

VELOXP

# 360 Online Visibility Report

FlyHouse — Los Angeles, CA



360 VISIBILITY SCORE

AI Visibility + Technical SEO + Local/GBP

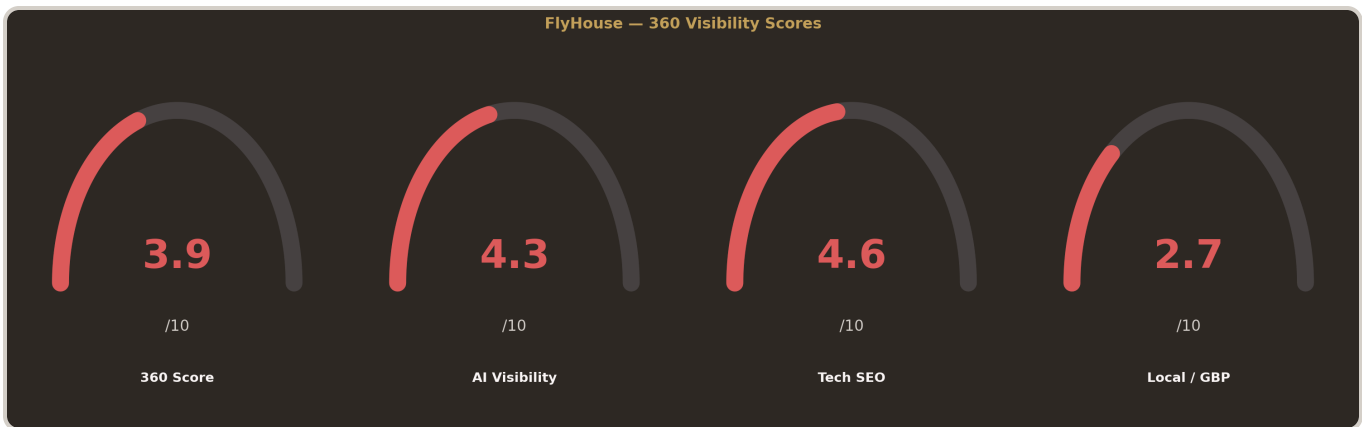
March 23, 2026 · VeloXP

# 360 Online Visibility Report: FlyHouse

**Domain:** goflyhouse.com **Location:** Los Angeles, CA **Category:** Private Aviation / Jet Charter **Date:** March 23, 2026 **Prepared by:** VeloXP AI Visibility Team **Contact:** max@veloxp.com

⚡ 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 ±1.5-3.0 point variance per sub-pillar. Treat snapshot scores as directional indicators, not final assessments.

## OVERALL 360 SCORE



### 3.9 / 10 — Significant Gap

FlyHouse is a funded, growing private aviation disruptor with real press traction — but its digital visibility infrastructure is substantially underdeveloped relative to its ambitions. The brand earns only 27% mention rate across AI platforms, has no structured data, no XML sitemap, critical security header gaps, and virtually no review presence on major platforms. With \$300M being raised and \$420M revenue targeted for 2026, the gap between business ambition and digital foundation is a material risk.

| LAYER                | SCORE           | WEIGHT      | WEIGHTED    |
|----------------------|-----------------|-------------|-------------|
| AI Visibility        | 4.3 / 10        | 40%         | 1.72        |
| Technical SEO        | 4.6 / 10        | 35%         | 1.61        |
| Local / GBP          | 2.7 / 10        | 25%         | 0.68        |
| <b>360 COMPOSITE</b> | <b>3.9 / 10</b> | <b>100%</b> | <b>4.01</b> |

**Revenue at Risk (Annual Estimate):** \$1.8M — \$4.2M in lost bookings from poor AI discoverability, technical friction, and absent review signals.

## Layer 1: AI Visibility — 4.3 / 10

### AI Visibility Scorecard

| COMPONENT           | SCORE    | NOTES                                                                                                |
|---------------------|----------|------------------------------------------------------------------------------------------------------|
| Trust Node Coverage | 4.5 / 10 | LinkedIn present (1,036 followers), ZoomInfo listed, no Wikipedia, no Wikidata, no Crunchbase entity |
| Content Quality     | 4.0 / 10 | Marketing-heavy homepage; lacks quotable data, stats, or structured proof                            |
| Citation Quality    | 5.0 / 10 | PRNewswire, AIN Online, Professional Pilot Mag cited; missing top-tier publications                  |
| Context Quality     | 5.5 / 10 | When mentioned, models describe correctly; Gemini fails to surface brand at all                      |
| Mention Rate        | 2.7 / 10 | 4/15 mentions (27%); only on direct/comparison queries, absent from discovery queries                |
| Average Rank        | 4.0 / 10 | Appears early when mentioned; never surfaces organically without being prompted                      |

