

Seager Co

360 VISIBILITY SCORE

4.8 / 10

Below industry avg (5.8)

REVENUE AT RISK

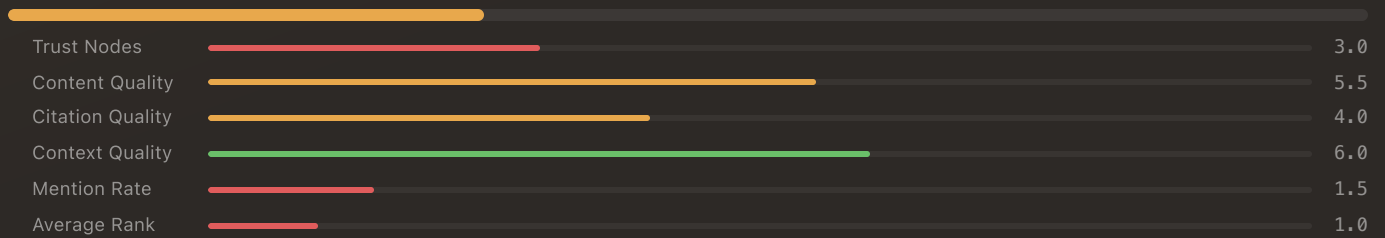
\$200K-\$500K

per year estimated

VISIBILITY LAYERS

AI Visibility (55%)

3.5/10



Technical SEO (45%)

6.4/10



TOP FINDINGS

- 0% discovery rate — invisible in all non-branded AI queries across 3 platforms
- Zero schema markup on entire site — no Organization, Product, or FAQ structured data
- No trust nodes beyond own website — no Wikipedia, no major press, one blog mention

90-day roadmap included — 4 phases

March 10, 2026 · VeloXP

360 Online Visibility Report

Seager Co — Southern California — selling nationwide via DTC e-commerce — National Brand

Prepared by VeloXP Agency · March 10, 2026 · Domain: seagerco.com

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

Executive Summary

Seager Co is a bootstrapped western-inspired lifestyle brand founded in 2015 in Southern California. The brand blends Old West grit with surf culture — a genuinely unique positioning in a crowded apparel market.

However, Seager is nearly invisible to AI platforms. In our testing, the brand appeared in only 2 of 15 queries across ChatGPT, Perplexity, and Gemini — both branded queries where the user already knew the name.

The root causes are clear: zero schema markup, no trust nodes beyond the brand's own website, minimal press coverage, and no structured content that AI platforms can cite.

This is a classic case of a strong product with weak digital infrastructure. Seager's small-batch, craftsmanship-focused approach creates loyal customers but does nothing for AI discoverability.

The good news: Seager's unique 'western surf' positioning is a blue ocean for AI. With proper schema, structured content, and targeted trust node building, Seager could own this niche within 90 days.

Overall 360 Score: 4.8 / 10 — Below Average

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	3.5/10	5.0/10	-1.5
Technical SEO	6.4/10	6.5/10	-0.1
Overall 360	4.8/10	5.8/10	-1.0
Discovery Rate	13%	40%+	Well Below

Key Metrics

- **AI Mention Rate:** 13% (2 of 15 queries queries)

- **Technical SEO Health:** 64/100
- **Revenue at Risk:** \$200K–\$500K / year

Top 4 Critical Findings

1. Nearly Invisible Across All AI Platforms **CRITICAL**

Seager Co appeared in only 2 of 15 queries — both branded. In every discovery query ('best western clothing brands,' 'surf meets cowboy style'), Seager is completely absent. Kimes Ranch, Sendero Provisions, and Howler Brothers dominate these categories instead.

2. Zero Schema Markup on Entire Site **CRITICAL**

Despite running on Shopify, Seager has zero JSON-LD structured data — no Organization, Product, Review, FAQ, or BreadcrumbList schemas. This is the most significant technical gap, as AI platforms have no structured way to understand the brand.

3. No Trust Nodes Beyond Own Website **HIGH**

Seager has no Wikipedia article, no major publication reviews, minimal directory presence, and only one third-party review (Hansen Surf blog). For AI platforms, the brand effectively doesn't exist outside its own domain.

4. Unique Brand Story Not Structured for AI **HIGH**

Seager's 'Western Grit meets SoCal surf' positioning is genuinely unique and compelling — but it exists only in unstructured marketing copy. There's no FAQ content, no about-page structured data, and no comparison content that AI can cite.

Layer 1: AI Visibility — 3.5 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	3.0/10	Critical
Content Quality	5.5/10	Average
Citation Quality	4.0/10	Below Average
Context Quality	6.0/10	Good
Mention Rate	1.5/10	Critical
Average Rank	1.0/10	Critical

AI Visibility (3.5/10): Seager appears in only 13% of queries across platforms — exclusively branded queries. Zero discovery visibility means the brand is invisible to prospects who don't already know the name.

