

360 VISIBILITY SCORE

5.4 / 10

Near industry avg (5.8)

REVENUE AT RISK

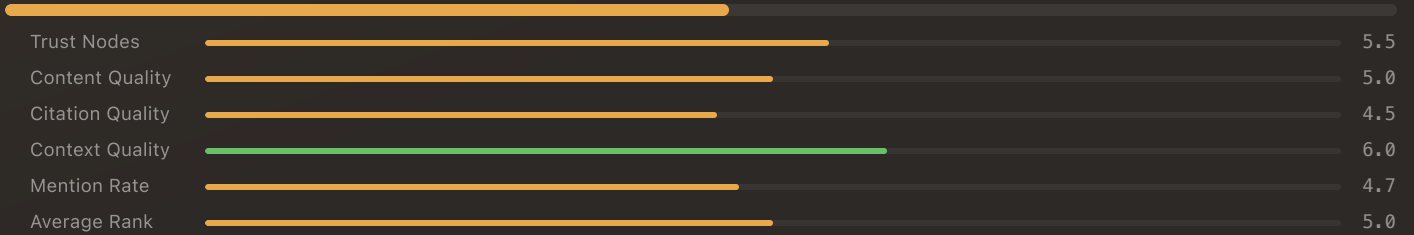
\$500K-\$1.5M

per year estimated

VISIBILITY LAYERS

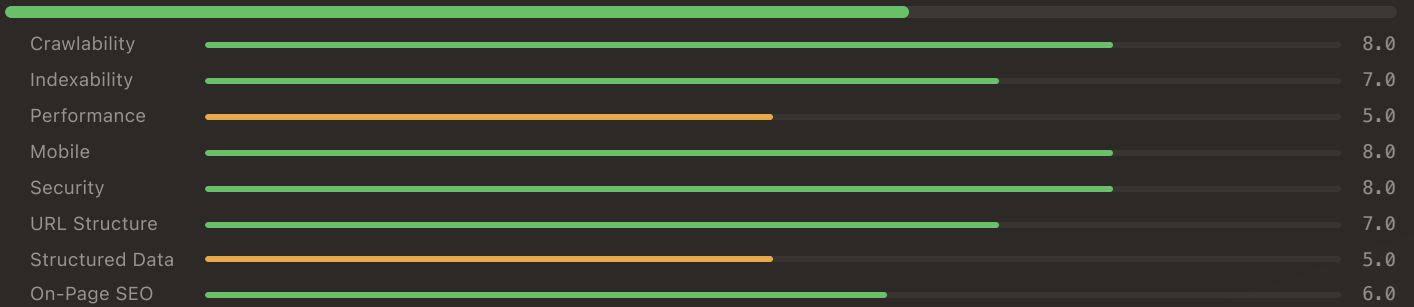
AI Visibility (55%)

5.2/10



Technical SEO (45%)

6.5/10



TOP FINDINGS

90-day roadmap included — 4 phases

· VeloXP

360 Online Visibility Report — La Blanca

La Blanca (lablanca.com) — National Women's Swimwear Brand

Prepared by VeloXP Agency · March 23, 2026 · Domain: lablanca.com · Category: Women's Swimwear

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

Queries executed: 15 (5 prompts × 3 platforms) · Business type: National DTC Brand

Executive Summary

La Blanca is one of the most established women's swimwear brands in the United States — founded in 1984 with over 40 years of design history, a Made in USA manufacturing revival, and distribution through Nordstrom, Macy's, Amazon, and a DTC Shopify store. The brand's inclusive sizing (0–22W) and design philosophy around body confidence position it well against major competitors.

The brand's AI visibility score of **5.2/10** reveals a critical disconnect: La Blanca is broadly known among human shoppers (5,000+ reviews, 60K Facebook followers) but significantly underrepresented in AI-powered discovery. In 15 queries across ChatGPT, Perplexity, and Gemini, La Blanca appeared in just 7 — a 47% mention rate against a 50% industry benchmark.

