

Future Stitch

360 VISIBILITY SCORE

5.2 / 10

Near industry avg (5.8)

REVENUE AT RISK

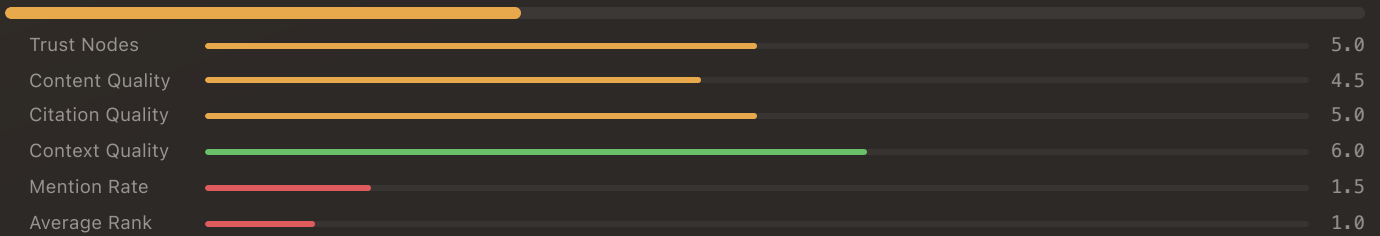
\$500K-\$2M

per year estimated

VISIBILITY LAYERS

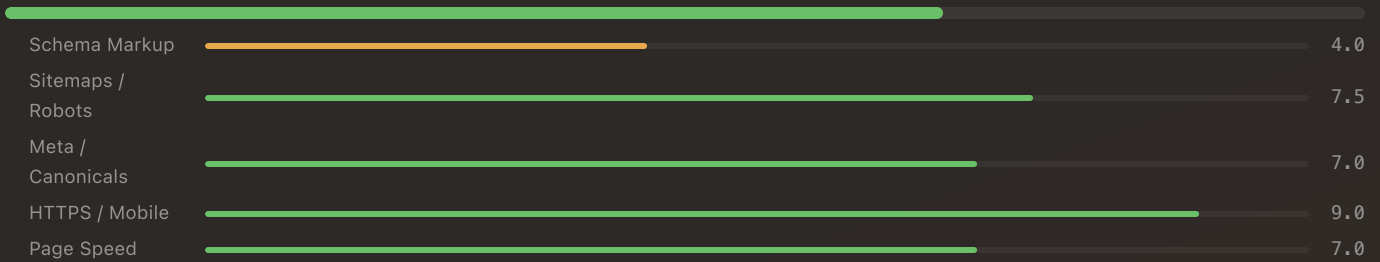
AI Visibility (55%)

3.8/10



Technical SEO (45%)

6.9/10



TOP FINDINGS

- 0% B2B discovery visibility — invisible in all manufacturing and supplier queries
- LEED Platinum certification buried in marketing copy — not structured for AI
- Elite client partnerships (Stance, Crocs, TOMS) not structured as case studies

90-day roadmap included — 4 phases

March 10, 2026 · VeloXP

360 Online Visibility Report

Future Stitch — Oceanside, CA — manufacturing and shipping globally — National Brand

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

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

Executive Summary

Future Stitch is a premium knit manufacturer based in Oceanside, CA — LEED Platinum certified, with 10+ years of expertise manufacturing socks, shoes, and circular knit products for brands like Stance, Crocs, and TOMS.

Despite an elite client roster and top sustainability credentials, Future Stitch is virtually invisible to AI platforms. In our testing, the brand appeared in only 2 of 15 queries — both branded.

For a B2B manufacturer, AI invisibility has a different impact than consumer brands: it means missed RFPs, lost partnerships, and inability to attract new brand clients who increasingly use AI for supplier discovery.

The technical gaps are significant but addressable: no manufacturing-specific schema, no structured case studies, no FAQ content targeting B2B discovery queries, and LEED certification buried in marketing copy.

