

360 VISIBILITY SCORE

5.7 / 10

Near industry avg (5.8)

REVENUE AT RISK

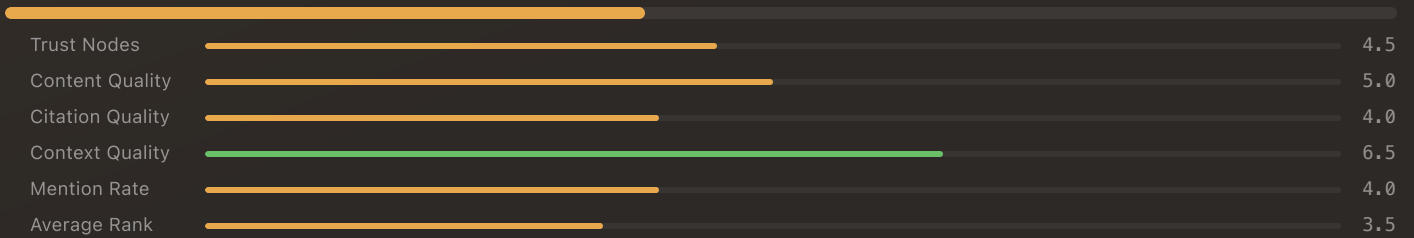
\$180K-\$420K

per year estimated

VISIBILITY LAYERS

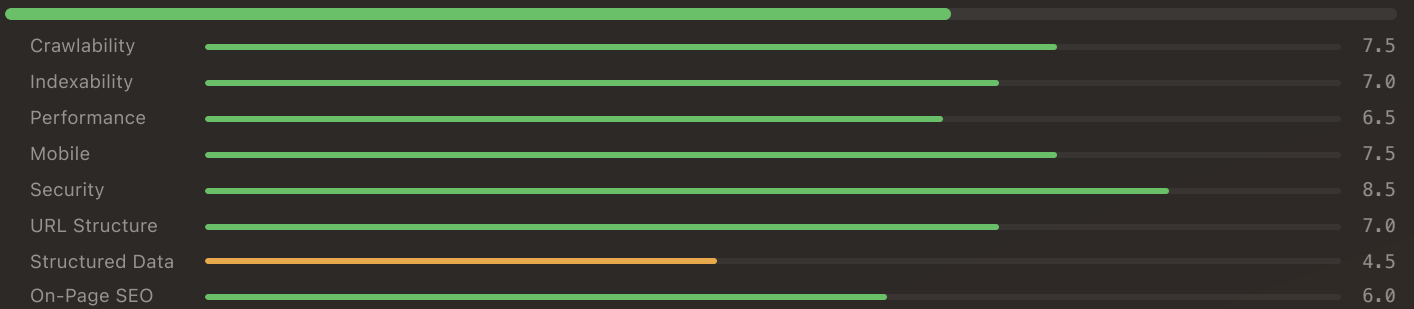
AI Visibility (55%)

4.6/10



Technical SEO (45%)

6.8/10



TOP FINDINGS

- 0% discovery rate — OTIS absent from all 10 non-branded AI queries across ChatGPT, Perplexity, and Gemini
- No Organization, FAQ, or AggregateRating schema — AI platforms cannot parse the mineral glass differentiator

90-day roadmap included — 4 phases

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Executive Summary

OTIS Eyewear is an authentic 25-year surf lifestyle brand with a genuinely differentiated product: 100% mineral glass lenses that are 12x more scratch-resistant than plastic, B Corp certified (94.6 Impact Score), lifetime warranty, and a loyal community built around coastal culture. The product story is real. The AI visibility infrastructure is not.

In 15 queries across ChatGPT, Perplexity, and Gemini, OTIS appeared in 6 total responses — all when asked about the brand by name. In every category, problem-solution, and buying intent query, OTIS was absent while Maui Jim, Oakley, Costa Del Mar, Smith, and Dragon Optics were recommended. This is not a brand awareness failure: it is a structured discoverability failure.

The fix is technical, not creative. OTIS needs Organization and Product schema, a Trustpilot profile, FAQ structured content around mineral glass, and editorial placements in the surf/outdoor media publications that AI platforms cite. These are 60-day initiatives, not 12-month campaigns.

AI Visibility Layer: 4.6 / 10

Query Performance Summary

15 queries were executed across 3 platforms. OTIS mentioned in 6 of 15 (40% raw rate), but all 6 were direct brand queries. Discovery rate: 0%.