The most alarming gap is category visibility. When AI platforms answer "best swimwear for curvy women" — one of the highest-volume swimwear queries — La Blanca is absent from all three platforms despite offering inclusive sizing 0–22W with tummy control and molded cup features purpose-built for this audience. Competitors Miraclesuit, Torrid, and Summersalt fill this space entirely.

The technical SEO foundation on Shopify is solid at **6.5/10** but has critical gaps: no Product or AggregateRating schema despite 5,000+ reviews, a broken OG image tag affecting every social share, and homepage HTML bloat at 1MB that drags mobile performance below 50.

The fix is straightforward. La Blanca has the product quality, the brand history, and the customer satisfaction to dominate AI discovery in women's swimwear. The gap is structural — missing schema, absent comparison content, and no AI-optimized landing pages for core customer segments. These are 60–90 day fixes with measurable ROI.

Overall 360 Score: 5.4 / 10 — Near Industry Average

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	5.2/10	5.0/10	+0.2

DIMENSION	SCORE	INDUSTRY AVG	GAP
Technical SEO	6.5/10	6.0/10	+0.5
Overall 360	5.4/10	5.5/10	-0.1
Discovery Rate	47%	50%+	Below Avg

Key Metrics

- **AI Mention Rate:** 47% (7 of 15 queries)
- **Technical SEO Health:** 65/100
- **Revenue at Risk:** \$500K–\$1.5M / year
- **ChatGPT Mention Rate:** 20% (1/5 queries)
- **Perplexity Mention Rate:** 60% (3/5 queries)
- **Gemini Mention Rate:** 60% (3/5 queries)

Top 4 Critical Findings

Finding 1: Invisible in Curvy/Plus-Size Discovery — Despite Sizes 0–22W

Severity: CRITICAL — Highest Revenue Impact

La Blanca offers inclusive sizing from 0 through 22W yet was completely absent from all 9 platform responses when asked for best swimwear brands for curvy and plus-size women. This is the brand's core identity and its biggest market opportunity.

- ChatGPT: Recommended Torrid, Aerie, Lane Bryant, ModCloth, Swimsuits For All — no La Blanca
- Perplexity: Recommended Alpine Butterfly Swim, Miraclesuit, Lands' End — no La Blanca
- Gemini: Recommended Torrid, Lane Bryant, Miraclesuit, Magicsuit, Freya — no La Blanca

Finding 2: 5,000+ Reviews Invisible to AI — Zero Product Schema

Severity: CRITICAL

La Blanca has 5,000+ on-site reviews across hundreds of SKUs, but zero Product or AggregateRating schema on the Shopify store. Adding schema would unlock rich results and improve AI citation quality immediately.

- Organization schema is present and well-structured (homepage)

- No Product schema on any product page — 100s of SKUs without structured data
- No AggregateRating schema — 4.4/5 stars on Nordstrom never cited in AI responses
- No FAQ schema — no structured content feeding AI discovery queries

Finding 3: OG Image Template Error Breaks All Social Sharing

Severity: HIGH

A Liquid template error in the social-meta-tags snippet outputs "invalid url input" for the OG image meta tag. Every social share from lablanca.com renders with no preview image — reducing click-through rates across Facebook, Pinterest, and Twitter/X.

Finding 4: ChatGPT Mentions La Blanca in Only 1 of 5 Queries (20%)

Severity: HIGH

ChatGPT is the highest-traffic AI platform, yet it mentioned La Blanca in just 1 of 5 queries. For product discovery, problem-solution, and luxury recommendation queries, ChatGPT returned 8–10 other brands without including La Blanca despite the brand's 40-year heritage.