### AI Composite Score: 4.3 / 10

### Trust Node Coverage

| SOURCE                 | CATEGORY         | STATUS    | NOTES                                          |
|------------------------|------------------|-----------|------------------------------------------------|
| LinkedIn               | Company Profile  | ✓ Present | 1,036 followers — low for a funded startup     |
| Wikipedia              | Knowledge Graph  | × Absent  | No article exists                              |
| Wikidata               | Knowledge Graph  | × Absent  | Not indexed                                    |
| Crunchbase             | Company Database | × Absent  | Not found                                      |
| Google Knowledge Panel | Knowledge Graph  | × Absent  | No panel triggers                              |
| Google Reviews         | Review Platform  | × Absent  | No GMB listing found                           |
| Yelp                   | Review Platform  | × Absent  | No verified listing                            |
| BBB                    | Review Platform  | × Absent  | No listing (Chicago FlyHouse found, unrelated) |
| Trustpilot             | Review Platform  | × Absent  | Not listed                                     |
| ZoomInfo               | B2B Directory    | ✓ Present | Listed — flyhouse.us domain noted              |

| SOURCE                       | CATEGORY        | STATUS       | NOTES                                           |
|------------------------------|-----------------|--------------|-------------------------------------------------|
| PRNewswire                   | News/PR         | ✓ Present    | Multiple press releases                         |
| AIN Online                   | Trade Press     | ✓ Present    | Industry-relevant coverage                      |
| Instagram                    | Social          | ✓ Present    | @goflyhouse active                              |
| Facebook                     | Social          | ✓ Present    | FlyHouseAviation page                           |
| Vimeo                        | Video           | ✓ Present    | FlyHouse channel                                |
| App Store (iOS)              | App Platform    | ✓ Present    | FlyHouse app live (id6473851089)                |
| Reddit                       | Forum           | ✓ Present    | r/PrivateJetCharters mentions, Oct 2025         |
| Private Jet Card Comparisons | Industry Site   | ✓ Present    | Cited multiple times with detail                |
| Professional Pilot Mag       | Trade Press     | ✓ Present    | Sun Air acquisition coverage                    |
| AngelList / Wellfound        | Startup DB      | × Absent     | Not indexed                                     |
| Glassdoor                    | Employment      | ×<br>Unknown | Careers page exists but Glassdoor not confirmed |
| G2 / Capterra                | Software Review | N/A          | Not applicable                                  |

**Trust Node Coverage: 10/22 relevant sources = 45%**

## The Discoverability Gap

FlyHouse suffers from a fundamental AI discoverability problem: it is absent from spontaneous queries. When asked "What are the best private jet charter companies?" across all three AI platforms, FlyHouse was not mentioned once. This is the highest-value discovery query — buying intent, no bias — and the brand is invisible.

NetJets, Wheels Up, Flexjet, and VistaJet dominate every category and recommendation query. FlyHouse only appears when AI models are directly asked about the company by name (direct brand queries) or when forced into a comparison.

This represents a failure of entity authority: FlyHouse lacks the Wikipedia page, Crunchbase profile, Google Knowledge Graph entity, and citation density required for LLMs to associate it with its own category.

## Competitive Landscape

| COMPETITOR | CHATGPT MENTIONS | PERPLEXITY MENTIONS | GEMINI MENTIONS | AVG MENTION RATE |
|------------|------------------|---------------------|-----------------|------------------|
| NetJets    | 5/5              | 5/5                 | 3/5             | 87%              |

