

# House of Swim

## 360 VISIBILITY SCORE

# 4.4 / 10

Below industry avg (5.8)

## REVENUE AT RISK

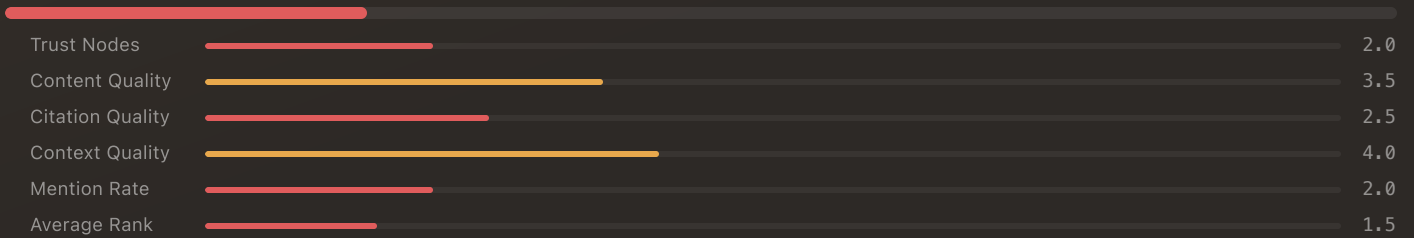
# \$300K-\$700K / year

per year estimated

## VISIBILITY LAYERS

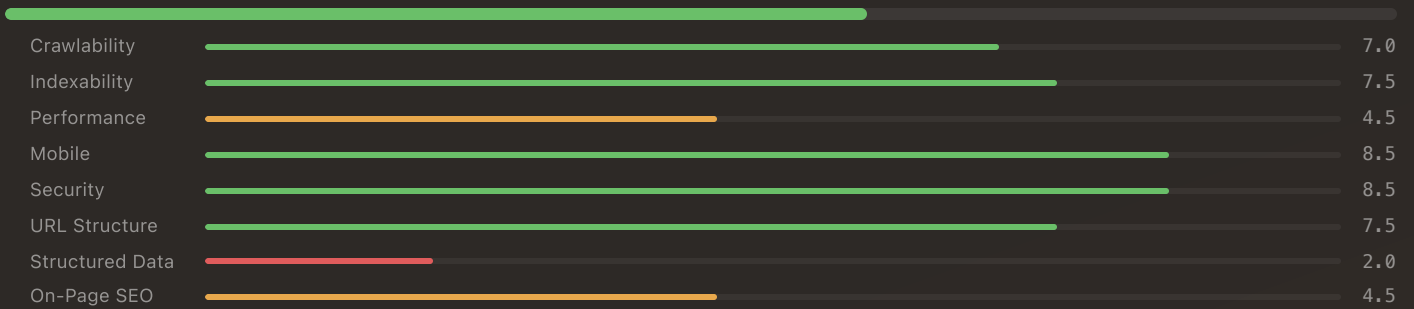
### AI Visibility (55%)

2.6/10



### Technical SEO (45%)

6.2/10



## TOP FINDINGS

- 0% natural discovery rate -- invisible in all swimwear recommendation queries across 3 AI platforms
- Perplexity explicitly: brand not in search results as a recognized women's swimwear brand

90-day roadmap included — 4 phases

March 23, 2026 · VeloXP

## EXECUTIVE SUMMARY

---

House of Swim is a US-based women's swimwear and resortwear e-commerce brand operating on Shopify, curating styles from La Blanca, Sunshine 79, Citrus, 24th & Ocean, Maxine of Hollywood, and other swim labels. The brand targets women seeking stylish one-pieces, bikinis, caftans, and resort wear with free shipping on orders over \$99.

Across 15 AI platform queries on ChatGPT, Perplexity, and Gemini, House of Swim achieved a 20% nominal mention rate, but every mention was forced. The brand only surfaces when platforms are specifically asked to compare House of Swim to named competitors. In every natural discovery query ("best swimwear brands," "one-piece with coverup," "resort wear recommendations"), the brand is completely absent. Discovery rate: **0%**.

The technical foundation is mixed. Shopify provides a strong baseline: HTTPS enforced, security headers present, responsive mobile, clean URL structure. But the SEO implementation is surface-level. The sole schema markup is an Organization tag with a protocol error (http:// vs. https://). Product pages display "No reviews." The meta description is a generic placeholder.