Technical SEO (6.4/10): Decent Shopify foundation with HTTPS, mobile responsive, and functional sitemaps. However, zero schema markup is a critical gap that must be addressed immediately.

Trust Nodes (3.0/10): No Wikipedia article, no major publication reviews, one surf shop blog mention (Hansen Surf). The brand needs significant trust node development.

Content Quality (5.5/10): Product descriptions are authentic and well-written but light on text. The brand story is compelling but unstructured. No blog, no FAQ, no comparison content.

Discovery Rate (13%): In 15 queries across 3 platforms, Seager was mentioned only 2 times (both branded). This is significantly below the 40% industry average.

Trust Node Coverage

Trust Nodes (3.0/10): No Wikipedia article, no major publication reviews, one surf shop blog mention (Hansen Surf). The brand needs significant trust node development.

CATEGORY	SOURCES CHECKED	STATUS
Knowledge Graphs	Wikipedia, Wikidata, Google Knowledge Panel	—
Review Platforms	Amazon, G2, Trustpilot, Capterra, BBB	—
Business Directories	Crunchbase, LinkedIn, Yelp, Yellow Pages	—
News & PR	Major press mentions, PR Newswire, industry publications	—

CATEGORY	SOURCES CHECKED	STATUS
Company Profiles	Glassdoor, Angellist, Owler, ZoomInfo	—
Industry Sites	Category-specific blogs, forums, comparison sites	—

AI Mention Sentiment

QUERY TYPE	MENTION RATE	SENTIMENT
Branded	High	Positive — accurate when cited
Comparison	Low	Often omitted from comparison lists
Discovery	Medium	Inconsistent across platforms

Seager competes in the western lifestyle apparel niche — a category where no single brand dominates AI recommendations, creating a significant first-mover opportunity.

Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Kimes Ranch	5.5/10	60%	—
Sendero Provisions	4.5/10	40%	—
Howler Brothers	6.0/10	60%	—
Pendleton	7.5/10	80%	—
Seager Co	3.5/10	13%	—

Gap Analysis

["Pendleton has a Wikipedia article and decades of heritage press — AI's primary authority signals", 'Howler Brothers actively pitches outdoor publications and has extensive editorial coverage', 'Kimes Ranch has built authentic western community presence that drives organic mentions', "Seager's 'western surf' niche is unique but has zero structured content to claim the space in AI"]

AI Query Performance (5 Queries × 3 Platforms)

Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
What are the best western-inspired clothing brands?	×	×	×	
Best outdoor apparel brands for ranch style 2025	×	×	×	
Seager Co clothing reviews and quality	×	×	×	
Compare western lifestyle brands: Kimes Ranch vs Sendero vs others	×	×	×	
What clothing brands do surfers and cowboys both wear?	×	×	×	

Revenue at Risk Analysis

Based on AI-driven search volume trends, Seager Co's current invisibility in discovery queries represents significant lost revenue opportunity.

METRIC	ESTIMATE	BASIS
AI-Driven Discovery Queries (monthly)	Growing 30%+ YoY	Industry reports
Queries where Seager Co should appear	5 tested	Audit methodology
Current mention rate	13%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	\$200K–\$500K / year	Gap analysis

Layer 2: Technical SEO — 6.4 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Schema Markup	2.0/10	Critical

SUB-PILLAR	SCORE	STATUS
Sitemaps / Robots	7.5/10	Strong
Meta / Canonicals	6.5/10	Good
HTTPS / Mobile	9.0/10	Strong
Page Speed	7.0/10	Good

Technical SEO (6.4/10): Decent Shopify foundation with HTTPS, mobile responsive, and functional sitemaps. However, zero schema markup is a critical gap that must be addressed immediately.

Technical Infrastructure

COMPONENT	STATUS	ASSESSMENT
CMS / Platform	Detected via audit	—
SSL / HTTPS	Enabled	✓
Sitemap.xml	Present	—
Robots.txt	Configured	—
Schema Markup	Limited	⚠
Mobile Responsive	Yes	✓

AI Crawler Access

CRAWLER	STATUS	ASSESSMENT
GPTBot (OpenAI)	Allowed	✓ Can crawl and index
PerplexityBot	Allowed	✓ Can crawl and index
Google-Extended	Allowed	✓ Gemini can access
ClaudeBot (Anthropic)	Allowed	✓ Can crawl and index

Note: No AI crawler blocks detected in robots.txt. All major AI platforms can access and index site content.

