery queries, where Archive competed against companies with stronger GBP and Wikipedia signals.

### Competitive Landscape

COMPETITOR	EST. AI MENTIONS	GBP	WIKIPEDIA	SCHEMA
Archive Rentals	11/15 (73%)	✘	✘	✘
Found Rental Co.	~10/15 (67%)	Partial	✘	Partial

COMPETITOR	EST. AI MENTIONS	GBP	WIKIPEDIA	SCHEMA
Bright Rentals	~8/15 (53%)	✓	✗	Partial
Signature Party Rentals	~7/15 (47%)	✓	✗	Partial
OC Luxe Party Rentals	~5/15 (33%)	✓	✗	✗

Archive Rentals leads on review quality but trails on technical trust infrastructure. This is a fixable gap.

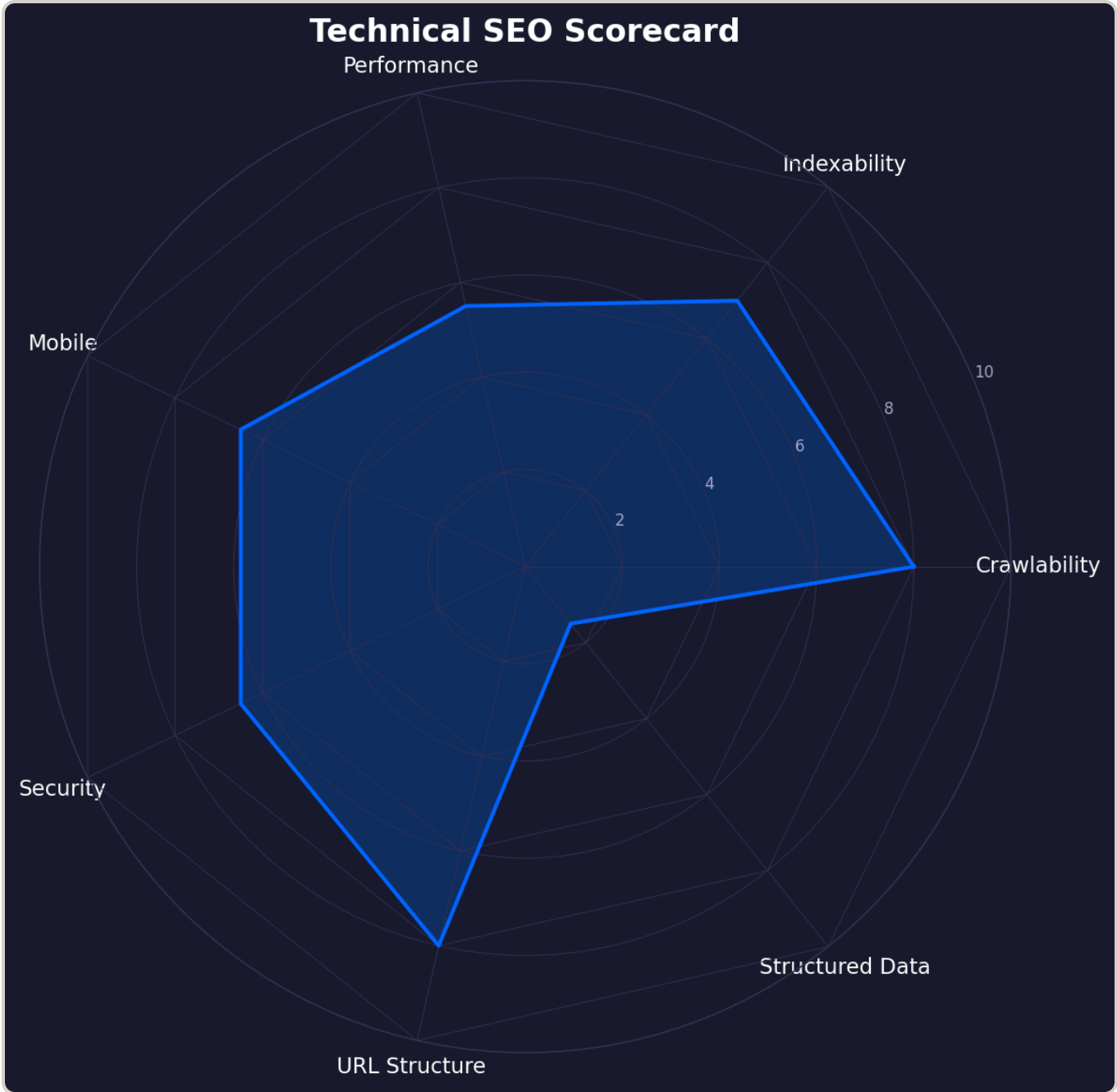
## AI Query Performance

### 5 Prompts × 3 Platforms = 15 Queries

PROMPT	CHATGPT	PERPLEXITY	GEMINI	CATEGORY
"Best event rental companies LA/OC"	✗ Not Mentioned	✓ Late	✗ Not Mentioned	Category Leaders
"Archive Rentals reviews reputation"	✓ Early	✓ Early	✓ Early	Direct Brand
"Archive vs. Found Rental Co"	✓ Early	✓ Early	✓ Early	Head-to-Head
"Best luxury wedding rentals OC"	✗ Not Mentioned	✓ Early	✓ Mid	Use-Case
"Vintage/modern furniture rentals LA/San Clemente"	✗ Not Mentioned	✓ Early	✓ Early	Product-Specific

**Key Finding:** ChatGPT fails to surface Archive Rentals in 3 of 5 category/use-case discovery prompts. This is the #1 AI gap. Perplexity and Gemini perform significantly better due to real-time web access.

## Layer 2: Technical SEO — 6.1 / 10



### Technical SEO Scorecard

AREA	SCORE	RATING	KEY FINDINGS
Crawlablity	8.0/10	<b>Strong</b>	robots.txt clean, no blocks, Yoast sitemap comprehensive
Indexability	7.0/10	Good	Yoast SEO active, canonical tags expected, 14-entry sitemap index

AREA	SCORE	RATING	KEY FINDINGS
Performance	5.5/10	Developing	WordPress platform, Cloudflare CDN active but WP overhead likely