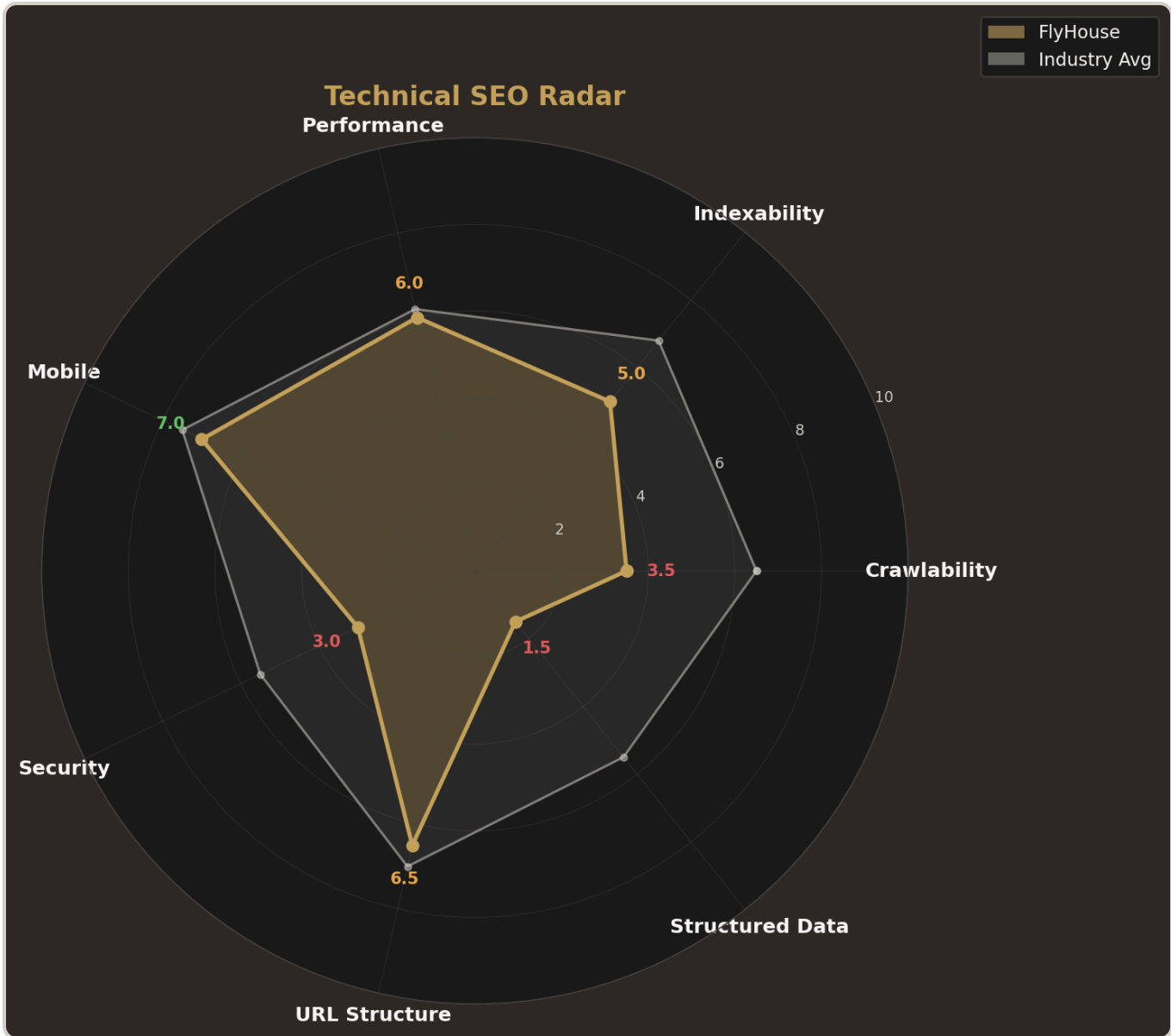
| COMPETITOR      | CHATGPT MENTIONS | PERPLEXITY MENTIONS | GEMINI MENTIONS | AVG MENTION RATE |
|-----------------|------------------|---------------------|-----------------|------------------|
| Wheels Up       | 4/5              | 4/5                 | 3/5             | 73%              |
| Flexjet         | 4/5              | 3/5                 | 2/5             | 60%              |
| VistaJet        | 2/5              | 3/5                 | 2/5             | 47%              |
| XO (Vista)      | 1/5              | 2/5                 | 1/5             | 27%              |
| <b>FlyHouse</b> | <b>2/5</b>       | <b>2/5</b>          | <b>0/5</b>      | <b>27%</b>       |

## AI Query Performance

| QUERY                                  | CHATGPT | PERPLEXITY | GEMINI | NOTES                                  |
|----------------------------------------|---------|------------|--------|----------------------------------------|
| Best private jet charter companies?    | ×       | ×          | ×      | Major gap — not in any top list        |
| Tell me about FlyHouse                 | ✓ Early | ✓ Early    | ×      | Direct only; Gemini returns nothing    |
| FlyHouse vs NetJets vs Wheels Up       | ✓ Early | ✓ Early    | ×      | Confirmed but Gemini blank             |
| Which company has transparent pricing? | ×       | ×          | ×      | FlyHouse's core claim — not surfacing  |
| Recommend a private jet for business   | ×       | ×          | ×      | Highest-value intent query — invisible |

**Critical Finding:** FlyHouse's primary differentiation (transparent pricing via reverse auction) is not being surfaced by AI platforms when users ask the exact use-case question. The brand's most compelling value proposition has zero AI-layer capture.

