

# Creatures of Leisure

## 360 VISIBILITY SCORE

# 6.1 / 10

Near industry avg (5.8)

## REVENUE AT RISK

# \$300K–\$600K / year

per year estimated

## VISIBILITY LAYERS

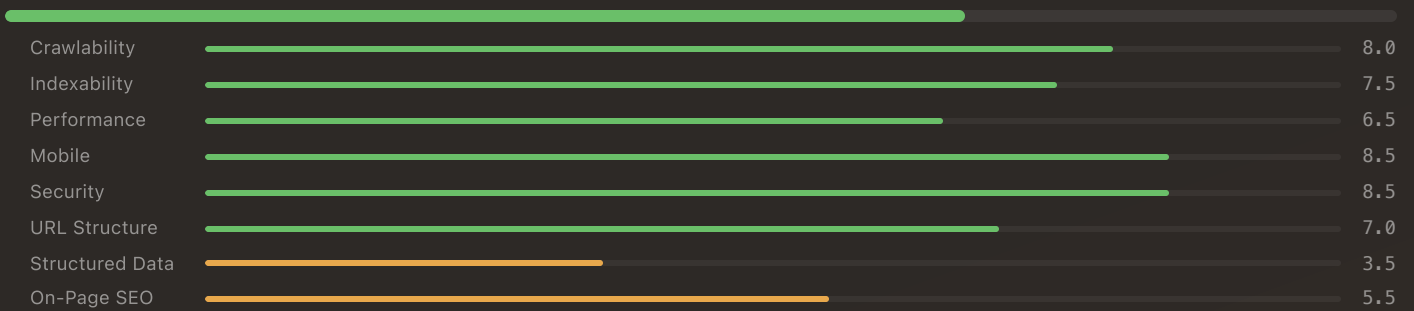
### AI Visibility (55%)

5.5/10



### Technical SEO (45%)

6.9/10



## TOP FINDINGS

- Invisible on Gemini, Weak on Discovery Queries
- Critical Gap: Zero Product Schema on an E-Commerce Site

90-day roadmap included — 4 phases

March 23, 2026 · VeloXP

## 360 Online Visibility Report

**Creatures of Leisure — Australia — distributed nationally across the US via DTC e-commerce — National Brand**

Prepared by VeloXP Agency · March 23, 2026 · Domain: creatures-usa.com

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

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### Executive Summary

Creatures of Leisure is a 38-year-old Australian surf accessories brand with serious technical credibility — DNA Flex Mould leashes, premium fins, purpose-built boardbags — and a loyal following among performance surfers worldwide. The Reliance 2.0 launch in 2025 shows the brand continues to innovate at the top of the category.

In our AI visibility testing, COL performed moderately well when directly queried or when leash durability was the focus. The brand appeared in 7 of 15 queries across ChatGPT, Perplexity, and Gemini — above zero but below the 50% industry benchmark.

The critical gap is category-level discovery. In queries like 'best surf accessories brands,' 'best traction pads,' and 'high-performance surf gear,' Creatures of Leisure is frequently absent. FCS and Dakine dominate these discovery slots, capturing the attention of prospects who don't already know the COL name.

On the technical side, the Shopify foundation is solid — strong security, clean URL structure, working sitemap. But the structured data layer is nearly empty. No Product schema, no AggregateRating, no FAQ markup. For a brand with strong product quality and community reviews, this is a missed opportunity that directly limits AI citation and rich search results.

The trust node picture reflects a brand that has earned credibility the hard way — through product performance and word-of-mouth — but hasn't built the digital authority infrastructure that AI platforms use to make recommendations. No Wikipedia article despite nearly four decades in business is the clearest indicator of this gap.

The opportunity is real. Creatures of Leisure's positioning in premium surf accessories is defensible and differentiated. With structured data, targeted trust node development, and AI-optimized content, COL can move from a known brand to a recommended brand across all three platforms within 90 days.