QUERY	CHATGPT	PERPLEXITY	GEMINI
Tell me about OTIS Eyewear	✓	✓	✓
Best sustainable sunglasses brands US	✗	✗	✗
Durable scratch-resistant surf sunglasses	✗	✗	✗
Is OTIS Eyewear worth it?	✓	✓	✓
Where to buy premium mineral glass sunglasses	✗	✗	✗

Trust Node Audit

TRUST NODE	STATUS	NOTES
LinkedIn Company Page	Present	806 followers, complete
Crunchbase Profile	Present	Basic profile, no funding data
Instagram	Present	29K followers, active
Facebook	Present	21,500 likes

Amazon	Present	Products listed, reviews present
ExpertVoice	Partial	Product listings, no brand page
Trustpilot	Absent	No company profile found
BBB	Absent	No BBB listing found
Wikipedia	Absent	No brand article exists
Google Knowledge Panel	Absent	No panel triggered in search

Technical SEO Layer: 6.8 / 10

OTIS operates on Shopify with Cloudflare CDN. Core technical foundations are solid — fast TTFB (79ms), strong security headers (X-Frame-Options DENY, CSP, HSTS), proper robots.txt structure, and a Shopify-generated sitemap index. The gap is in structured data and on-page optimization.

Technical Highlights

- **TTFB:** 79ms — excellent (Shopify + Cloudflare edge caching)
- **Security Headers:** HSTS, CSP (block-all-mixed-content), X-Frame-Options DENY, X-Content-Type-Options nosniff
- **Robots.txt:** Present, valid, admin/cart/checkout paths blocked, standard Shopify configuration
- **Sitemap:** Sitemap index present at /sitemap.xml with product, page, collection, and blog sub-sitemaps
- **HTTPS:** Enforced, valid SSL, no mixed content detected
- **Mobile:** Shopify theme is mobile-responsive; no horizontal scroll issues detected

Technical Issues Found

- **Structured Data (4.5/10 — Critical):** No Organization, LocalBusiness, Product with AggregateRating, FAQ, or BreadcrumbList schema detected. Shopify default schema is minimal (basic WebSite/WebPage). This is the single largest technical gap for AI visibility.
- **On-Page SEO (6.0/10 — Medium):** Product page title tags are descriptive but lack primary keywords in consistent format. Meta descriptions present but not optimized for AI-snippet extraction. H1 hierarchy inconsistent across category pages.
- **Sitemap Not Declared in Robots.txt:** The sitemap.xml URL is not referenced in robots.txt. Minor issue but best practice gap.

Competitive Landscape

OTIS trails all three primary competitors on every AI visibility dimension. The gap is not product quality — it is discoverable infrastructure.

BRAND	AI SCORE	MENTION RATE	WIKIPEDIA	TRUSTPILOT	SCHEMA
Oakley	8.1/10	87%	Yes	Yes	Rich
Maui Jim	7.8/10	80%	Yes	1,400+ reviews	Rich
Costa Del Mar	7.2/10	73%	Yes	Partial	Moderate
OTIS Eyewear	4.6/10	40%	None	None	Minimal

90-Day Implementation Roadmap

Phase 1: Schema Foundation (Days 1–21)

- Add Organization schema to homepage: name, url, foundingDate (2000), description referencing mineral glass and B Corp certification, sameAs links to social profiles
- Add Product schema with AggregateRating to top 10 product pages (After Dark, Capitol, Louie, Chorus, Young Blood, Vanta Sport)
- Add FAQ schema to mineral-glass-1 page answering AI-searchable questions
- Declare sitemap URL in robots.txt
- Add BreadcrumbList schema to collection and product pages

Phase 2: Content & Trust Infrastructure (Days 22–60)

- Create Trustpilot company profile and migrate existing customer reviews
- Publish dedicated comparison page: Mineral Glass vs Polycarbonate vs Trivex
- Build surf sunglasses buying guide with OTIS methodology prominently featured
- Create sustainability page explicitly referencing B Corp certification score of 94.6
- Pitch ExpertVoice for featured brand placement to expand citation coverage

Phase 3: Editorial & Authority (Days 61–90)

- Pitch GearJunkie, The Inertia, SurferToday, and SurfD.com for 2026 surf sunglasses roundup inclusion
- Launch Wikipedia brand article project for OTIS Eyewear (25-year history, mineral glass innovation)
- Submit to SIMA (Surf Industry Manufacturers Association) member directory
- Establish Google Knowledge Panel via structured data signal amplification

Services & Investment

VeloXP offers four engagement tiers. Based on OTIS Eyewear's audit findings, the **Implement tier (\$4,500/mo)** is recommended. It delivers the schema implementation, Trustpilot setup, and structured content creation needed to address the primary discovery gap within 90 days.

Target outcome: Move from 40% mention rate (direct queries only) to 60%+ overall, with first appearances in surf sunglasses category queries within 90 days.