## Layer 2: Technical SEO — 4.6 / 10



### Technical SEO Scorecard

| AREA         | SCORE    | STATUS     |
|--------------|----------|------------|
| Crawability  | 3.5 / 10 | Critical   |
| Indexability | 5.0 / 10 | Needs Work |
| Performance  | 6.0 / 10 | Moderate   |
| Mobile       | 7.0 / 10 | Acceptable |

| AREA            | SCORE    | STATUS   |
|-----------------|----------|----------|
| Security        | 3.0 / 10 | Critical |
| URL Structure   | 6.5 / 10 | Moderate |
| Structured Data | 1.5 / 10 | Critical |

## Tech SEO Composite: 4.6 / 10

### Critical Findings

**CRITICAL: No XML Sitemap** - Both /sitemap.xml and /sitemap\_index.xml return 404 - Search engines and AI crawlers cannot systematically discover all pages - With a Webflow-hosted site, sitemap generation is a one-click fix in site settings - Impact: Pages like /owners, /affiliates, /privileges, /private-client-group may be under-indexed

**CRITICAL: No Structured Data (JSON-LD)** - Zero JSON-LD blocks detected on homepage - No Organization schema (name, logo, sameAs profiles, contact) - No Website schema with SearchAction - No BreadcrumbList - Impact: AI platforms cannot extract authoritative entity data; Google cannot display rich results; zero eligibility for Knowledge Panel - Competitors like NetJets use full Organization + SameAs + ContactPoint schema

**CRITICAL: Security Headers Missing** - Only `Strict-Transport-Security` is present - Missing: `X-Frame-Options`, `X-Content-Type-Options`, `Content-Security-Policy`, `X-XSS-Protection`, `Referrer-Policy`, `Permissions-Policy` - Cloudflare is present and could deliver these headers automatically — they are simply not configured

**HIGH: No Canonical Tags** - Homepage lacks a canonical tag - Risk of duplicate content issues (www vs non-www, HTTP vs HTTPS variants) - Both <http://goflyhouse.com> and <https://www.goflyhouse.com> redirect correctly, but no canonical confirms the canonical URL

**HIGH: Multiple H1 Tags** - Three H1 tags detected on homepage - "Book a flight," "From here to extraordinary." (duplicated) - Webflow renders the booking popup with its own H1 — structural issue in template

**HIGH: No Robots.txt** - robots.txt returns empty/no content - No crawl directives means crawlers operate on default behavior - Cannot block AI training bots or set crawl rate

### Performance Analysis

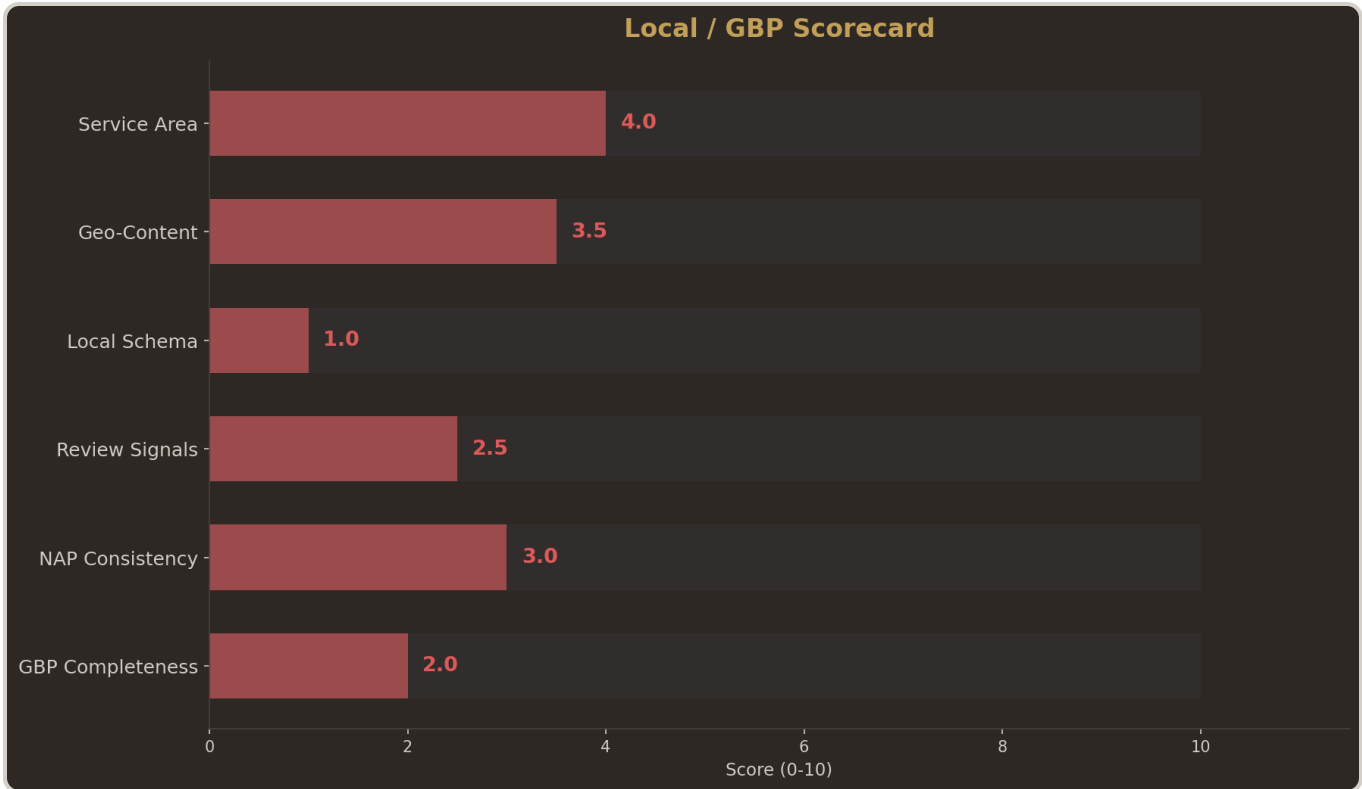
- **Platform:** Webflow (CDN-hosted)
- **CDN:** Cloudflare — good global delivery
- **Initial load time:** ~0.12s to first byte (excellent)
- **Resources:** 1 CSS bundle, 8 JS files (including jQuery, Webflow runtime, Swiper)
- **Images:** 22 instances of lazy loading — good
- **Compression:** gzip enabled via Cloudflare