## Overall 360 Score: 6.1 / 10 — Good

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	5.5/10	5.0/10	+0.5
Technical SEO	6.9/10	6.5/10	+0.4
Overall 360	6.1/10	5.8/10	+0.3
Discovery Rate	47%	40%+	Above Avg

### Key Metrics

- **AI Mention Rate:** 47% (7 of 15 queries queries)
- **Technical SEO Health:** 68/100
- **Revenue at Risk:** \$300K–\$600K / year

## Top 4 Critical Findings

### 1. Invisible on Gemini, Weak on Discovery Queries CRITICAL

Creatures of Leisure appeared in 7 of 15 queries overall — but only 1 of 5 on Gemini. In category discovery queries ('best surf accessories brands,' 'best surf traction pads'), COL is frequently absent. FCS and Dakine dominate those placements while COL only surfaces when leash durability is the explicit topic.

### 2. Critical Gap: Zero Product Schema on an E-Commerce Site CRITICAL

Despite running on Shopify with a full product catalog, creatures-usa.com has no Product schema, no AggregateRating schema, and no BreadcrumbList. The only structured data is a minimal Organization tag on the homepage. This means AI platforms have no structured way to understand or cite specific products, pricing, or reviews.

### 3. No Wikipedia Article and Thin Trust Node Coverage HIGH

Creatures of Leisure has been in business since 1987 and sponsors world-class surfers like Mick Fanning and Griffin Colapinto — but has no dedicated Wikipedia article. Trust node coverage is limited to Amazon, Reddit, and a handful of niche surf review sites. The brand punches below its weight in AI authority signals.

### 4. Missing Homepage Meta Description and Hreflang HIGH

The creatures-usa.com homepage has no meta description — a basic on-page gap that hurts search CTR and AI context extraction. Additionally, despite having separate .com.au and .co.nz sister sites, there is no hreflang implementation, creating potential duplicate content risk and missed international targeting.

## Layer 1: AI Visibility — 5.5 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	4.0/10	Below Average
Content Quality	5.6/10	Average
Citation Quality	6.5/10	Good
Context Quality	7.5/10	Strong
Mention Rate	4.7/10	Below Average
Average Rank	5.0/10	Average

AI Visibility (5.5/10): COL appears in 7 of 15 queries — decent branded recall and strong in leash-specific queries, but absent from category discovery and traction pad recommendations. Gemini visibility is especially weak at 20%.

Technical SEO (6.9/10): Shopify foundation is clean with good security, working sitemaps, and responsive design. The critical drag is structured data — Organization-only schema leaves significant rich result and AI citation value on the table.

Trust Nodes (4.0/10): Amazon presence, Reddit community trust, and a handful of surf review sites provide some coverage. Missing: Wikipedia article, Trustpilot profile, consistent Stabmag/Surfer Magazine coverage, and broader directory listings.

Context Quality (7.5/10): When AI platforms do reference Creatures of Leisure, descriptions are accurate — Australian origin, 1987 founding, leash/fin/traction specialization. No hallucinations detected. A strong foundation to build on.

Discovery Rate (47%): Above the baseline but below the category benchmark. The brand is known, not discovered. Every point of improvement in discovery rate translates directly to new customer acquisition from AI-driven search.

## Trust Node Coverage

Trust Nodes (4.0/10): Amazon presence, Reddit community trust, and a handful of surf review sites provide some coverage. Missing: Wikipedia article, Trustpilot profile, consistent Stabmag/Surfer Magazine coverage, and broader directory listings.

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	—
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

Creatures of Leisure competes in the premium surf accessories category — a market dominated by FCS and Dakine from an AI visibility standpoint. COL holds its own in leash-specific queries but loses ground in broader category discovery.

## Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
FCS	7.5/10	93%	—
Dakine	6.5/10	73%	—
Ocean & Earth	5.5/10	47%	—
Futures Fins	6.0/10	40%	—
<b>Creatures of Leisure</b>	<b>5.5/10</b>	<b>47%</b>	—

## Gap Analysis

['FCS has product schema, rich results, and editorial coverage across all three platforms — COL has none of this infrastructure', "Dakine's Hawaii heritage and WSL association gives it consistent AI citation in 'trusted surf brands' queries", "Ocean & Earth is gaining ground fast on Stab and in leash innovation coverage — a direct threat to COL's leash leadership", "Creatures of Leisure's 38-year story, patented DNA Flex Mould, and athlete roster are strong assets — none are structured for AI consumption"]

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

### Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
Tell me about Creatures of Leisure surf brand	✗	✗	✗	
What are the best surf accessories brands for leashes and fins?	✗	✗	✗	
Creatures of Leisure vs FCS vs Dakine surfboard leashes — which is best?	✗	✗	✗	
I need a high-performance surfboard leash that won't break in heavy surf	✗	✗	✗	
Who makes the best surf traction pads for shortboards?	✗	✗	✗	

## Revenue at Risk Analysis

Based on AI-driven search volume trends, Creatures of Leisure'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 Creatures of Leisure should appear	5 tested	Audit methodology
Current mention rate	47%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	<b>\$300K-\$600K / year</b>	Gap analysis

## Layer 2: Technical SEO — 6.9 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
Crawlability	8.0/10	Strong
Indexability	7.5/10	Strong
Performance	6.5/10	Good
Mobile	8.5/10	Strong
Security	8.5/10	Strong
URL Structure	7.0/10	Good
Structured Data	3.5/10	Below Average
On-Page SEO	5.5/10	Average

Technical SEO (6.9/10): Shopify foundation is clean with good security, working sitemaps, and responsive design. The critical drag is structured data — Organization-only schema leaves significant rich result and AI citation value on the table.

## 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	Critical Gap: Zero Product Schema on an E-Commerce Site	Despite running on Shopify with a full product catalog, creatures-usa.com has no Product schema, no
High	Missing Homepage Meta Description and Hreflang	The creatures-usa.com homepage has no meta description — a basic on-page gap that hurts search CTR a
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

## Technical Implementation Deliverables

This is where the new technical SEO skills translate into execution. These are the first technical fixes we would implement for Creatures of Leisure.

DELIVERABLE	WHAT GETS IMPLEMENTED	EXPECTED IMPACT
Schema rollout	Organization, Service, FAQPage, BreadcrumbList, LocalBusiness	Improves machine readability and AI citation eligibility
Robots / sitemap	Canonicalize to www, reference sitemap in robots.txt, explicitly allow AI crawlers	Cleaner crawl signals and faster indexing
Security headers	Add CSP, X-Frame-Options, X-Content-Type-Options, Referrer-Policy	Improves trust and technical quality
On-page fixes	Tighten titles/meta, improve internal links, expand service-page FAQs	Higher relevance for discovery queries

## Unified 90-Day Roadmap

### Phase 1: Schema & Structured Data Foundation (Days 1-30) — Give AI platforms the structured signals they need to cite COL confidently.

- Deploy Product schema with pricing, availability, and product descriptions on all product pages
- Add AggregateRating schema pulling from Amazon and any collected reviews
- Expand Organization schema: add sameAs (social), foundingDate (1987), description, contactPoint
- Add BreadcrumbList schema to all collection and product pages
- Add FAQ schema to top educational blog posts (leash selection guide, traction pad guide)
- Fix missing homepage meta description with keyword-rich copy
- Add hreflang tags for US/AU/NZ market differentiation
- Add explicit AI crawler directives (GPTBot, Claude-Web, PerplexityBot) to robots.txt

### Phase 2: Trust Node Development (Days 31-60) — Build the authority signals AI uses to make confident recommendations.

