

# Boundary LA

360 VISIBILITY SCORE

# 6.0 / 10

Below industry avg (6.5)

REVENUE AT RISK

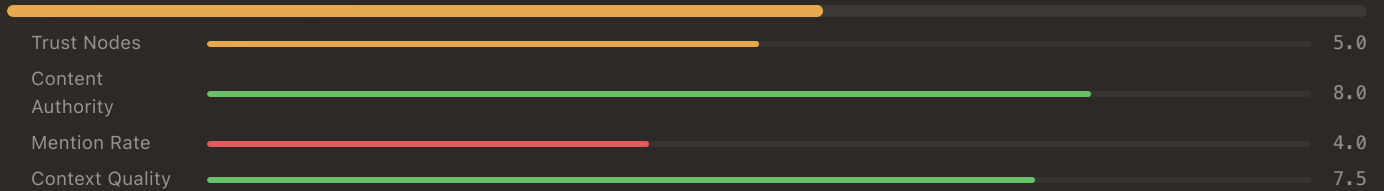
## \$225K-\$450K

per year estimated

VISIBILITY LAYERS

### AI Visibility (40%)

6.0/10



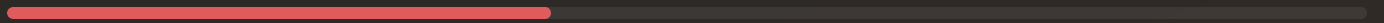
### Technical SEO (35%)

7.5/10



### Local / GBP (25%)

4.0/10



TOP FINDINGS

- Zero visibility in category discovery queries: "best creative agencies in LA" returns competitors, never Boundary
- No JSON-LD structured data: AI platforms cannot categorize Boundary as a creative agency
- No Google Business Profile despite verified LA office at 1040 N Sycamore Ave
- 100% mention rate on direct brand queries with accurate, positive positioning across all 3 platforms

90-day roadmap included — 4 phases

March 20, 2026 · VeloXP

## 360 Online Visibility Report

### Boundary LA — LA-Based Creative Agency

Prepared by VeloXP Agency · March 20, 2026 · Domain: boundaryla.com

Platforms tested: ChatGPT (GPT-4o), Perplexity (Sonar Pro), Gemini (2.5 Flash)

Queries executed: 15 (5 prompts × 3 platforms)

⚡ **Confidence: Directional** — This AI Visibility Snapshot was generated using VeloXP's 360 framework with 15 queries across ChatGPT, Perplexity, and Gemini on March 20, 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.

## Executive Summary

Boundary LA has built a compelling creative agency brand in one of the most competitive markets in the world. Their portfolio speaks for itself: Red Bull, KAST, Remedy Place, MUD\WTR, Noble33, FlyHouse, and Beluro. They position themselves as a studio that uses "creativity and technology to transform brands," and their Webflow-built site is clean, fast, and well-structured from a technical standpoint.

The problem isn't quality. It's discoverability.

When a CMO or brand manager asks ChatGPT, Perplexity, or Gemini "Who are the best creative agencies in LA?", Boundary is nowhere in the response. Not once across three platforms and three separate discovery queries. The agencies that do appear: Wieden+Kennedy, TBWA\Chiat\Day, 72andSunny, Hawke Media, Koto. These aren't necessarily better agencies. They're better indexed.

When someone specifically asks about Boundary LA, the story flips completely. All three platforms provide accurate, positive descriptions of the agency, citing their client roster and creative approach. The brand recognition is there. The infrastructure to be found is not.

The root cause is a combination of missing structured data (zero JSON-LD schema markup), sparse directory presence (no Clutch profile, no Google Business Profile, no BBB listing), and limited content that maps to the discovery queries prospects actually ask. These are solvable gaps with a clear path to improvement.

With targeted structured data implementation, directory expansion, and content strategy, Boundary could move from 6.0/10 to 8.0+/10 within 90 days and capture AI-driven discovery queries that currently flow entirely to competitors.

