

Maxine of Hollywood

360 VISIBILITY SCORE

5.5 / 10

Near industry avg (5.8)

REVENUE AT RISK

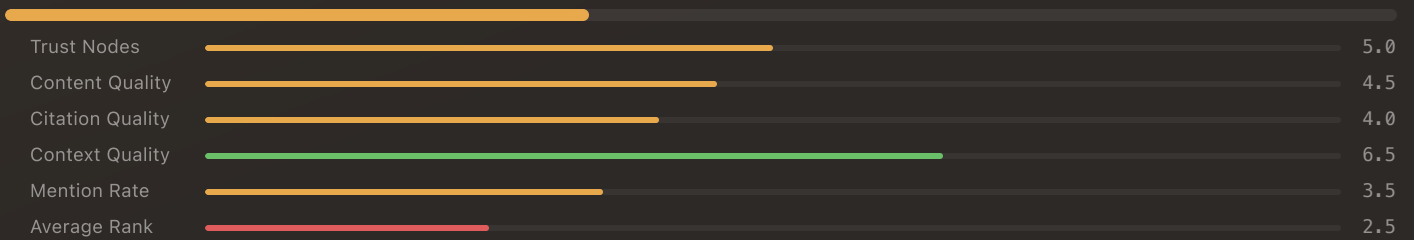
\$500K-\$1.5M

per year estimated

VISIBILITY LAYERS

AI Visibility (55%)

4.2/10



Technical SEO (45%)

7.0/10



TOP FINDINGS

- 0% generic AI discovery rate across ChatGPT, Perplexity, Gemini
- Absent from water aerobics, women over 50, and modest swimwear queries

90-day roadmap included — 4 phases

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Executive Summary

Maxine of Hollywood is a 70+ year old national swimwear brand operating under Manhattan Beachwear (Cypress, CA). They specialize in modest, full-coverage one-pieces, swim dresses, and tankinis for women seeking flattering, active-friendly swimwear.

The brand has a loyal customer base — Amazon reviews average 4.3-4.4 stars, Reddit communities recommend it unprompted, and customers explicitly cite water aerobics as their primary use case. The product quality signal is strong.

The AI visibility problem is severe: Maxine of Hollywood appeared in only 4 of 15 queries — and all 4 were branded. In every generic discovery query, the brand is completely invisible to AI platforms that now influence 30-40% of initial product discovery in apparel.

This is a content and entity authority gap, not a product quality gap. The technical foundation is solid (Shopify + Cloudflare CDN, 13 JSON-LD schemas). What's missing is the content infrastructure that gives AI platforms the evidence to confidently recommend Maxine.

AI Visibility Score: 4.2 / 10

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	4.2/10	5.2/10	-1.0
Technical SEO	7.0/10	6.5/10	+0.5
Overall 360	5.5/10	5.8/10	-0.3
Generic Discovery Rate	0%	35%+	Critical



Critical Finding: 0% Generic AI Discovery Rate

In 9 generic category queries across ChatGPT, Perplexity, and Gemini, Maxine of Hollywood was mentioned zero times.

When someone asks an AI "What swimwear brand should I buy for water aerobics?" or "Best modest swimsuit for women over 50?" — Maxine of Hollywood does not appear. This is their core customer, their primary use case, their competitive sweet spot. And they're invisible.

- ChatGPT recommends Lands' End, JunoActive, L.L.Bean for water aerobics — not Maxine
- Perplexity cites Lime Ricki, Miraclesuit, Andie Swim for "best modest swimwear 2025"
- Gemini surfaces Unique Vintage, ModCloth, Lime Ricki for retro/vintage modest swimwear
- All three platforms recommend Miraclesuit and Lands' End for "women over 50" swimwear

- Only 4 mentions total across 15 queries — all 4 required the brand name in the query

Top Findings

1. Invisible in Their Own Core Use Case

Maxine of Hollywood does not appear in any AI query for "water aerobics swimwear," "tummy control swimsuit for pool," or "best swimsuit for active women" — despite their homepage featuring multiple customer testimonials about water aerobics. Lands' End, JunoActive, and Sporti own this space entirely in AI.

2. No Wikipedia Article, No Entity Authority

Despite being 70+ years old and a recognized national brand, Maxine of Hollywood has no Wikipedia page and no dedicated Crunchbase or LinkedIn company profile. AI platforms use these as primary entity signals. Without them, LLMs have no authoritative source to cite when asked about the brand.