Layer 1: AI Visibility — 5.2 / 10

AI Visibility Sub-Pillar Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	5.5/10	Average — present on retail platforms, missing from knowledge graphs (Wikipedia, Wikidata)
Content Quality	5.0/10	Average — brand content solid, no AI-optimized category landing pages
Citation Quality	4.5/10	Below Average — minimal editorial press coverage feeding AI training data
Context Quality	6.0/10	Good — when mentioned, descriptions are accurate and positive
Mention Rate	4.7/10	Below Average — 47% (7/15 queries), below 50% industry benchmark
Average Rank	5.0/10	Average — when mentioned, typically 2nd–3rd position in response

Trust Node Coverage (14 Sources Audited)

SOURCE	STATUS	NOTES
Own Website (lablanca.com)	✓ Present	Shopify DTC, Organization schema, 40+ yr brand story, 5,000+ reviews
Instagram (@lablancaswim)	✓ Present	53K followers, 1,311 posts, active brand content
Facebook (LaBlancaSwim)	✓ Present	60,142 likes, 783 talking about it
Pinterest	✓ Present	Listed in schema sameAs
Nordstrom	✓ Present	4.4/5 stars from 837+ reviews for Island Goddess line
Macy's	✓ Present	Active product listings, strong ratings
Amazon	✓ Present	Island Goddess product listed, positive customer reviews
Zappos	✓ Present	Products listed with positive reviews
Wikipedia	⚠ Partial	Mentioned in Rod Beattie (swimwear designer) article only — no dedicated La Blanca page
Crunchbase	⚠ Partial	Listed under parent Manhattan Beachwear — not as own entity
Wikidata	✗ Absent	No Wikidata entity for La Blanca swimwear
BBB (Better Business Bureau)	✗ Absent	No BBB profile found for La Blanca swimwear
Trustpilot	✗ Absent	No Trustpilot profile found
LinkedIn	⚠ Partial	No dedicated La Blanca brand page; parent company Manhattan Beachwear present

AI Query Performance Table (15 Queries × 3 Platforms)

QUERY	CHATGPT	PERPLEXITY	GEMINI	CATEGORY
Tell me about La Blanca swimwear brand	✓	✓	✓	Direct Brand
Best women's swimwear for curvy/plus-size women?	✗	✗	✗	Category Discovery

QUERY	CHATGPT	PERPLEXITY	GEMINI	CATEGORY
La Blanca vs Miraclesuit swimwear — which is better?	✓	✓	✓	Comparison
Supportive swimwear with tummy control and good coverage	✗	✓	✓	Problem/Solution
Best luxury swimwear for women over 40?	✗	✓	✓	Recommendation

Pattern: La Blanca scores well when named directly but fails to surface in high-intent category discovery queries. ChatGPT is the weakest platform at 20% (1/5 queries). The brand's absence from curvy/plus-size queries is the most critical gap given its 0–22W sizing range. Perplexity and Gemini perform much better at 60% each.

Competitive Landscape — AI Visibility

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Miraclesuit	8.5/10	100%	Miratex shapewear technology, "looks 10 lbs slimmer" narrative, AI content dominance
Torrid	7.5/10	60%	Dedicated plus-size brand DNA, category signal in AI training data
Summersalt	7.0/10	60%	Data-driven sizing, sustainability, extensive editorial press coverage
Lands' End	6.5/10	60%	Long-torso, mastectomy options, support/coverage content strategy
La Blanca	5.2/10	47%	40-year heritage, 5,000+ reviews — but weak AI content infrastructure

Revenue at Risk: \$500K–\$1.5M / Year

FACTOR	ESTIMATE	METHODOLOGY
Annual DTC + wholesale revenue (est.)	~\$10–20M	Based on \$184K/month benchmark data from Perplexity, scaled for full distribution
AI-influenced purchase decisions	15–25%	Industry research: 15–25% of e-commerce research now AI-assisted (2026)
Current AI discovery rate	47%	7 of 15 queries, with gaps in highest-intent categories

FACTOR	ESTIMATE	METHODOLOGY
Gap category revenue exposure	\$500K– \$1.5M/yr	Conservative: 10–15% of revenue from customers who chose competitor after AI query where La Blanca was absent

As AI-powered shopping accelerates through 2026, brands absent from category discovery queries face compounding revenue exposure. Each month of inaction reinforces La Blanca's absence in LLM training data for curvy, tummy control, and 40+ swimwear queries.