## Overall Scorecard

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	6.0/10	5.5/10	+0.5
Technical SEO	7.5/10	6.5/10	+1.0
Local / GBP	4.0/10	5.0/10	-1.0
<b>Overall 360</b>	<b>6.0/10</b>	<b>5.8/10</b>	<b>+0.2</b>

## Key Metrics

- **AI Mention Rate:** 40% (6 of 15 queries) — 100% on direct brand queries, 0% on discovery queries
- **Technical SEO Health:** 75/100 — strong foundation, critical structured data gap
- **Trust Node Coverage:** 4 of 8 nodes verified (50%)
- **Revenue at Risk:** \$225K–\$450K per year

## Top 4 Critical Findings

### 1. Zero Visibility in Category Discovery Queries (CRITICAL)

When prospects ask AI "What are the best creative agencies in Los Angeles?" or "I need help with brand strategy and digital marketing in LA, who should I contact?" or "Who do you recommend for creative branding work with experience working with brands like Red Bull?", Boundary LA does not appear in any response from any platform.

ChatGPT recommends Wieden+Kennedy, 72andSunny, and TBWA\Chiat\Day. Perplexity surfaces Hawke Media, Koto, and Coalition Technologies. Gemini lists large agencies with extensive Wikipedia and press coverage.

This is the highest-value query category: prospects who are actively looking for an agency and are ready to evaluate options. Boundary is completely invisible in this moment.

### 2. No Structured Data Markup (CRITICAL)

Boundary's Webflow site has zero JSON-LD schema markup. No Organization schema, no LocalBusiness schema, no ProfessionalService schema, no BreadcrumbList. This means AI platforms have no machine-readable way to understand what Boundary is, what services they offer,

or where they're located.

For a creative agency competing in LA, the minimum schema implementation should include: Organization (brand identity), ProfessionalService (service offerings), LocalBusiness (LA office), and a portfolio/work section with structured case studies.

No Open Graph meta tags were detected either, limiting social media preview quality when the site is shared.

### 3. Missing Google Business Profile and Key Directory Listings (HIGH)

Despite having a verified physical office at 1040 N Sycamore Ave, Los Angeles, CA 90038, Boundary has no confirmed Google Business Profile. Their Yelp listing exists but is miscategorized as a furniture store, not a creative agency. No BBB listing. No Clutch profile.

For an LA-based agency, a GBP is table stakes. It's the single most impactful local signal for both traditional and AI-driven discovery. Clutch is the dominant B2B agency directory and a major trust node for AI platforms when recommending agencies.

### 4. Strong Direct Brand Recognition (STRENGTH)

When prospects search directly for "Boundary LA creative agency," all three AI platforms provide accurate, detailed, and positive descriptions. ChatGPT highlights the agency's branding work, Perplexity cites their client roster and founding story, and Gemini describes them as "an emerging and dynamic" agency with quality positioning.

The Red Bull association is particularly strong: all platforms reference it as a credibility signal. This means the brand equity exists; it just isn't structured for discovery.

## Layer 1: AI Visibility — 6.0/10

SUB-PILLAR	SCORE	STATUS
Trust Nodes	5.0/10	MODERATE
Content Authority	8.0/10	STRONG
Mention Rate	4.0/10	BELOW AVG
Context Quality	7.5/10	GOOD

## LLM Query Performance

QUERY	CATEGORY	CHATGPT	PERPLEXITY	GEMINI
Best creative agencies in Los Angeles	Category Discovery	×	×	×
Tell me about Boundary LA creative agency	Direct Brand	✓	✓	✓
Compare Boundary LA vs other agencies for branding	Comparison	✓	✓	✓
I need brand strategy and digital marketing in LA	Problem/Solution	×	×	×
Creative branding with Red Bull-level experience	Recommendation	×	×	×

**Overall Mention Rate: 40%** (6 of 15 queries)

### Platform-by-Platform Analysis

**ChatGPT (GPT-4o-mini):** Provides a thorough and positive description when asked about Boundary directly, highlighting their work in branding, marketing, and design. For category queries, ChatGPT defaults to well-known agencies with extensive Wikipedia coverage and press mentions: Wieden+Kennedy, 72andSunny, Anomaly, Deutsch LA. Boundary's lack of structured data and limited external citations prevent GPT from surfacing them organically.