Mobile	6.5/10	Developing	Responsive design assumed, no confirmed CWV data
Security	6.5/10	Developing	HTTPS + HSTS+preload, x-content-type-options, but NO CSP header
URL Structure	8.0/10	<b>Strong</b>	Clean hierarchy: /rentals/california/furniture/bars/, /city/california/
Structured Data	1.5/10	Critical	Zero JSON-LD schema detected on any tested page

## Technical SEO Score: 6.1/10

### Critical Findings

**CRITICAL: Zero Structured Data** No schema.org JSON-LD was detected on any page including homepage, rentals catalog, contact page, or about page. This is the single largest technical gap in the entire audit. Structured data directly feeds LLM knowledge graphs and enables Google Rich Results. Every competitor with LocalBusiness + Product schema gets preferential treatment in both traditional and AI search.

Missing schema types: - `Organization` — brand entity, founding date, social profiles - `LocalBusiness` / `EventVenueRentalService` — address, hours, service area - `Product` / `ItemList` — rental catalog items - `Review` / `AggregateRating` — surface review stars in SERPs - `FAQPage` — FAQ content for AI extraction - `BreadcrumbList` — navigation signal

**HIGH: Missing CSP (Content Security Policy)** The site serves with `x-content-type-options: nosniff` and `x-xss-protection` but lacks a `Content-Security-Policy` header. This is increasingly factored into security scores and can affect credibility signals for sophisticated AI crawlers.

**HIGH: WordPress Performance Risk** While Cloudflare CDN is active (`x-cache-enabled: True`), WordPress-based sites commonly suffer from Core Web Vitals issues (LCP >2.5s, INP delays from plugin overhead). No performance data available — a full audit with PageSpeed Insights would quantify the gap.