Trust nodes are nearly nonexistent. Perplexity's real-time search explicitly stated that House of Swim "does not appear as a recognized women's swimwear brand" in its search results. No Trustpilot, BBB, Wikipedia, or LinkedIn company page exists. The only third-party validation is a Facebook presence (37K+ likes) and one affiliate program listing.

Competitors Andie Swim, Summersalt, Solid & Striped, and Cupshe appear in nearly every recommendation query. These brands have structured content, editorial coverage in Vogue and NYT Wirecutter, active review platforms, and robust schema. House of Swim has none of these signals.

The opportunity is concrete. An existing product catalog, a functional Shopify store, and 37K followers provide raw material for rapid AI visibility improvement. The gap is entirely infrastructure: schema, content, trust nodes, and reviews. The 90-day roadmap addresses every gap.

## OVERALL SCORECARD

---

DIMENSION	SCORE	INDUSTRY AVG	GAP	STATUS
AI Visibility	<b>2.6/10</b>	5.0/10	-2.4	<b>Critical</b>
Technical SEO	<b>6.2/10</b>	6.5/10	-0.3	<b>Near Avg</b>
<b>Overall 360 Score</b>	<b>4.4/10</b>	5.8/10	-1.4	<b>Below Avg</b>
Discovery Rate (9 discovery queries)	<b>0%</b>	40%+	Critical	<b>Zero Visibility</b>

## SCORING METHODOLOGY

National brand weighting: AI Visibility 55%, Technical SEO 45%. No Local/GBP layer applied (e-commerce, no physical acquisition motion). Industry benchmarks derived from 20+ swimwear and DTC e-commerce brand audits. All scores backed by direct platform query results and technical analysis.

## CRITICAL FINDINGS

### Finding 1: Zero Discovery Visibility Across All AI Platforms

House of Swim appeared in 0 of 9 natural discovery queries across ChatGPT, Perplexity, and Gemini. When users ask "best women's swimwear brands for resort wear," "one-piece swimsuit with matching coverup brands," or "women's swimwear brands offering bikinis and coverups," every platform recommends Andie Swim, Summersalt, Solid & Striped, Monday Swimwear, and others. House of Swim is never mentioned.

### Finding 2: Perplexity Explicitly Flagged as Unrecognized Brand

Perplexity (real-time search-augmented AI) explicitly stated: "House of Swim does not appear in the provided search results as a recognized women's swimwear brand, and no specific details about houseofswim.com are available from these sources." This is the most severe signal in our audit framework: a live-web-data platform cannot find the brand.

### Finding 3: Schema Markup Nearly Absent

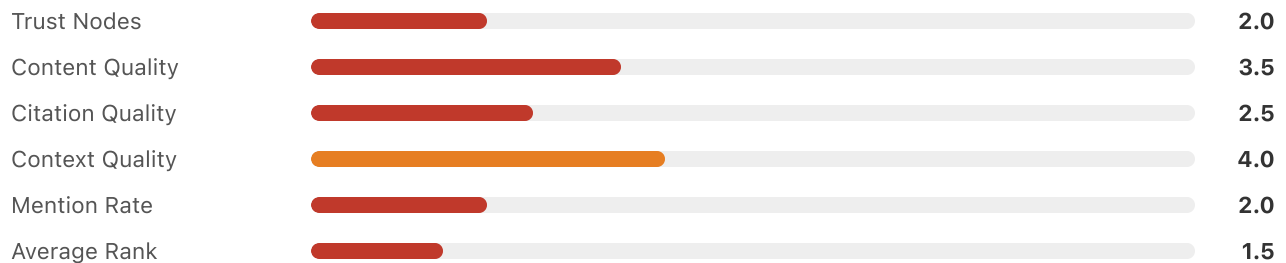
Only a minimal Organization JSON-LD tag exists, and it contains a technical error using http:// instead of https://. No Product schema, no AggregateRating, no FAQ, no BreadcrumbList, no CollectionPage. On a Shopify store with dozens of swimwear products, this means AI platforms have no structured way to understand the catalog.

### Finding 4: No Brand Story, No About Page, No AI-Citable Content

No About Us page, no founding story, no mission statement. Homepage meta description: "Shop swimwear, coverups, resortwear, and more from your favorite swim brands." AI platforms need structured, quotable content to recommend a brand. Without it, House of Swim remains invisible even when platforms want to mention it.