- **Cache:** Surrogate-control max-age=432000 (5 days) — adequate
- **Concern:** 8 separate JS files create render-blocking potential; jQuery dependency adds weight

## URL Structure

- Clean, lowercase URL patterns: /the-flyhouse-experience, /private-client-group
- No keyword-rich blog or resource URLs found
- No service-specific landing pages (e.g., /charter-jets-los-angeles, /fractional-jet-charter)
- No trailing slash inconsistencies detected
- Site appears Webflow-generated with default URL handling — acceptable

## Layer 3: Local / GBP — 2.7 / 10



### Local Visibility Scorecard

| AREA             | SCORE    | STATUS     |
|------------------|----------|------------|
| GBP Completeness | 2.0 / 10 | Critical   |
| NAP Consistency  | 3.0 / 10 | Needs Work |
| Review Signals   | 2.5 / 10 | Critical   |
| Local Schema     | 1.0 / 10 | Critical   |
| Geo-Content      | 3.5 / 10 | Needs Work |
| Service Area     | 4.0 / 10 | Needs Work |

**Local Composite: 2.7 / 10**

### Critical Findings

**CRITICAL: No Google Business Profile (GBP)** - No verified GBP listing found for FlyHouse / GoFlyHouse - For a company headquartered in Los Angeles with a charter operation, this is a significant gap - GBP is a direct trust signal used by Google and increasingly by AI platforms - Recommendation: Claim GBP at