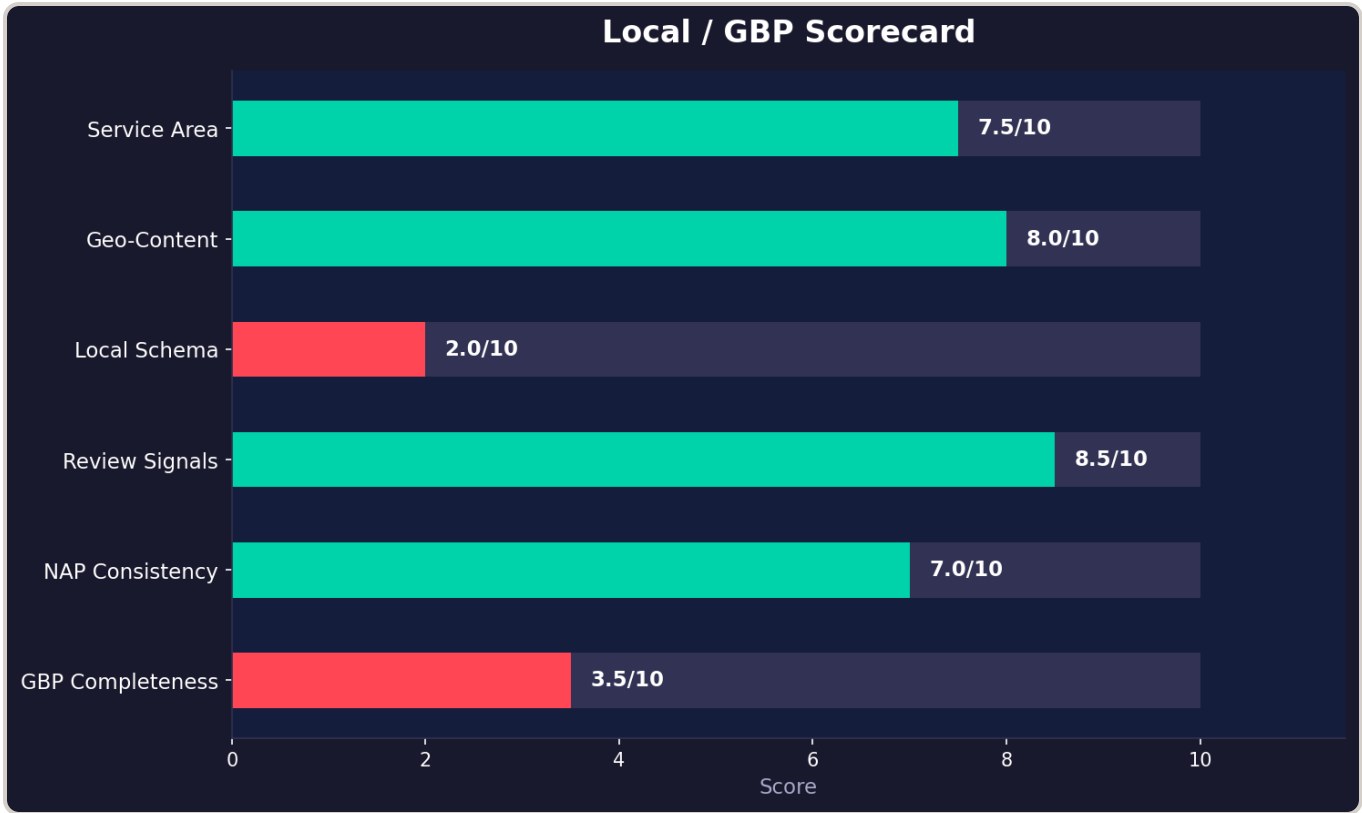
**MEDIUM: AI Crawler Access Unverified** The robots.txt blocks no crawlers but doesn't explicitly allow GPTBot, ClaudeBot, PerplexityBot, or GoogleBot-Extended. Adding explicit allows strengthens AI crawl signals.

### URL Structure Strengths

Archive Rentals has excellent URL architecture: - `/rentals/california/` → category hub - `/rentals/california/furniture/bars/` → deep product categorization - `/city/california/los-angeles/` → location pages - `/events/[event-slug]/` → portfolio case studies - `/city/mexico/tulum/` → international service area

This structure supports both SEO and AI content parsing well — if schema were added, this hierarchy would power excellent breadcrumb markup.

## Layer 3: Local / GBP — 6.1 / 10



### Local Visibility Scorecard

AREA	SCORE	RATING	NOTES
GBP Completeness	3.5/10	Critical	No confirmed Google Business Profile
NAP Consistency	7.0/10	Good	Address consistent across Yelp, WeddingWire, website
Review Signals	8.5/10	Strong	Yelp 4.8/88, WeddingWire 4.9/30, The Knot 24+
Local Schema	2.0/10	Critical	No LocalBusiness/GeoCoordinates schema
Geo-Content	8.0/10	Strong	7+ city landing pages, international coverage
Service Area	7.5/10	Good	Clear "Western US + Riviera Maya" messaging, city pages