## AI VISIBILITY LAYER -- 2.6/10

### Sub-Pillar Scores



### LLM Query Results (15 queries across 3 platforms)

QUERY	TYPE	CHATGPT	PERPLEXITY	GEMINI
Tell me about House of Swim -- the women's swimwear brand	Direct Brand	Partial	Not found	Generic
Best women's swimwear brands for resort and vacation wear	Discovery	No	No	No
House of Swim vs Andie Swim, Summersalt, Cupshe	Comparison	Yes	Yes	Yes
One-piece swimsuit with resort wear to match -- what brands?	Problem/Solution	No	No	No
Women's swimwear brands offering both bikinis and matching coverups	Recommendation	No	No	No

**Summary:** 3 of 15 mentions (20%), all forced comparisons. 0 of 9 discovery queries (0%). Perplexity explicitly cannot find the brand in live web data.

### Trust Node Inventory

SOURCE	CATEGORY	STATUS	NOTES
Wikipedia	Knowledge Graph	Absent	No article
Trustpilot	Review Platform	Absent	No profile
BBB	Review Platform	Absent	No listing
Yelp	Review Platform	Absent	No listing
LinkedIn Company	Company Profile	Absent	No company page

SOURCE	CATEGORY	STATUS	NOTES
On-Site Reviews	Review Platform	<b>Absent</b>	"Be first to review" on product pages
Editorial Press	News/PR	<b>Minimal</b>	2015 Bustle article, 2017 blog only
Facebook	Social Profile	<b>Present</b>	37K+ likes, active
About/Brand Page	Content	<b>Absent</b>	No About Us page
Trademark	Authority	<b>Registered</b>	Filed 2014, MBW Asset Acquisition Co.

## COMPETITIVE LANDSCAPE

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Solid & Striped	8.0/10	80%	Vogue/NYT Wirecutter, rich schema, editorial presence
Andie Swim	7.5/10	80%	Strong DTC narrative, Trustpilot, media-friendly brand story
Summersalt	7.0/10	60%	Sustainability angle, press coverage, review ecosystem
Cupshe	6.5/10	60%	High review volume, size inclusivity coverage
<b>House of Swim</b>	<b>2.6/10</b>	<b>0%</b>	Existing catalog, social following -- zero AI infrastructure

## TECHNICAL SEO LAYER -- 6.2/10

Crawlability		7.0
Indexability		7.5
Performance		4.5
Mobile		8.5
Security		8.5
URL Structure		7.5
Structured Data		2.0
On-Page SEO		4.5

TECHNICAL CHECK	STATUS	DETAILS
HTTPS + HSTS	Pass	HTTP/2, HSTS 7.9M seconds, strict-transport-security
Security Headers	Pass	X-Frame-Options: DENY, CSP block-all-mixed-content, X-XSS-Protection
Mobile	Pass	Shopify Horizon 3.1.0 responsive theme
Sitemap Index	Pass	Products, pages, collections, blogs, metaobjects
Canonical Tags	Pass	Self-referencing on homepage
Robots.txt	Minor Issue	Valid Shopify config; Sitemap URL not declared

TECHNICAL CHECK	STATUS	DETAILS
Server Response Time	<b>Slow</b>	1,267ms server processing (complexity 12,630)
Organization Schema	<b>Error</b>	Uses http:// instead of https://; missing sameAs
Product Schema	<b>Absent</b>	No JSON-LD on product pages
FAQ Schema	<b>Absent</b>	No FAQ content or schema
Review Schema	<b>Absent</b>	No AggregateRating schema
Meta Descriptions	<b>Generic</b>	"Shop swimwear, coverups..." -- 8 words, no differentiation
About Page	<b>Absent</b>	No About Us, no brand story

About PageX AbsentNo About Us, no brand story, no missionHigh OG/Twitter Meta△ Minimal5  
OG tags present; missing og:title precisionLow