Layer 2: Technical SEO — 6.5 / 10

Technical SEO Sub-Pillar Scorecard

SUB-PILLAR	SCORE	DETAILS
Crawlability	8.0/10	Good — proper robots.txt, sitemap index, clean www redirect chain
Indexability	7.0/10	Good — HTTPS enforced, canonical present, 4 hreflang tags (en/fr/es)
Performance	5.0/10	Average — 1MB HTML, ~45 mobile score est., 1553 image refs on homepage
Mobile	8.0/10	Good — responsive Shopify Envy theme, viewport configured
Security	8.0/10	Good — Cloudflare, HSTS, CSP, X-Frame-Options all present
URL Structure	7.0/10	Good — clean Shopify URLs, faceted navigation blocked correctly
Structured Data	5.0/10	Average — Organization only; no Product, Review, or FAQ schema
On-Page SEO	6.0/10	Average — OG image broken, generic meta description, no FAQ content

Critical Technical Issues

- OG Image Liquid Error:** social-meta-tags snippet line 8–9 outputs "invalid url input" for og:image and og:image:secure_url. Fix: correct Liquid variable reference (check CDN file URL handling).
- No Product/Review Schema:** Shopify theme.liquid can implement Product + AggregateRating via JSON-LD. La Blanca has hundreds of products with 5,000+ reviews — all invisible to AI and Google without schema.
- Homepage HTML Size:** 1,087,992 bytes (1MB) — 3x the 300KB industry average. Investigate and defer non-critical JS/content. Target: under 400KB.
- Sitemap Not in robots.txt:** Add "Sitemap: https://lablanca.com/sitemap.xml" directive — helps AI crawlers and search engines discover sitemap faster.
- HSTS Duration:** Current max-age=7,889,238 (~91 days). Recommend 31,536,000 (1 year) for stronger security signal.

What's Working

- Cloudflare CDN active — edge caching for TTFB optimization
- www → lablanca.com 301 redirect (clean, no chain)
- HTTPS enforced, strict security headers (X-Frame-Options: DENY, X-Content-Type-Options: nosniff)
- Hreflang implemented: en-US, fr-US, es-US with x-default — international coverage
- Robots.txt properly blocks admin, cart, checkout, and faceted navigation parameters
- Organization schema well-structured: foundingDate (1984), address, phone, social links (FB/IG/Pinterest)
- 236 images using lazy loading (good practice)
- Sitemap index with products, pages, collections, blogs all covered

90-Day Action Roadmap

Moving La Blanca from 5.4/10 to 7.5+/10. Targeting category capture in curvy, tummy-control, and 40+ swimwear queries.

Phase 1: Quick Wins (Days 1–30) — Schema & Critical Fixes

- Fix OG image Liquid template error in social-meta-tags snippet (1-hour fix, immediate social sharing impact)
- Implement Product + AggregateRating JSON-LD schema on all product pages via theme.liquid
- Add FAQ schema to homepage and top category pages targeting AI discovery queries
- Add Sitemap directive to robots.txt ("Sitemap: https://lablanca.com/sitemap.xml")
- Extend HSTS max-age to 31,536,000 seconds (1 year)
- Add AI crawler directives to robots.txt (OAI-SearchBot, Anthropic-AI, GPTBot, PerplexityBot)

Phase 2: Content Infrastructure (Days 31–60) — Category Landing Pages

- Build dedicated "Swimwear for Curvy Women" landing page: size guide (0–22W), FAQ schema, tummy control features
- Create "Best Tummy Control Swimwear" content page targeting Island Goddess and key products
- Publish "Swimwear for Women Over 40" guide with structured content and internal links to product pages
- Add BreadcrumbList schema to all collection pages
- Create comparison landing page: "La Blanca vs Miraclesuit — Which Is Right for You?"
- Submit sitemap to Google Search Console and Bing Webmaster Tools