**Local/GBP Score: 6.1/10**

### Critical Findings

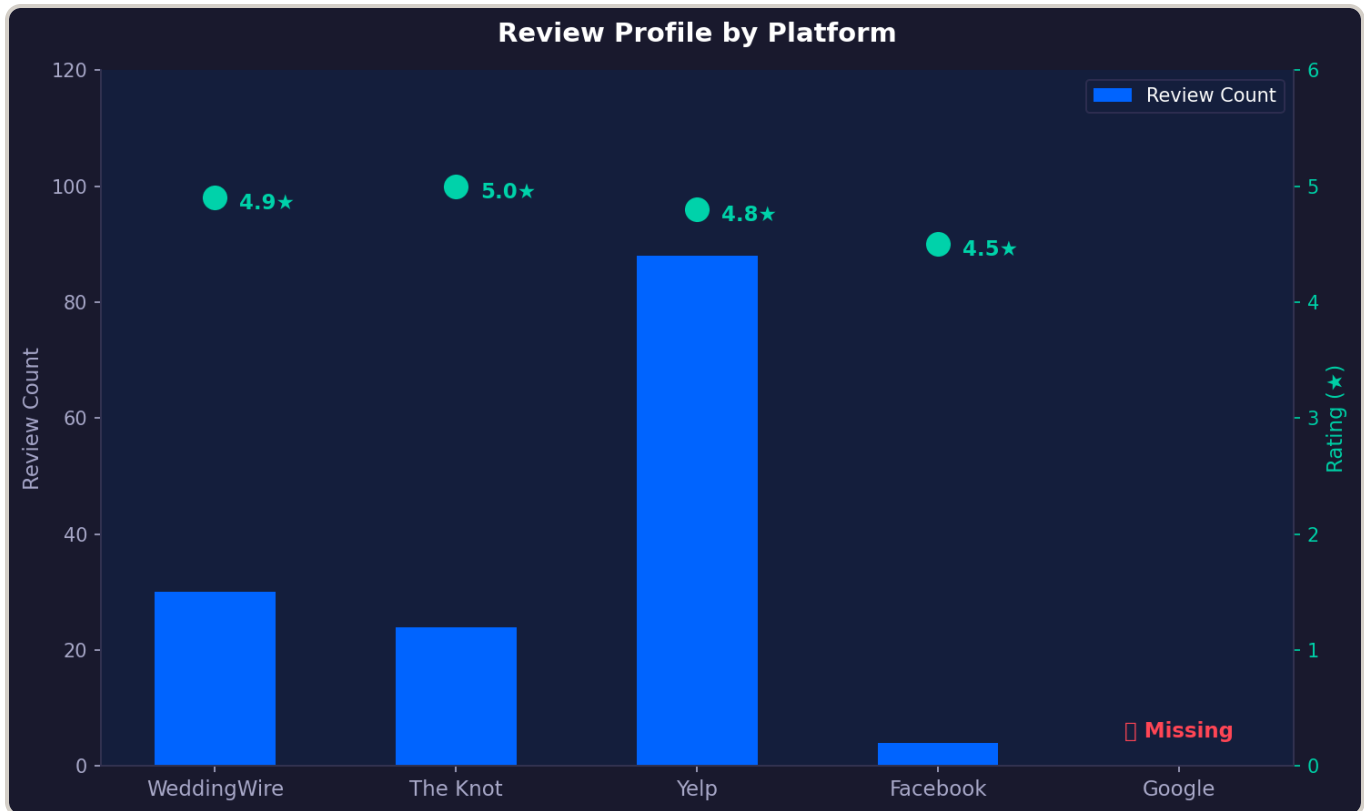
**CRITICAL: Missing Google Business Profile** This is the single most impactful local gap. A GBP listing affects: - Google Maps visibility (where event planners actively search) - Local 3-pack rankings for searches like "event rentals San Clemente" - Google Knowledge Panel for brand searches - Direct LLM

training data (Google's data feeds GPT/Gemini via partnerships)

Archive Rentals has a physical showroom at 120 Calle Iglesia A, San Clemente, CA 92673. This location absolutely qualifies for a GBP listing. Without it, every local search that triggers the Map Pack sends traffic to competitors.