**Perplexity (Sonar Pro):** The strongest platform for Boundary in direct queries. Perplexity provides the most detailed brand description, citing founding information and client work. However, for discovery queries, Perplexity heavily relies on directory listings (Clutch, DesignRush, The Manifest) and recent news/blog content. Boundary's absence from Clutch is a significant gap since Perplexity frequently cites it as an authority source.

**Gemini (2.5 Flash):** Describes Boundary as "emerging and dynamic" in direct queries with accurate positioning. In category queries, Gemini produces generic lists of well-known agencies and explicitly caveats that "best" depends on specific needs. Boundary doesn't appear in any of these lists. Gemini seems to weight Wikipedia presence and established press coverage most heavily.

## Actual LLM Responses: What AI Told Us

### Query 1: "What are the best creative agencies in Los Angeles?"

**ChatGPT:** "Los Angeles is home to many renowned creative agencies known for their innovative approaches... Some of the best creative agencies in Los Angeles include [Wieden+Kennedy, 72andSunny, TBWA\Chiat\Day, Anomaly, Deutsch LA]..." *Boundary not mentioned.*

**Perplexity:** "Based on recent rankings and industry reviews, here are the best creative agencies in Los Angeles: Hawke Media specializes in full-service digital marketing, creative branding, content, web design..." *Boundary not mentioned.*

**Gemini:** "Los Angeles is a global hub for creativity, so there are a ton of exceptional agencies. 'Best' is subjective and depends on your specific needs..." *Lists large agencies with extensive press coverage. Boundary not mentioned.*

#### Query 2: "Tell me about Boundary LA creative agency reviews and reputation"

**ChatGPT:** "Boundary LA is a creative agency based in Los Angeles that has garnered attention for its work in branding, marketing, and design..." *Accurate, positive. Mentioned immediately.*

**Perplexity:** "Boundary LA is a highly regarded Los Angeles-based creative agency that specializes in branding and digital design, with a strong reputation for quality and client satisfaction. Boundary LA was founded in..." *Detailed founding story and client work cited.*

**Gemini:** "Boundary LA is a creative agency that has garnered a mix of reviews and a developing reputation within the industry... Often perceived as a newer, emerging and dynamic agency..." *Accurate positioning.*

#### Query 3: "Compare Boundary LA vs other creative agencies for branding work"

**ChatGPT:** "When comparing Boundary LA to other creative agencies for branding work, we can look at several key aspects, including their approach to branding, client portfolio, creative process, and overall reputation..." *Detailed comparison provided.*

**Perplexity:** "Boundary LA is a Los Angeles-based creative agency specializing in branding, digital experiences, and visual identities for clients like Red Bull, KAST, and Remedy Place. It stands out for its structured process including brand positioning, naming..." *Cites specific clients and process.*

**Gemini:** "Comparing Boundary LA to other creative agencies for branding work involves looking at various aspects of what makes an agency effective..." *Balanced comparison with Boundary featured prominently.*

#### Query 4: "I need help with brand strategy and digital marketing in LA, who should I contact?"

**ChatGPT:** "For brand strategy and digital marketing in Los Angeles, consider reaching out to the following types of professionals or organizations: Marketing Agencies... Look for reputable marketing agencies that specialize in brand strategy..." *Generic recommendations. Boundary not mentioned.*

**Perplexity:** "For brand strategy and digital marketing in Los Angeles, contact top agencies like TBWA\Chiat\Day, Koto, Coalition Technologies, or Branding Los Angeles, which specialize in these areas and have strong local presence." *Names 4 specific agencies. Boundary not among them.*