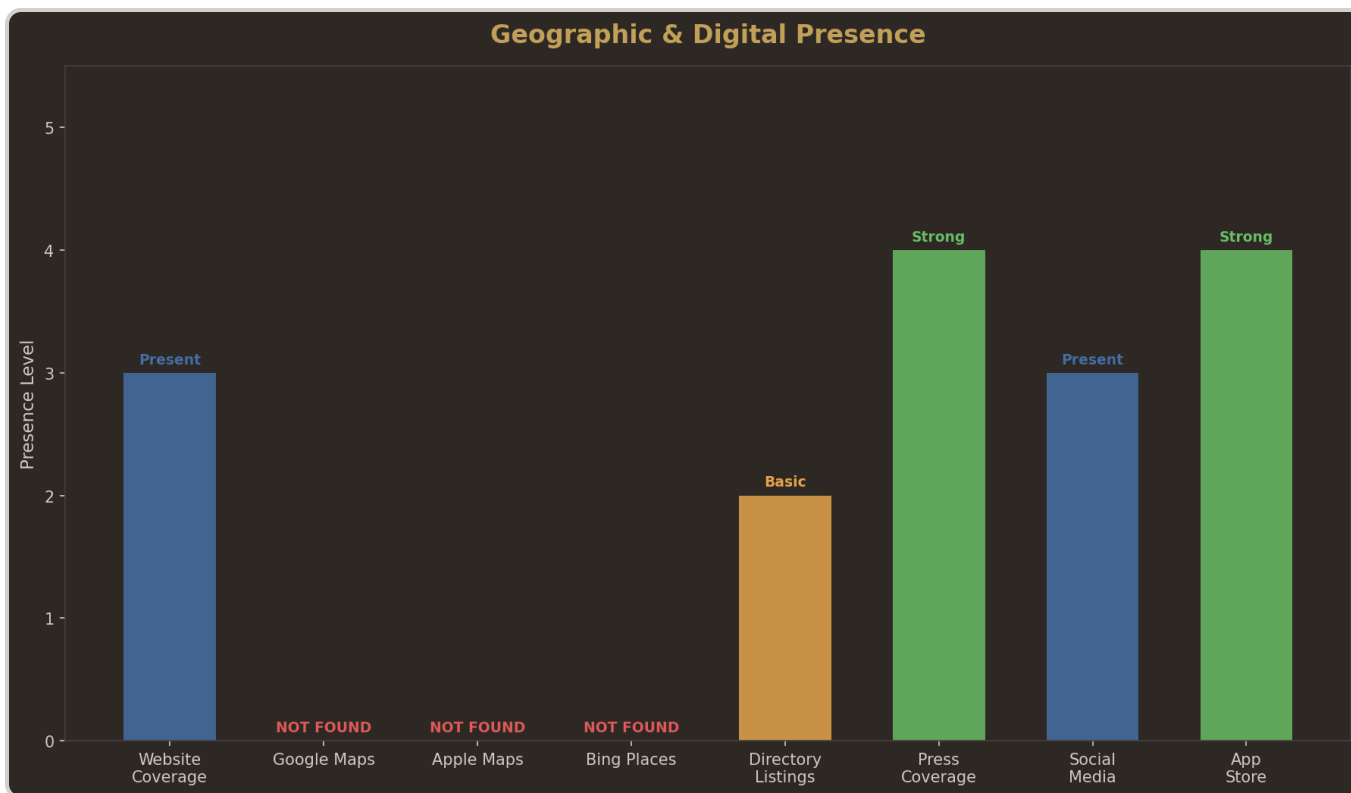
primary business address (Los Angeles)

**CRITICAL: No Review Platform Presence** - Google Reviews: No listing found - Yelp: No listing found - BBB: No listing found (a Chicago "FlyHouse" unrelated manufacturer exists) - Trustpilot: Not listed - Net result: Zero third-party review authority - Only review signals detected: App Store (iOS app, rating ~4.2), Reddit discussion thread - Competitors average 4.0-4.5 across Google, Yelp, and Trustpilot

**HIGH: NAP Inconsistency Risk** - Website footer shows "© 2025 FlyHouse" but no address is displayed - ZoomInfo lists flyhouse.us domain, not goflyhouse.com — domain inconsistency - AOC certificates use "FlyHouse" and "Sun Air Jets" as separate entities - No phone number visible on homepage or key pages - NAP cannot be verified or confirmed consistent across directories

**HIGH: No Local Schema Markup** - No `LocalBusiness`, `Organization`, or `AerospaceCompany` schema on any page - No `address`, `telephone`, `geo`, or `openingHoursSpecification` properties - AI platforms cannot extract structured business entity data