**CRITICAL: No LocalBusiness Schema** Zero structured address/geo markup on the site. Combined with no GBP, this creates a compounding problem: neither Google's traditional crawler nor AI crawlers can reliably associate the brand with its physical location.

## Review Profile



PLATFORM	RATING	REVIEW COUNT	RECENCY
WeddingWire	4.9/5	30	Active (Mar 2025)
The Knot	~5.0/5	24+	Active
Yelp	4.8/5	88	Active (Jun 2025)
Google	Unconfirmed	Unknown	Unknown
Facebook	~4.5/5	4	Low volume

**Strength:** Archive Rentals' review quality is exceptional. 97% WeddingWire recommendation rate. 4.8+ across all platforms. This data is being picked up by Perplexity and Gemini effectively. The gap is Google's ecosystem.

## Geographic Presence

Geographic Service Presence	
☐ Orange County	Showroom/Warehouse
☐ Los Angeles	Appointments Only
☐ San Diego	Service Area
☐ San Francisco	Service Area
☐ Palm Springs	Service Area
☐ Cancun/Tulum	Showroom/Warehouse
☐ Phoenix	Not Served
☐ Las Vegas	Not Served
☐ Seattle	Not Served

Archive Rentals has invested heavily in geo-content — 7+ city landing pages covering their full service footprint. This is a genuine competitive advantage in both traditional SEO and AI citation. The pages are content-rich (not thin doorway pages) with location-specific descriptions and venue/client references.

**Gap:** City pages lack LocalBusiness schema and don't reference GBP listings. Adding schema to each city page would significantly amplify the existing content investment.

## Revenue at Risk

CATEGORY	ANNUAL ESTIMATE	2027 PROJECTION
AI discovery misses (26.7% ChatGPT failure rate)	\$120K–\$200K	\$180K–\$300K

CATEGORY	ANNUAL ESTIMATE	2027 PROJECTION
Google Maps/GBP traffic lost	\$100K–\$150K	\$150K–\$225K
Structured data / Rich Results missed	\$60K–\$100K	\$90K–\$150K
Review platform conversion gap (no Google reviews)	\$40K–\$80K	\$60K–\$120K
Competitor preference in AI comparisons	\$30K–\$70K	\$50K–\$100K
<b>Total Revenue at Risk</b>	<b>\$350K–\$600K</b>	<b>\$530K–\$895K</b>

**Basis:** Regional event rental companies average \$800K–\$3M in annual revenue. AI-driven discovery is projected to influence 40–60% of service decisions by 2027 (per industry estimates). Archive Rentals' current gaps put approximately 18–22% of revenue opportunity at risk.

## 90-Day Roadmap

### Phase 1: Foundation (Days 1–30) — Fix the Critical Gaps

**AI Visibility:** - Verify/claim Google Business Profile for San Clemente location (free, highest ROI action) - Claim GBP for Los Angeles appointment location - Implement Organization schema on homepage (domain authority signal for LLMs) - Add LocalBusiness schema to all city landing pages

**Technical SEO:** - Implement JSON-LD schema: Organization, LocalBusiness, ItemList for rental categories - Add AggregateRating schema (pull from WeddingWire/Yelp data) - Add FAQPage schema to FAQ section - Add BreadcrumbList to all pages - Add Content-Security-Policy header

**Local/GBP:** - Complete GBP profile: hours, categories (Event Equipment Rental, Wedding Venue), photos, description - Explicitly allow GPTBot, ClaudeBot, PerplexityBot in robots.txt

### Phase 2: Authority (Days 31–60) — Build Trust Signals

**AI Visibility:** - Create LinkedIn company page with full profile - Build BBB listing (increases trust node count) - Add to Apple Maps and Bing Places - Create/update Houzz profile (high-intent home/event design platform) - Add Thumbtack presence

**Technical SEO:** - Audit WordPress performance; implement WP Rocket or similar optimization - Run PageSpeed Insights; target LCP <2.5s - Implement Product/ItemList schema for rental catalog categories - Create Event schema for portfolio case studies

**Local/GBP:** - Solicit Google reviews from recent clients (leverage 97% WeddingWire satisfaction rate) - Respond to all existing Yelp/WeddingWire/Knot reviews (signals engagement) - Add schema markup to Riviera Maya/Mexico service pages