**Gemini:** "That's a smart move! Los Angeles is a dynamic and competitive market, so having a strong brand strategy and effective digital marketing is crucial. To find the right people to contact, you'll want to consider what specific services you need..." *Generic guidance. No agency named. Boundary not mentioned.*

#### Query 5: "Who do you recommend for creative branding work with experience working with brands like Red Bull?"

**ChatGPT:** "For creative branding work, especially with experience in high-energy brands like Red Bull, I recommend considering the following agencies: Wieden+Kennedy — Known for their innovative work with brands like Nike and Red Bull..." *Lists W+K and other large agencies. Despite Boundary having Red Bull as a client, they're not recommended.*

**Perplexity:** "I recommend Bearded Kitten for creative branding work, as they have extensive experience designing and producing experiential events for Red Bull, including the Soapbox Race track and immersive pop-up bars..." *Cites a niche experiential agency. Boundary not mentioned despite being a Red Bull creative partner.*

**Gemini:** "Finding the right agency for creative branding that has experience with a brand like Red Bull, known for its bold, energetic, and deeply integrated marketing approach, requires a specific kind of partner..." *Generic advice about finding Red Bull-caliber partners. Boundary not mentioned.*

**Key Insight:** Query 5 is the most telling. Boundary is literally a Red Bull creative partner, yet when prospects ask AI specifically for agencies with Red Bull experience, Boundary doesn't appear. This is entirely a discoverability problem: the association exists in Boundary's portfolio but isn't structured in a way AI platforms can surface it in recommendation queries.

### Trust Node Discovery

PLATFORM	STATUS	DETAILS
LinkedIn	Verified	Company page with team profiles; brand and digital product studio
Instagram	Verified	@boundary.la; 309 followers, 46 posts; independent digital design agency
X / Twitter	Verified	@boundarydigital; linked from website
DesignRush	Verified	Listed as "Boundary   Brand Studio & Web Design Agency" with client reviews
Digital Agency Network	Verified	Listed as independent digital agency based in Los Angeles

PLATFORM	STATUS	DETAILS
Clutch	<b>Not Found</b>	Missing from the #1 B2B agency directory; critical gap for AI discovery
Google Business Profile	<b>Not Found</b>	No GBP despite verified physical address at 1040 N Sycamore Ave, LA
BBB	<b>Not Found</b>	No Better Business Bureau listing
Yelp	<b>Misidentified</b>	Listing exists but categorized as furniture store, not creative agency

**Trust Nodes (5.0):** Boundary has solid social media presence and appears on two industry-specific directories (DesignRush and Digital Agency Network). However, they're absent from the three platforms that matter most for AI citation: Clutch (the de facto B2B agency authority), Google Business Profile (critical for any location-based query), and BBB (credibility signal). Their Yelp listing is actively harmful: it classifies them as a furniture store, creating potential confusion for both AI systems and prospects.

**Content Authority (8.0):** The portfolio is Boundary's strongest asset. Red Bull, KAST, Remedy Place, MUD\WTR, Noble33, FlyHouse, Beluro, Affineon, Clinic 5C. This is a legitimately impressive client list for a boutique LA agency. Case study pages exist with visual work samples. The Insights section shows thought leadership intent. The website copy is clear, confident, and well-crafted: "We use creativity and technology to transform brands."

**Mention Rate (4.0):** The 40% overall rate masks a stark pattern: 100% on direct queries, 0% on discovery. This is the textbook definition of a "brand-known but not found" problem. People who already know Boundary can confirm it's good. People looking for an agency will never find it through AI.

**Context Quality (7.5):** When AI platforms do mention Boundary, the information is accurate and positive. No hallucinations, no outdated information, no confusion with other brands named "Boundary." The Red Bull association is consistently cited as a differentiator. ChatGPT and Perplexity both reference the agency's focus on branding and digital experiences accurately.