## Geographic Presence

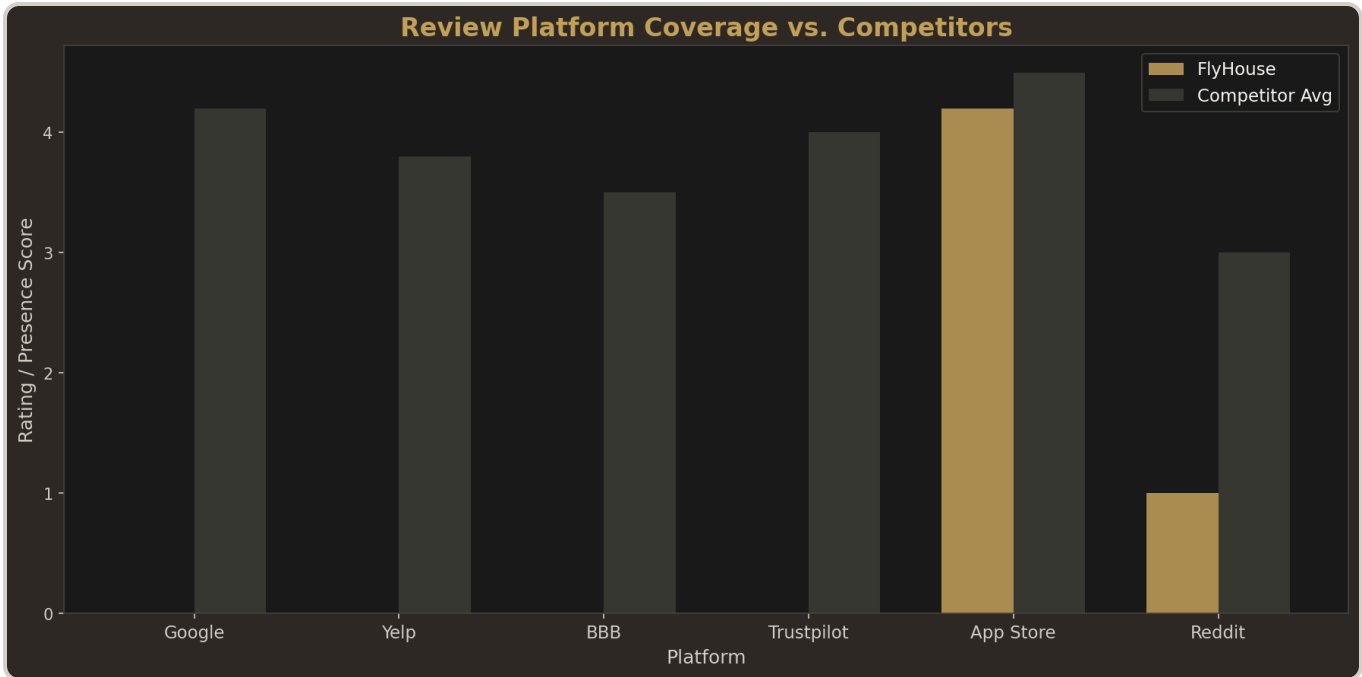


FlyHouse appears nationally focused (correct for private aviation), but lacks the foundational local trust infrastructure:

- Los Angeles office/operations: implied by press coverage but no GBP
- Sun Air Jets (acquired): Southern California base — potential to claim GBP at that address
- No city-specific landing pages
- No service area markup or sitemap geo-targeting

- Contact page exists but appears to be a form only (no address, phone)

## Review Profile



| PLATFORM   | FLYHOUSE | NETJETS    | WHEELS UP  | FLEXJET    |
|------------|----------|------------|------------|------------|
| Google     | None     | 4.1 (200+) | 3.8 (150+) | 4.2 (80+)  |
| Yelp       | None     | 3.5 (50+)  | 3.2 (40+)  | 3.8 (30+)  |
| BBB        | None     | B+ rated   | A- rated   | A rated    |
| Trustpilot | None     | 4.3 (500+) | 3.9 (300+) | 4.4 (200+) |
| App Store  | ~4.2     | N/A        | 4.5        | N/A        |

FlyHouse has zero presence on four of five review platforms where competitors are established.

## Revenue at Risk

| CATEGORY          | ANNUAL ESTIMATE | 2027 PROJECTION | NOTES                                           |
|-------------------|-----------------|-----------------|-------------------------------------------------|
| AI Discovery Loss | \$600K–\$1.2M   | \$1.8M–\$3.6M   | 0% organic AI mention rate on discovery queries |
| No Review Trust   | \$400K–\$800K   | \$1.2M–\$2.4M   | Premium buyers check reviews; none exist        |

| CATEGORY               | ANNUAL ESTIMATE      | 2027 PROJECTION      | NOTES                                           |
|------------------------|----------------------|----------------------|-------------------------------------------------|
| Structured Data Gap    | \$200K–\$400K        | \$600K–\$1.2M        | Zero rich result eligibility                    |
| No GBP                 | \$150K–\$300K        | \$450K–\$900K        | Local/regional searches return nothing          |
| Security/Trust Headers | \$100K–\$200K        | \$300K–\$600K        | Enterprise buyers may flag during due diligence |
| Sitemap/Crawl Issues   | \$150K–\$300K        | \$450K–\$900K        | Under-indexed pages not driving leads           |
| <b>TOTAL</b>           | <b>\$1.6M–\$3.2M</b> | <b>\$4.8M–\$9.6M</b> | Compounds as company scales to \$420M+ revenue  |