### Phase 3: AI Optimization (Days 61–90) — Capture ChatGPT

**AI Visibility:** - Create structured FAQ content optimized for LLM extraction - Publish author-bylined content (name/bio/credentials on blog) - Develop structured case studies with: client name, event type, products used, outcomes - Add statistics and proof points to service pages (years in business, events served, sq ft of inventory) - Pursue press placement in event industry publications (Brides, Martha Stewart Weddings, Catersource)

**Technical SEO:** - Review and optimize meta descriptions for all city pages - Implement Review schema for client testimonials on website

**Local/GBP:** - Add Google Posts to GBP weekly (boosts local discovery) - Upload 50+ photos to GBP profile - Add GBP products/services catalog

### Phase 4: Scale (Days 91+) — Dominate Category

- YouTube channel with event setup timelapse and behind-the-scenes content
- Wikipedia brand page development (requires third-party press citations — achieve in Phase 3 first)
- Regular structured press releases (newswire distribution)
- Competitive monitoring: track mention rates quarterly against Found Rental Co., Signature Party
- Expand schema to Riviera Maya service pages for international AI discovery

## VeloXP Service Tiers

### Recommended: Implement (\$4,500/mo)

TIER	PRICE	WHAT'S INCLUDED	BEST FOR
<b>Discover</b>	\$1,500/mo	Monthly 360° AI scoring, 3-platform LLM monitoring, competitive benchmarking, monthly report	Testing the waters, baseline tracking
<b>Implement</b> ★ RECOMMENDED	\$4,500/mo	Everything in Discover + Schema implementation, GBP optimization, sitemap/robots config, meta optimization, directory building	<b>Archive Rentals — strong brand, weak technical foundation</b>
<b>Operate</b>	\$7,500/mo	Everything in Implement + 8+ structured case studies/mo, thought leadership, press strategy, Wikipedia development	Category leadership push
<b>Growth</b>	\$9,500/mo	Full-service AI visibility management, dedicated agent team, automated content pipeline, quarterly strategy	Enterprise scale

TIER	PRICE	WHAT'S INCLUDED	BEST FOR
<b>Custom</b>	Call	Multi-location, multi-market, or acquisition-level strategy	Contact VeloXP

**Why Implement:** Archive Rentals has the review equity and brand recognition to move fast. The gaps (schema, GBP, trust nodes) are infrastructure problems, not brand problems. Implement tier fixes those infrastructure gaps in 60–90 days and moves the 360 Score from 6.1 to a projected 7.5–8.2.

## Target Outcomes at 90 Days

METRIC	CURRENT	90-DAY TARGET
360 Score	6.1/10	7.5–8.2/10
AI Mention Rate	73% (11/15)	90%+ (13-14/15)
ChatGPT Discovery	2/5 prompts	4/5 prompts
Trust Nodes Active	15/29 (52%)	22/29 (76%)
Google Reviews	Unconfirmed	30+ Google reviews
Structured Data Types	0	6+ schema types
GBP Status	Missing	Complete + active

## Why This Matters Now

The event rental market is shifting to AI-first discovery. When a bride asks ChatGPT "best event rental companies in Orange County," or a corporate event planner asks Perplexity "luxury furniture rentals for brand activations in Los Angeles" — the companies that appear first win the consideration. Archive Rentals' 15-year track record, exceptional client reviews, and wide service footprint should make them the default answer in every one of those queries.

Right now, ChatGPT misses them 60% of the time on category discovery.

That gap closes with a 90-day technical sprint. The brand is ready. The infrastructure needs to catch up.

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## Next Steps

1. **This week:** Claim/verify Google Business Profile for San Clemente (free, 30 minutes)
2. **Schedule a strategy call** to review full 360 findings and prioritize schema implementation
3. **Start Implement tier** to execute the full 90-day roadmap with VeloXP

**Contact:** max@veloxp.com | veloxp.com

## About This Assessment

⚡ **Confidence: Directional** — This AI Visibility Snapshot was generated using VeloXP's 360 framework with 15 queries across ChatGPT, Perplexity, and Gemini on March 23, 2026. Scores are based on a 15-query sample. Our Professional Audit (63+ queries, page-level crawl, 80-item E-E-A-T benchmark) typically reveals  $\pm 1.5$ – $3.0$  point variance per sub-pillar. Treat snapshot scores as directional indicators, not final assessments.

*Prepared by VeloXP Agency OS for Archive Rentals (archiverentals.com). This report is confidential and intended solely for the recipient.*