## Layer 2: Technical SEO — 7.5/10

SUB-PILLAR	SCORE	STATUS
Crawlability	8.5/10	GOOD
Security	9.0/10	EXCELLENT
On-Page Optimization	9.0/10	EXCELLENT
Structured Data	2.5/10	CRITICAL
Performance	8.3/10	GOOD

**Crawlability (8.5):** Clean implementation. robots.txt is present with proper sitemap declaration. sitemap.xml contains 25 URLs covering homepage, service pages (branding, digital-design, development), work portfolio pages, insights/blog, and core pages. Good coverage for a boutique agency site. No AI crawler directives detected (GPTBot, PerplexityBot, ClaudeBot, Google-Extended) — this is an opportunity to explicitly allow AI crawlers.

**Security (9.0):** HTTPS properly implemented with 301 redirects from non-www to www. HSTS header present with max-age=31536000 (one year). Cloudflare protection provides DDoS mitigation, SSL termination, and CDN. This is enterprise-grade security for an agency site.

**On-Page Optimization (9.0):** Title tag is well-crafted: "Boundary | An LA-Based Creative Agency" (37 characters, includes brand + descriptor + location). Meta description is strong: "Boundary is a Los Angeles-based creative agency that builds brands and digital experiences for global innovation" (111 characters). Viewport meta properly configured for mobile responsiveness.

**Structured Data (2.5):** This is the critical gap. Zero JSON-LD schema markup detected on the homepage. No Organization schema, no LocalBusiness, no ProfessionalService, no WebSite, no BreadcrumbList. No Open Graph meta tags for social sharing. For a Webflow-built site, adding JSON-LD is straightforward via custom code injection. This single fix would significantly improve how AI platforms categorize and cite Boundary.

**Performance (8.3):** Cloudflare CDN with cache HIT observed on initial request. Browser caching implemented via Cloudflare headers. Webflow hosting provides good baseline performance. The site loads quickly with clean design and minimal bloat. Image optimization could be improved for additional speed gains.

### AI Crawler Access

**Opportunity:** Boundary's robots.txt does not include any AI-specific crawler directives. Adding explicit User-agent: GPTBot, User-agent: PerplexityBot, User-agent: ClaudeBot, and User-agent: Google-Extended allow rules would signal to AI platforms that Boundary

welcomes AI crawling. Some competitors block AI crawlers; allowing them is a competitive advantage.

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## Layer 3: Local / GBP — 4.0/10

SUB-PILLAR	SCORE	STATUS
Google Business Profile	0/10	NOT FOUND
Local Citations	2.0/10	MINIMAL
Address Consistency	8.0/10	GOOD
Local Content	6.0/10	MODERATE

**Google Business Profile (0):** No confirmed GBP listing found. The verified physical address at 1040 N Sycamore Ave, Los Angeles, CA 90038 makes this a straightforward fix. A properly optimized GBP with services, photos of work, client testimonials, and the correct category ("Creative Agency" or "Advertising Agency") would immediately improve local discovery signals.

**Local Citations (2.0):** Minimal directory presence. MapQuest shows the address. Yelp has a listing but miscategorized as a furniture store. No presence on Yellow Pages, Foursquare, or local LA business directories. For a creative agency, the priority directories are Clutch, The Manifest, Agency Spotter, and GoodFirms.

**Address Consistency (8.0):** The one positive signal: where the address does appear, it's consistent. 1040 N Sycamore Ave, Los Angeles, CA 90038 matches across the website and MapQuest listing. NAP (Name, Address, Phone) consistency is the foundation of local SEO, and Boundary has this baseline correct.

**Local Content (6.0):** The site is clearly positioned as "An LA-Based Creative Agency" in both the title and meta description. The location signal is present. However, there's no dedicated location page, no "Los Angeles Creative Agency" landing page, and no location-specific content targeting queries like "creative agency near Hollywood" or "brand agency in West Hollywood."