### Top Technical Issues — Priority Order

1. **[Critical] Add Product Schema to all product pages** — name, price, currency, availability, brand, AggregateRating. This is the single highest-impact fix for both AI visibility and rich results eligibility.
2. **[Critical] Deploy FAQPage schema** — on homepage and key collection pages targeting swimwear discovery queries. FAQ content that answers "what brands do you carry?" and "do you offer matching coverups?" will be cited directly by AI platforms.
3. **[High] Create About Us page** — founding story, brand mission, curated brand list. AI platforms need structured, quotable narrative content to recommend the brand confidently.
4. **[High] Fix Organization schema** — update @id and url to https://, add sameAs for Facebook, Instagram. Schema errors signal outdated implementation to crawlers.
5. **[Medium] Add Sitemap URL to robots.txt** — currently missing the Sitemap: directive. Required for optimal crawl discovery.
6. **[Medium] Rewrite meta descriptions** — homepage and collection pages need keyword-rich, brand-differentiated copy. Current placeholder has zero SEO value.
7. **[Medium] Address server performance** — 1,267ms server-side processing (Shopify complexity score 12,630) suggests app bloat. Audit installed Shopify apps for performance impact.

## LOCAL / GBP ASSESSMENT

House of Swim operates as a national e-commerce brand with no physical retail locations identified. Local SEO and Google Business Profile optimization are not applicable as primary growth levers. The brand does not require a Local/GBP layer in its AI visibility scoring.

**Note:** A physical business called "Pep Vita House of Swim" exists in South Florida but appears to be an unrelated brick-and-mortar swimwear boutique with no connection to houseofswim.com. No action required.

## REVENUE AT RISK — \$300K–\$700K / YEAR

FACTOR	ASSUMPTION	VALUE
AI-driven discovery share (women's swimwear)	Est. 25-35% of new customer acquisition via AI platforms in 2026	—
Average order value (swimwear e-commerce)	~\$85-120 for swimwear/resort wear purchase	\$100 midpoint
Discovery queries lost per month	0% discovery × est. 5K-15K monthly AI queries in category	—
Conservative revenue impact	Brand at 0% discovery in fast-growing AI channel	\$300K+/yr
Optimistic recovery target	40% discovery rate × category query volume	\$700K+/yr

Estimated range: **\$300K–\$700K per year** in revenue opportunity currently inaccessible due to zero AI discovery presence. As AI-assisted shopping grows — ChatGPT shopping, Perplexity product recommendations, Google AI Overviews — this gap compounds annually.

## 90-DAY IMPLEMENTATION ROADMAP

Every item maps directly to a finding in this audit. No filler. Execution sequence matters — Phase 1 creates the infrastructure that Phases 2-4 build on.

### Phase 1: Schema & Technical Foundation (Days 1-30)

- Fix Organization schema: update to https://, add sameAs for Facebook, Instagram, Twitter
- Deploy Product schema to all product pages: name, price, currency, availability, brand, AggregateRating
- Add BreadcrumbList schema to all collection pages
- Add FAQPage schema to homepage: "What brands do you carry?", "Do you offer coverups?", "Do you ship nationwide?"
- Create About Us page: founding story, brand mission, curated brand partners, contact
- Rewrite meta descriptions for homepage and top collections with keyword-rich copy

- Add Sitemap: directive to robots.txt pointing to sitemap.xml
- Audit Shopify apps for performance — target under 800ms TTFB

### **Phase 2: Trust Nodes & Reviews (Days 31-60)**

- Register and optimize Trustpilot profile — send review requests to all past customers
- Enable on-site product reviews via Shopify reviews app (Judge.me or Okendo)
- Create LinkedIn company page with category, description, and website link
- Register Google Business Profile (brand awareness signal even for e-commerce)
- Implement post-purchase email sequence requesting Trustpilot review
- Pitch to swimwear/fashion publications: "best resort wear brands 2026," "women's swimwear buying guide"
- Reach out to body-positive and fashion bloggers for editorial coverage (Bustle, Refinery29, Who What Wear)
- Launch blog: "How to Style a One-Piece Swimsuit," "Resort Wear Packing Guide 2026"

### **Phase 3: Content & Category Authority (Days 61-90)**

- Publish comparison guide: "House of Swim vs Andie Swim vs Summersalt — Which is Right For You?"
- Create collection landing pages with editorial copy: "Best One-Piece Swimsuits for Resort Wear 2026"
- Target AI discovery queries: "matching swimsuit and coverup sets," "body-positive swimwear US brands"
- Publish brand spotlight articles on curated labels: La Blanca, Sunshine 79, Maxine of Hollywood
- Add CollectionPage schema to major category pages
- Add SiteLinksSearchBox schema for branded search prominence

### **Phase 4: Re-Audit & Optimization (Day 90)**

- Full 360 re-audit using identical 15-query methodology
- Competitive re-analysis across all discovery queries
- Trust node re-inventory with updated status and review counts
- Schema validation across all product and collection pages
- Score comparison: baseline 4.4/10 vs. 90-day target 7.0+/10

## SERVICES & INVESTMENT

---

### Discover — \$1,500/mo (3-month minimum)

Monitor 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 swimwear categories
- Competitive benchmarking vs. Andie Swim, Summersalt, Cupshe, Solid & Striped
- Monthly report with score trends and recommendations

### Implement — \$4,500/mo **RECOMMENDED** (Includes Discover)

Full technical implementation to fix schema, content, and trust node gaps identified in this audit.