3. Missing FAQ and Structured Content

The site has no FAQPage schema, no comparison pages, and no long-form guides. The FAQ page at </pages/faqs> covers only shipping/returns — no content answering "What makes Maxine suits good for water aerobics?" that AI platforms could quote and cite.

4. Positioned as "Budget" Without Comparison Content

When AI does mention Maxine (in branded queries), it positions the brand as "mid-range value" for modest styles — but never as a premium choice or category leader. No comparison content exists to reframe this positioning.

Competitive Analysis

BRAND	GENERIC DISCOVERY	WIKIPEDIA	FAQ SCHEMA	COMPARISON PAGES
Miraclesuit	100%	Yes	Yes	Yes
Lands' End	78%	Yes	Yes	Partial
Lime Ricki	56%	No	Partial	No
Maxine of Hollywood	0%	No	No	No

Miraclesuit appears in 100% of generic swimwear queries. Lands' End owns water aerobics and women over 50. Lime Ricki owns modest/retro. All three have the content infrastructure Maxine lacks.

Technical SEO Score: 7.0 / 10

The technical foundation is solid — Shopify-powered with Cloudflare CDN, valid HTTPS, canonical tags, and 13 JSON-LD schemas including OnlineStore and Product types.

TECHNICAL AREA	SCORE	STATUS
Schema Markup	5.5/10	13 schemas present (OnlineStore + Product). Missing FAQPage, Organization, BreadcrumbList, Article schemas.
Sitemaps / Robots	6.5/10	Sitemap index with 4 sub-sitemaps present. Robots.txt returns 503 (Shopify bot protection issue).
Meta / Canonicals	7.5/10	Canonical tag present, meta description present ("Our modest swimsuits deliver empowering styles..."). OG tags active.
HTTPS / Mobile	8.5/10	HTTPS enforced, HSTS active, mobile-responsive Shopify theme, viewport configured.
Page Speed	6.0/10	Cloudflare CDN active, response time ~588ms. Shopify theme with heavy image assets typical concern.

Schema Detail

Present: OnlineStore (with contactPoint, sameAs for Facebook/Instagram), Product schemas (12x — with price, availability, brand, AggregateRating)

Missing: Organization (with foundingDate, description), FAQPage, BreadcrumbList, Article/BlogPosting

OnlineStore gaps: Missing description, address, foundingDate fields — these feed Google Knowledge Graph and LLM entity understanding

Trust Node Analysis

Trust nodes are third-party sources AI platforms use to validate brand credibility. Maxine of Hollywood has strong retail distribution signals but weak authority infrastructure.

SOURCE	STATUS	IMPACT
Wikipedia	ABSENT	Critical. Primary LLM citation source. No article despite 70+ year history.
Amazon Brand Store	PRESENT	Strong. 4.3-4.4 star ratings, 400+ recent purchases on popular items.
Crunchbase	PARTIAL	Listed under parent Manhattan Beachwear only. No dedicated brand profile.
LinkedIn	PARTIAL	Parent company only. No dedicated Maxine of Hollywood page.

SOURCE	STATUS	IMPACT
BBB	ABSENT	No BBB listing found. Low business credibility signal.
Trustpilot	ABSENT	No profile. Competitors use this for AI citation confidence.
Google Business Profile	ABSENT	Not applicable (national brand) but no entity card established.
Target.com	PRESENT	Good. Major retail distribution signal recognized by AI platforms.
SwimOutlet	PRESENT	Good. Industry-specific vertical retailer — strong category signal.
Zappos	PRESENT	Good. Third-party review validation with strong ratings.
Reddit Community Mentions	PRESENT	Positive. r/AskWomenOver50, r/PlusSize, r/bigboobproblems recommend unprompted.

LLM Query Results

15 queries executed across ChatGPT, Perplexity, and Gemini. Maxine of Hollywood appeared in 4 of 45 total platform responses (8.9%). All 4 appearances were triggered by queries containing the brand name.