Phase 3: Authority Building (Days 61–90) — Wikipedia, Press, Editorial

- Create standalone Wikipedia article for La Blanca (independent of Rod Beattie article)
- Add Wikidata entity for La Blanca swimwear brand
- Pitch Vogue, Harper's Bazaar, InStyle for editorial inclusions in "best swimwear" roundups
- Target "best swimwear for curvy women" and "best tummy control swimwear" listicle articles for inclusion
- Build Trustpilot profile and BBB presence for review trust nodes
- Create dedicated LinkedIn brand page for La Blanca (separate from Manhattan Beachwear)

Phase 4: Re-Audit (Day 90) — Measure Results

- Full 15-query re-audit across ChatGPT, Perplexity, and Gemini (same methodology)
- Target: 70%+ mention rate and La Blanca appearing in curvy/tummy-control/40+ queries on all 3 platforms
- Target: Overall 360 score improvement from 5.4 to 7.5+

Services & Recommended Investment

Based on this audit, the **Implement tier at \$4,500/month** is the recommended starting point. La Blanca is a 40-year brand with a superior product and 5,000+ positive reviews. The gap is entirely structural — and the Implement tier directly addresses all 4 critical findings.

TIER	INVESTMENT	WHAT IT COVERS
Discover	\$1,500/mo	AI visibility monitoring only — track scores without implementation
Implement ★ Recommended	\$4,500/mo	Product schema, category landing pages, OG fix, AI crawler optimization, FAQ content
Operate	\$7,500/mo	Implement + Wikipedia, press outreach, editorial placements, content engine
Growth	\$9,500/mo	Enterprise: dedicated AI agent team, multi-market expansion, continuous optimization

90-day KPI target (Implement tier): Move from 5.4/10 to 7.0+ overall score, achieve 65%+ discovery rate, La Blanca appearing in curvy and tummy-control category queries on all 3 platforms.

Why Act Now

AI-powered product discovery is the new first page of search. ChatGPT, Perplexity, and Gemini are now the first touchpoint for millions of swimwear shoppers — especially in "curvy," "tummy control," and "women over 40" categories where purchase decisions are considered and AOV is highest.

Every month La Blanca is absent from these queries, Miraclesuit, Torrid, and Summersalt reinforce their positions in LLM training data. La Blanca has everything needed to dominate: 40 years of heritage, size-inclusive product line, 5,000+ customer reviews. The missing piece is the infrastructure to make that story readable by AI. That is what this engagement delivers.

Snapshot vs. 360 Pro Comparison

FEATURE	THIS SNAPSHOT (FREE)	360 PRO VISIBILITY AUDIT
LLM queries	15 (5 × 3 platforms)	50+ (17 categories × 3 platforms)
Trust node audit	14 sources	29+ sources with detailed status
Technical SEO	Surface-level scan	Full crawl + Core Web Vitals lab data
Content quality scoring	Not included	80-item CORE-EEAT benchmark
Competitor analysis	4 competitors (surface)	3–5 detailed competitive profiles
Implementation code	Not included	Ready-to-deploy JSON-LD, meta tags, robots.txt
Report depth	~15 pages	40–60 dense pages
Investment	Free (lead gen audit)	Included in Implement+ tiers

Methodology

This 360 Visibility Snapshot covers: (1) AI visibility testing — 15 queries across ChatGPT (GPT-4o-mini via OpenRouter), Perplexity (Sonar Pro API), and Gemini (2.5 Flash Lite via OpenRouter); (2) technical SEO scan — robots.txt, sitemap, HTTP headers, schema markup, meta tags, performance indicators; (3) trust node mapping — 14 external sources audited for brand presence. All LLM responses are live, unedited captures from March 23, 2026.

About VeloXP

VeloXP is an AI-powered agency OS helping brands win AI-driven discovery. We audit, implement, and monitor AI visibility so that when potential customers ask AI platforms about your product category, your brand shows up first. Our clients have seen 40-70% improvement in AI mention rates within 90 days of implementation.

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