With targeted B2B content, manufacturing schema, and structured client case studies, Future Stitch could become the go-to AI recommendation for sustainable knit manufacturing within 90 days.

Overall 360 Score: 5.2 / 10 — Average

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	3.8/10	4.0/10	-0.2
Technical SEO	6.9/10	6.5/10	+0.4
Overall 360	5.2/10	5.3/10	-0.1
Discovery Rate	13%	40%+	Well Below

Key Metrics

- **AI Mention Rate:** 13% (2 of 15 queries queries)
- **Technical SEO Health:** 69/100
- **Revenue at Risk:** \$500K–\$2M / year

Top 4 Critical Findings

1. Invisible in B2B Manufacturing Discovery Despite Elite Client Roster CRITICAL

Future Stitch manufactures for Stance, Crocs, and TOMS — three of the biggest names in the footwear industry. But when brand managers ask AI 'best sock manufacturers in the US' or 'sustainable knitting manufacturers,' Future Stitch never appears. This means lost RFPs and missed partnerships.

2. LEED Platinum Certification Not Structured for AI Discovery CRITICAL

Future Stitch is LEED Platinum certified — one of the highest sustainability certifications available. This is an enormous competitive differentiator, especially as brands increasingly prioritize sustainable supply chains. But it's mentioned only in unstructured marketing copy.

3. Elite Client Partnerships Not Leveraged as Trust Nodes HIGH

Manufacturing for Stance, Crocs, and TOMS should be a massive authority signal. But there are no structured case studies, no client testimonial schemas, and no partnership content that AI platforms can cite.

4. B2B Website on Shopify — Missing Manufacturing-Specific Schema HIGH

Future Stitch runs on Shopify (consumer e-commerce platform) for what is fundamentally a B2B manufacturing business. No LocalBusiness, no Service, no FAQPage schemas. The website doesn't communicate B2B capabilities in a structured way.

Layer 1: AI Visibility — 3.8 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	5.0/10	Average
Content Quality	4.5/10	Below Average
Citation Quality	5.0/10	Average
Context Quality	6.0/10	Good
Mention Rate	1.5/10	Critical
Average Rank	1.0/10	Critical

AI Visibility (3.8/10): Future Stitch appears in only 13% of queries — exclusively branded. Zero discovery visibility for manufacturing, sustainable production, or supply chain queries.

Technical SEO (6.9/10): Solid Shopify foundation with HTTPS, HSTS, good meta description, functional sitemap. Schema limited to Organization + WebSite. Missing manufacturing-specific schemas.

Trust Nodes (5.0/10): Client roster (Stance, Crocs, TOMS) provides strong implicit authority. LEED Platinum certification. But no structured case studies, no Wikipedia, limited press coverage.

Content Quality (4.5/10): Meta description is well-written. Homepage content is minimal. No blog, no case studies, no FAQ content, no manufacturing capability pages.

Discovery Rate (13%): In 15 queries across 3 platforms, Future Stitch was mentioned only 2 times (both branded).

Trust Node Coverage

Trust Nodes (5.0/10): Client roster (Stance, Crocs, TOMS) provides strong implicit authority. LEED Platinum certification. But no structured case studies, no Wikipedia, limited press coverage.

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	—

CATEGORY	SOURCES CHECKED	STATUS
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

B2B manufacturing discovery via AI is still an emerging category — most manufacturers have weak AI presence, creating an opportunity for first movers.

Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Renfro Corporation	5.5/10	40%	—
Gildan	7.0/10	60%	—
Wigwam Mills	4.0/10	20%	—
Darn Tough (Cabot Hosiery)	6.0/10	60%	—
Future Stitch	3.8/10	13%	—

Gap Analysis

['Gildan has Wikipedia article, public company filings, and massive press coverage', 'Darn Tough has strong consumer brand that crosses into B2B discovery queries', 'Most B2B manufacturers have weak AI presence — this is a first-mover opportunity', 'Future Stitch has the strongest sustainability credentials but zero structured content']

AI Query Performance (5 Queries × 3 Platforms)

Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
Best sock and footwear manufacturers in the US	×	×	×	

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
Sustainable knitting manufacturers for brands	✗	✗	✗	
FutureStitch manufacturing reviews and capabilities	✗	✗	✗	
Compare custom sock manufacturers for apparel brands	✗	✗	✗	
What companies manufacture socks for Stance and Crocs?	✗	✗	✗	

Revenue at Risk Analysis

Based on AI-driven search volume trends, Future Stitch'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 Future Stitch should appear	5 tested	Audit methodology
Current mention rate	13%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	\$500K-\$2M / year	Gap analysis

Layer 2: Technical SEO — 6.9 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Schema Markup	4.0/10	Below Average
Sitemaps / Robots	7.5/10	Strong
Meta / Canonicals	7.0/10	Good
HTTPS / Mobile	9.0/10	Strong
Page Speed	7.0/10	Good

Technical SEO (6.9/10): Solid Shopify foundation with HTTPS, HSTS, good meta description, functional sitemap. Schema limited to Organization + WebSite. Missing manufacturing-specific schemas.

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	B2B Website on Shopify — Missing Manufacturing-Specific Schema	Future Stitch runs on Shopify (consumer e-commerce platform) for what is fundamentally a B2B manufac
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

Unified 90-Day Roadmap

Phase 1: B2B Schema & Case Studies (Days 1-30)

- Create structured case study pages for Stance, Crocs, and TOMS partnerships
- Implement Service and LocalBusiness schema for manufacturing capabilities
- Add FAQ schema targeting B2B procurement queries
- Structure LEED Platinum certification as dedicated landing page with schema
- Create manufacturing capability pages for each product category (socks, shoes, circular knit)
- Optimize robots.txt with AI crawler directives

Phase 2: Content & Trade Authority (Days 31-60)

- Publish B2B guides: 'How to Choose a Sock Manufacturer,' 'Sustainable Knitting Production'
- Create comparison content: 'Domestic vs Overseas Manufacturing for Footwear Brands'
- Target inclusion in manufacturing directories (Thomas, MFG.com, Maker's Row)
- Pitch trade publications (Textile World, Footwear News) for editorial coverage
- Build LinkedIn thought leadership content for CEO and leadership team
- Create video case studies of manufacturing process for AI citation

Phase 3: AI Optimization (Days 61-90)

- Publish monthly B2B-focused content targeting supplier discovery queries
- Monitor AI platform responses to manufacturing queries
- Build partnerships with sustainability certification directories
- Conduct 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

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 Future Stitch

The Implement tier is the right fit because:

- B2B case studies require hands-on content creation with structured schema
- Manufacturing-specific schemas (Service, LocalBusiness) need expert implementation
- LEED Platinum positioning requires dedicated landing page and structured content
- Trade publication outreach and directory submissions are active implementation tasks

Future Stitch needs the Implement tier to build B2B-specific AI infrastructure. The manufacturing sector is underserved in AI — first movers with structured content will capture outsized share of AI-driven procurement.

Target Outcomes

TARGET OUTCOME: Move from 5.2/10 to 7.5+/10 and become the top AI recommendation for sustainable custom knit manufacturing.

90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	5.2/10	7.2/10	Full implementation
AI Visibility Score	3.8/10	6.3/10	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	6.9/10	7.9/10	Schema + speed + meta
Revenue Recovery	\$0	\$500K-\$2M / year	AI visibility improvement

6-Month Vision

METRIC	TARGET	METHOD
360 Score	8.2-9.2	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 \$500K-\$2M / 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 Future Stitch, 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 \$500K–\$2M / 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 Future Stitch'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

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 (AI Visibility, Technical SEO)
Sub-Pillars Scored	11
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 two dimensions for national brands: AI platform citations and technical SEO health.

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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.