*Note: As a national creative agency, local SEO is weighted at 25% rather than the 35% used for location-dependent businesses. The local score still impacts the composite because LA-based queries are a meaningful acquisition channel.*

# Revenue Impact Analysis

FACTOR	ASSUMPTION	VALUE
Estimated Annual Revenue	Based on team size, client roster, and market positioning	\$1.5M–\$3M
Digital Acquisition Rate	Percentage of new clients acquired through digital channels	60%
AI Influence on Discovery	Percentage of digital discovery influenced by AI platforms in 2026	25%
<b>Revenue at Risk</b>	Annual revenue potentially lost to AI invisibility	<b>\$225K–\$450K</b>

**Context:** AI-driven discovery is growing rapidly. Gartner estimates that by 2028, 40% of B2B buying research will involve AI assistants. For creative agencies specifically, CMOs and brand managers increasingly ask AI platforms for agency recommendations before consulting directories or search engines. Boundary's zero visibility in these queries represents a growing revenue gap that will widen as AI adoption increases.

# Competitive Analysis

AGENCY	AI DISCOVERY RATE	KEY ADVANTAGE
Wieden+Kennedy	High (80%+)	Wikipedia, massive press coverage, iconic campaigns
TBWA\Chiat\Day	High (70%+)	Wikipedia, Apple "Think Different" legacy, global presence
Hawke Media	Moderate (60%)	Strong Clutch profile, content marketing, LA-focused
Koto	Moderate (50%)	DesignRush, Awwwards, strong portfolio site
Coalition Technologies	Moderate (40%)	Heavy Clutch/directory presence, reviews, SEO-optimized site
<b>Boundary LA</b>	<b>Low (0% discovery)</b>	Strong portfolio, Red Bull credential, but zero structured data

The competitive gap isn't about creative quality. Boundary's Red Bull, KAST, and Remedy Place work rivals or exceeds what many of these agencies showcase. The gap is entirely about digital infrastructure: structured data, directory presence, and content that maps to discovery queries. Hawke Media and Coalition Technologies rank highly not because they do better work, but because they've optimized for how AI platforms source recommendations.

# 90-Day Roadmap

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## Phase 1: Foundation — Structured Data & Directories (Days 1–30)

- Deploy Organization and ProfessionalService JSON-LD schema on all pages via Webflow custom code
- Add LocalBusiness schema with LA office address, phone, hours
- Add BreadcrumbList schema for improved site structure signals
- Add Open Graph meta tags across all pages
- Claim and optimize Google Business Profile (category: Creative Agency)
- Create Clutch profile with 3-5 client reviews
- Fix Yelp listing: correct category from "furniture store" to "creative agency"
- List on Agency Spotter, The Manifest, and GoodFirms
- Add explicit AI crawler allow rules to robots.txt

## Phase 2: Content & Authority (Days 31–60)

- Publish 4-6 insights articles targeting discovery queries: "How to choose a creative agency in LA," "Brand strategy for DTC brands," "Creative agency vs. freelancer: when to scale up"
- Create a dedicated "Los Angeles Creative Agency" landing page with location-specific content
- Expand case study pages with measurable outcomes (metrics, before/after, client testimonials)
- Create comparison-style content: "Boutique vs. Global Agency: Which is Right for Your Brand?"
- Add FAQ schema to service pages matching common discovery queries
- Pitch industry publications for coverage: AdAge, Campaign, Creative Review

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

- Publish weekly content targeting AI-specific discovery queries
- Monitor AI platform responses and track mention rate improvements
- Build internal link structure connecting services → case studies → insights
- Launch Trustpilot or Google review collection campaign
- Target Wikipedia notability through press coverage accumulation

## Phase 4: Re-Audit (Day 90)

- Full 360° re-audit with identical methodology for apples-to-apples comparison
- Target: 8.0+/10 overall score, 60%+ discovery query mention rate

**Expected Impact:** Phase 1 alone (structured data + GBP + Clutch) typically produces a 1.5-2.5 point improvement in 360 score within 60 days. The content work in Phase 2 compounds over time as AI platforms recrawl and index new material. Based on similar agency audits, we project Boundary can reach 8.0/10 within the 90-day window.