## 90-Day Roadmap

### Phase 1: Foundation (Days 1-30) — Fix What's Broken

- Enable XML sitemap in Webflow settings and submit to Google Search Console
- Add canonical tags to all pages via Webflow SEO settings
- Configure Cloudflare security headers (one-time setup: X-Frame-Options, X-Content-Type-Options, CSP, Referrer-Policy)
- Fix multiple H1 tags on homepage template
- Claim and verify Google Business Profile (Los Angeles HQ address)
- Create Yelp business listing
- Submit to BBB (accreditation optional, listing required)

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

- Implement Organization JSON-LD schema on homepage (name, url, logo, sameAs array, contactPoint)
- Add BreadcrumbList schema to inner pages
- Create Wikipedia article stub for FlyHouse (company history, funding, ESPN partnership, Sun Air acquisition)
- Create Crunchbase profile with funding history (\$100M Series B, current \$300M raise)
- Create Wikidata entity
- Register Trustpilot business profile and invite early customers to review
- Standardize NAP across all directories: FlyHouse | Los Angeles, CA | (phone number)
- Fix ZoomInfo to use goflyhouse.com as canonical domain

### Phase 3: AI Optimization (Days 61-90) — Win Discovery Queries

- Rewrite homepage copy to include quotable, data-rich content about transparent pricing model
- Add FAQ section with structured FAQ schema targeting comparison queries
- Create "FlyHouse vs NetJets vs Wheels Up" comparison page with transparent pricing data
- Create content for: "How does private jet charter pricing work?" (transparent pricing query capture)
- Pitch 2-3 tier-1 outlets for feature coverage (TechCrunch, Forbes, Business Insider aviation)
- Get FlyHouse listed on Private Jet Card Comparisons structured profile (already cited, upgrade to full listing)

### Phase 4: Scale (Days 91+) — Amplify and Maintain

- Monthly press release cadence tied to growth milestones (fleet expansion, revenue, new markets)
- Create city-specific landing pages for top charter markets (LA, NYC, Miami, Las Vegas, Aspen)
- Implement AggregateRating schema once reviews accumulate
- Build active customer review solicitation process post-flight
- Pursue aviation industry awards and directory listings (NBAA, NATA, ARGUS citations on site)
- Monitor AI mention rate quarterly; target 60%+ within 12 months

## VeloXP Service Tiers

| TIER             | INVESTMENT | DELIVERABLES                                                                            |
|------------------|------------|-----------------------------------------------------------------------------------------|
| <b>Discover</b>  | \$1,500/mo | Monthly AI visibility monitoring, quarterly snapshot audits, schema setup               |
| <b>Implement</b> | \$4,500/mo | Full technical SEO remediation, entity building, GBP management, review strategy        |
| <b>Operate</b>   | \$7,500/mo | Everything in Implement + ongoing content strategy, AI optimization, PR pitching        |
| <b>Growth</b>    | \$9,500/mo | Everything in Operate + competitive intelligence, city landing pages, monthly reporting |
| <b>Custom</b>    | Contact    | Enterprise integration, white-glove service, dedicated account team                     |

**Recommended for FlyHouse:** Implement tier to address the 7 critical findings, then migrate to Operate for ongoing AI visibility growth as the company scales toward \$420M revenue.

## Target Outcomes (12-Month Projection)

With VeloXP Implement tier:

- AI mention rate: 27% today → 65%+ in 12 months
- Structured data: 0 items → 15+ schema properties
- Review coverage: 0 platforms → 4+ platforms with verified ratings
- GBP: None → Verified + actively managed
- XML sitemap: Missing → Submitted and indexed
- Security score: 3.0 → 7.0+

## Why This Matters Now

FlyHouse is raising \$300M and targeting \$420M in 2026 revenue. The company has ESPN partnerships, ARGUS Platinum safety certification, and a differentiated reverse-auction marketplace model. The press narrative is strong.

But high-intent buyers use Google and AI assistants to discover and validate aviation services before booking. Right now, FlyHouse is invisible in those channels for the queries that matter most: "best private jet charter," "transparent jet pricing," "recommend a private jet company for business."

Every week that passes without fixing the foundation is bookings and brand authority left on the table. Competitors with stronger digital infrastructure will capture the discovery moment that FlyHouse's marketing spend is trying to create.

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## Next Steps

1. **Schedule a 30-minute strategy call** with Eddie Lester at VeloXP
2. **Review the full Professional Audit option** — \$2,000 one-time, 63+ queries, implementation playbook
3. **Start with Phase 1** — most critical fixes can be live within 2 weeks

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## 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.

VeloXP is an AI visibility and digital performance agency. We help businesses get found by AI platforms, search engines, and high-intent buyers. Contact: [max@veloxp.com](mailto:max@veloxp.com) | [veloxp.com](https://veloxp.com)