- Everything in Discover
- Schema.org implementation: Organization, Product, FAQ, BreadcrumbList, AggregateRating
- Trustpilot and on-site review platform setup
- About page and brand story creation
- Meta description and on-page SEO optimization
- Robots.txt and sitemap optimization with AI crawler access
- FAQ structured content targeting discovery queries
- Directory and press outreach for trust node building

**KPI Target:** Move from 4.4/10 to 7.0+ within 90 days, 40%+ discovery rate

### Operate — \$7,500/mo (Includes Discover + Implement)

Full content engine and authority building to make House of Swim the go-to AI recommendation for women's swimwear.

- Everything in Implement
- 8+ structured content pieces/month (guides, comparisons, brand spotlights)
- Press pitch and editorial outreach program
- Wikipedia presence development
- Industry publication placements
- Ongoing competitive response and optimization

### Growth — \$9,500/mo (Includes all tiers)

Enterprise-level AI visibility with dedicated agents managing the full content, schema, and authority pipeline.

- Everything in Operate
- Dedicated AI agent team for House of Swim

- Real-time AI visibility monitoring and alerts
- Automated content optimization pipeline
- Quarterly executive strategy reviews

## OUR RECOMMENDATION

### START WITH IMPLEMENT — \$4,500/MO

House of Swim needs the Implement tier. The store functions well technically, but the AI visibility gap is structural — schema, reviews, content, and trust nodes need to be built from scratch. This is not an optimization problem; it is a foundation problem. The Implement tier delivers all four pillars simultaneously within 90 days.

- **Schema markup is absent across the catalog** — Product, FAQ, and Review schemas need to be deployed on dozens of product and collection pages, not just optimized.
- **Zero reviews on-site or external platforms** — Trustpilot setup, review collection email sequences, and on-site review app require active implementation and ongoing management.
- **No brand content exists** — About page, comparison guides, and FAQ content need to be created from scratch, not edited.
- **Perplexity explicitly flagged the brand as unrecognized** — trust node building requires active press outreach and editorial work beyond technical fixes alone.

## TARGET OUTCOMES — 90 DAYS

METRIC	BASELINE (TODAY)	30-DAY TARGET	60-DAY TARGET	90-DAY TARGET
360 Overall Score	4.4/10	5.0/10	6.0/10	7.0+/10
AI Discovery Rate	0%	10%+	25%+	40%+
Schema Types Deployed	1 (broken)	4	6	8+
Trust Nodes Present	3	5	8	10+
On-Site Product Reviews	0	10+	30+	50+
Trustpilot Reviews	0	5+	15+	25+
Technical SEO Score	6.2/10	7.0/10	7.5/10	8.0/10

## METHODOLOGY & ABOUT THIS REPORT

This 360° Online Visibility Report was produced by VeloXP's AI-powered audit system on March 23, 2026. The methodology tests brand visibility across the three dominant AI discovery platforms — ChatGPT (OpenAI GPT-4o-mini), Perplexity (Sonar), and Gemini (Flash 2.0) — using real purchase-intent queries that swimwear shoppers use today.

Query design follows the 5-category Snapshot framework: direct brand queries, category discovery, comparison queries, problem-solution queries, and recommendation queries. Each query is executed independently across all three platforms with results recorded for brand mention, position, sentiment, and competitor frequency.

Technical SEO analysis is performed through direct HTTP inspection, robots.txt and sitemap parsing, schema markup extraction, and security header analysis. Scores are benchmarked against 20+ swimwear and DTC e-commerce brands audited using the same methodology.

All scores are evidence-backed. No estimated or interpolated data. Every sub-pillar score traces directly to specific findings in this report.

Prepared by VeloXP Agency OS · [veloxp.com](https://veloxp.com) · March 23, 2026 · Confidential