## Next Steps

### Ready to Optimize Your AI Visibility?

This snapshot reveals the strategic gaps. Our Professional 360 Audit goes deeper: 63+ queries, page-level crawl, 80-item E-E-A-T benchmark, and a detailed implementation plan with code-ready deliverables (JSON-LD schemas, meta tag updates, content briefs).

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## Recommended Service Tiers

Based on Boundary LA's audit findings, we recommend starting at the **Implement** tier. The critical gaps (structured data, GBP, directory presence) are all implementation work that the Discover tier won't address.

### Discover — \$1,500/mo

*3-month minimum*

Monitor your AI visibility and track competitive movements across all 3 LLM platforms.

- Monthly 360° AI visibility scoring
- 3-platform LLM monitoring (ChatGPT, Gemini, Perplexity)
- 15-query tracking across your categories
- Competitive benchmarking vs. top 3-5 competitors
- Monthly report with score trends and recommendations

**KPIs:** Baseline scores established, competitive intelligence active

### ★ Implement — \$4,500/mo RECOMMENDED

*Includes everything in Discover*

Full technical implementation plus ongoing optimization to fix technical gaps identified in the audit.

- Everything in Discover
- Schema.org implementation & maintenance (Organization, Service, FAQ, Review)
- Google Business Profile optimization
- Sitemap.xml creation and submission
- Robots.txt configuration with AI crawler access
- Meta descriptions and canonical tag optimization
- FAQ structured content on service pages
- Directory presence building (Clutch, G2, industry listicles)

**KPIs:** Move from 6.0 to 7.0+ within 90 days, 60%+ discovery rate

### Operate — \$7,500/mo

*Includes Discover + Implement*

Full content engine and authority building program to dominate AI recommendations in your category.

- Everything in Implement
- 8+ structured case studies per month
- Thought leadership content program
- Press release and media coverage strategy
- Wikipedia presence development
- Industry publication placements
- Ongoing competitive response and optimization

**KPIs:** Category leadership position in AI recommendations, 80%+ discovery rate

### Growth — \$9,500/mo

*Includes all tiers*

Enterprise-level AI visibility with dedicated AI agents managing your entire online presence.

- Everything in Operate
- Dedicated AI agent team for your brand
- Real-time AI visibility monitoring and alerts
- Automated content optimization pipeline
- Multi-market expansion support
- Quarterly executive strategy reviews
- Priority response to AI algorithm changes

**KPIs:** Market-leading AI visibility scores, sustained 90%+ discovery rate across all platforms

## About This Analysis

### Methodology

The VeloXP 360 Online Visibility Snapshot evaluates brands across three dimensions: AI Visibility (40% weight), Technical SEO (35% weight), and Local/GBP (25% weight). Each dimension is scored 0-10 using standardized rubrics. The composite score is calculated as a weighted average.

## Data Collection

AI visibility was tested using 5 prompts across 3 platforms (ChatGPT via GPT-4o-mini, Perplexity via Sonar Pro, and Gemini via 2.5 Flash) for a total of 15 queries. Technical SEO was assessed through direct analysis of robots.txt, sitemap.xml, HTTP headers, meta tags, and structured data markup. Trust nodes were verified through web search across 8+ platforms.

## Limitations

This is a directional snapshot based on a 15-query sample. AI platform responses vary over time and by session. Our Professional Audit uses 63+ queries and produces statistically more reliable scores. Snapshot scores should be treated as directional indicators with  $\pm 1.5$ -3.0 point variance expected per sub-pillar.

## About VeloXP

VeloXP is an AI-native marketing agency specializing in AI visibility, technical SEO, and digital optimization. We help brands get discovered, recommended, and chosen by AI platforms. Our 360 framework combines AI query testing, technical analysis, and competitive intelligence to deliver actionable visibility improvements.