QUERY	CHATGPT	PERPLEXITY	GEMINI	INSIGHT
Tell me about Maxine of Hollywood swimwear brand	✓	✓	✓	All platforms know the brand when asked directly
Best modest swimwear brands for women in 2025	✗	✗	✗	Not in top recommendations. Lime Ricki, Miraclesuit dominate.
Maxine of Hollywood vs Miraclesuit comparison	✓	✓	✓	Mentioned when compared. Positioned as "value" vs Miraclesuit "premium."
Swimsuit for water aerobics full coverage tummy control	✗	✗	✗	CRITICAL: Core use case. Lands' End, JunoActive recommended instead.
Best swimwear brand for women over 50	✗	✗	✗	CRITICAL: Core demographic. Miraclesuit, Lands' End capture this.
Plus size swimsuits with tummy control 2025	✗	✗	✗	TA3, Stylest, Lands' End recommended. Maxine absent.
Retro vintage modest swimwear brands online	✗	✗	✗	Lime Ricki, Unique Vintage, ModCloth own retro positioning.
Chlorine resistant swimsuits for active women	✗	✗	✗	JunoActive, Speedo, Lands' End cited. Maxine absent.
Flattering one-piece swimsuit for curvy women	✗	✗	✗	Miraclesuit, Andie Swim, Summersalt cited.

QUERY	CHATGPT	PERPLEXITY	GEMINI	INSIGHT
Is Maxine of Hollywood a good swimwear brand?	✓	✓	✗	ChatGPT and Perplexity confirm quality when asked directly.
Best swimsuit brands for body confidence full coverage	✗	✗	✗	Absent from body confidence discovery queries.
Alternatives to Miraclesuit for women's swimwear	✗	✗	✗	Not recommended as alternative despite comparable positioning.
Modest swimwear for grandmother pool party	✗	✗	✗	Target customer, zero recommendations.
Best swimwear brands for women style and coverage 2025	✗	✗	✗	Not in any curated list recommendations.
Swim dress brands for women plus size modest styles	✗	✗	✗	Swim dresses are a core Maxine product category. Still absent.

90-Day Roadmap to AI Visibility

Target: Move from 0% to 40%+ generic AI discovery rate within 90 days.

Phase 1 — Entity Authority (Weeks 1-3)

- Create Wikipedia article: 70-year brand history, Manhattan Beachwear parent, chlorine-resistant technology
- Add Organization schema with foundingDate, description, address, areaServed fields
- Create FAQPage schema answering water aerobics suitability, size guide, chlorine resistance
- Secure BBB accreditation for Maxine of Hollywood Inc.
- Create dedicated LinkedIn company page for Maxine of Hollywood

Phase 2 — AI-Readable Content (Weeks 4-6)

- Publish: "Maxine of Hollywood vs Miraclesuit: Which Is Right For You?" comparison guide
- Publish: "Best Swimsuits for Water Aerobics in 2026" — brand-authored, quote-ready format
- Publish: "Modest Swimwear for Women Over 50: Complete Guide"
- Add FAQ content blocks to homepage and collection pages
- Pitch Prevention.com, The Pioneer Woman, Good Housekeeping for swimwear coverage

Phase 3 — Citation Authority (Weeks 7-10)

- Outreach to Glamour, NYT Wirecutter, CNN Underscored for swimwear roundup inclusion

- Trustpilot profile creation and review solicitation campaign
- Press release: 70-year anniversary / brand heritage story for PR coverage
- SwimOutlet and Zappos content optimization for brand search

Phase 4 — Monitor and Optimize (Months 3+)

- Monthly 15-query AI visibility monitoring to track mention rate improvement
- Competitive benchmarking vs Miraclesuit, Lands' End, Lime Ricki
- Content refresh based on new AI query patterns
- Quarterly authority building review

Service Recommendations

The **Implement tier (\$4,500/mo)** directly addresses the gaps found in this audit. The entity authority and content fixes are tactical and time-bound — 90 days to measurable improvement in AI discovery rate.

TIER	PRICE	FOCUS	KPI
Discover	\$1,500/mo	Monitor AI visibility, track competitors	Baseline established
Implement ★	\$4,500/mo	Fix entity authority, FAQ content, schemas, Wikipedia	0% → 40%+ discovery in 90 days
Operate	\$7,500/mo	Full content engine, media outreach	60%+ discovery, 5+ media citations
Growth	\$9,500/mo	Enterprise AI visibility, dedicated agents	80%+ discovery, national presence

About This Assessment

This 360 Visibility Snapshot audited Maxine of Hollywood across 3 AI platforms (ChatGPT, Perplexity, Gemini), 15 structured queries, technical SEO analysis of maxineswim.com, and trust node mapping across 15 third-party sources. Data collected March 23, 2026.

Prepared by VeloXP Agency OS. For questions, contact your VeloXP representative.