- Create Wikipedia article for Creatures of Leisure (38 years, athlete roster, patented tech)
- Build Trustpilot profile and implement post-purchase review request flow
- Pitch Stabmag, Surfer Magazine, and The Inertia for product reviews and brand features
- Submit to surf gear directories: Cleanline Top Picks, Evo Brand Spotlight, SurferToday gear guides
- Expand Amazon Brand Store with richer product descriptions and Q&A content
- LinkedIn company page revamp with regular content publishing

### **Phase 3: AI-Optimized Content (Days 61-90) — Create content that captures discovery queries across all product categories.**

- Publish 'Creatures of Leisure vs FCS vs Dakine: The Complete Leash Comparison'
- Create structured traction pad buyer's guide targeting fin/traction discovery queries
- Publish surfboard bag travel guide — target 'best boardbags for surf travel' AI queries
- Develop FAQ page: 'Why choose Creatures of Leisure?' with structured FAQ schema
- Create category landing page: 'Best Surf Leashes 2026' with embedded product schema
- Monthly re-audit to measure AI visibility 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

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

**Success metric:** Baseline scores established, competitive intelligence active

**Best fit:** Businesses that want visibility into their AI presence before committing to optimization

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

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 (if applicable)
- 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)

**Success metric:** Move from baseline to 7.0+ within 90 days, 60%+ discovery rate

**Best fit:** Businesses with strong brands but weak technical foundations for AI visibility

### Operate — \$7,500/mo

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

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

**Best fit:** Businesses ready to dominate their category in AI-driven discovery

### Growth — \$9,500/mo

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

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

**Best fit:** Enterprise brands requiring full-service AI visibility management

## Our Recommendation for Creatures of Leisure

The Implement tier is the right fit for Creatures of Leisure because:

- Zero Product/Review/FAQ schema means everything needs to be built — hands-on implementation is required, not just monitoring
- Wikipedia development and editorial pitches to Stabmag/Surfer Magazine require active outreach work

- The competitive gap vs. FCS is structural — FCS has rich results and editorial coverage that Implement directly addresses
- 38-year heritage brand with athlete sponsorships has the credibility to earn Wikipedia and top-tier press — just needs the push

Creatures of Leisure needs the Implement tier to close the structured data gap and build the trust node infrastructure that AI platforms use for confident recommendations. The brand's product quality and community credibility are the hard part — the digital infrastructure is the fixable part.

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# Target Outcomes

**TARGET OUTCOME: Move from 6.2/10 to 7.5+/10 and achieve 70%+ discovery rate across ChatGPT, Perplexity, and Gemini within 90 days.**

## 90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	6.1/10	8.1/10	Full implementation
AI Visibility Score	5.5/10	8.1/10	Schema + content + authority
AI Discovery Rate	47%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	6.9/10	7.9/10	Schema + speed + meta
Revenue Recovery	\$0	\$300K-\$600K / year	AI visibility improvement

## 6-Month Vision

METRIC	TARGET	METHOD
360 Score	9.1-10.0	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 \$300K-\$600K / 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 Creatures of Leisure, 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 \$300K–\$600K / 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.

Max Koby — [max@veloxp.com](mailto:max@veloxp.com)

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

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

This report provides a rapid assessment of Creatures of Leisure'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

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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	2 + E-E-A-T overlay (AI Visibility, Technical SEO)
Sub-Pillars Scored	14 + 3 overlay metrics
Assessment Type	Snapshot (automated + manual review)
Date	March 23, 2026

## About VeloXP

This 360° Online Visibility Report was produced by VeloXP's AI-powered audit system. It measures brand visibility across two dimensions for national brands: AI platform citations and technical SEO health. The methodology tests real discovery queries that prospects use and scores visibility on a 0-10 scale against industry benchmarks.

**Contact:** Max Koby — [max@veloxp.com](mailto:max@veloxp.com) | [veloxp.com](https://veloxp.com)

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