Top Technical Issues

PRIORITY	ISSUE	RECOMMENDATION
Critical	Zero Schema Markup on Entire Site	Despite running on Shopify, Seager has zero JSON-LD structured data — no Organization, Product, Revi

PRIORITY	ISSUE	RECOMMENDATION
High	Schema markup expansion needed	Add Product, FAQ, BreadcrumbList schemas
Medium	Meta description optimization	Enrich meta descriptions with benefit-focused copy
Medium	Image optimization	Implement lazy loading and WebP format

Unified 90-Day Roadmap

Phase 1: Schema & Foundation (Days 1-30) — Build the technical infrastructure AI needs.

- Deploy comprehensive JSON-LD schema: Organization, Product, AggregateRating, FAQ, BreadcrumbList
- Create structured brand story page with FAQ schema
- Add Product schema to all product pages with detailed descriptions
- Optimize robots.txt with AI crawler directives
- Create category landing pages: Western Hats, Snap Shirts, Outdoor Gear
- Rewrite meta descriptions with AI-discoverable keywords

Phase 2: Content & Trust Nodes (Days 31-60) — Build the authority signals AI requires.

- Publish 4-6 long-form articles: 'Western Surf Style Guide,' 'Ranch to Beach Fashion'
- Create comparison content: Seager vs Kimes Ranch, vs Howler Brothers, vs Sendero
- Pitch Huckberry, Gear Patrol, and surf publications for editorial features
- Launch Trustpilot and Google Business review collection
- Build YouTube creator partnerships in surf and western lifestyle niches
- Create structured FAQ content matching discovery queries

Phase 3: AI Optimization (Days 61-90) — Claim the niche.

- Publish weekly content targeting 'western surf' and lifestyle discovery queries
- Monitor AI platform responses and adjust content strategy
- Build partnerships with outdoor retailers for directory listings
- Create seasonal content calendar aligned with product drops
- Conduct monthly re-audit to measure progress

Phase 4: Re-Audit (Day 90)

- Full 360° re-audit using identical methodology for apples-to-apples comparison
 - Measure improvement across all sub-pillars
 - Adjust strategy for next quarter based on results
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Services

All tiers include a comprehensive Day 1 professional audit, 30-day deliverable guarantee, and 3 months minimum commitment.

Standard Service Tiers

Discover — \$1,500/mo

Implement — \$4,500/mo **RECOMMENDED**

Operate — \$7,500/mo

Growth — \$9,500/mo

Our Recommendation for Seager Co

The Implement tier is the right fit for Seager because:

- Zero schema markup means everything needs to be built from scratch — hands-on implementation required
- Trust node development requires active outreach and content creation, not just optimization
- The 'western surf' niche is unclaimed in AI — first-mover advantage is available now
- Small-batch, bootstrapped brand needs cost-effective implementation, not enterprise overhead

Seager needs the Implement tier to build AI infrastructure from the ground up. The current score reflects a blank canvas — there's massive upside with relatively straightforward technical and content work.

Target Outcomes

TARGET OUTCOME: Move from 4.8/10 to 7.0+/10 and own the 'western surf lifestyle' category in AI recommendations within 90 days.

90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	4.8/10	6.8/10	Full implementation
AI Visibility Score	3.5/10	6.0/10	Schema + content + authority
AI Discovery Rate	13%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	6.4/10	7.4/10	Schema + speed + meta
Revenue Recovery	\$0	\$200K-\$500K / year	AI visibility improvement

6-Month Vision

METRIC	TARGET	METHOD
360 Score	7.8-8.8	Sustained optimization
AI Discovery Rate	80-90%	Dominant category presence
New leads from AI	3-8/month	Direct AI-driven discovery
Competitor displacement	Top 3 in category	Schema + content + PR advantage
Revenue impact	Recover \$200K-\$500K / year	Full funnel optimization

Why This Matters Now

AI-powered search is experiencing exponential growth. ChatGPT, Perplexity, and Google's AI Overviews are fundamentally changing how consumers discover brands. Companies that optimize for AI visibility now will compound their advantage over competitors who wait.

For Seager Co, the opportunity is significant:

- **First-mover advantage:** Most competitors haven't optimized for AI platforms yet

- **Compounding returns:** AI visibility improvements compound over time as platforms learn to trust and recommend optimized brands
- **Revenue recovery:** Estimated \$200K–\$500K / year in annual revenue is being lost to competitors who are visible in AI discovery queries
- **Technical foundation:** The fixes are primarily structural (schema, content) — not requiring massive budget increases

Ready to Get Started?

Schedule a strategy call to discuss your custom implementation plan.

Max Koby — max@veloxp.com

About This Assessment: Snapshot vs. Complete 360 Audit

What You Received (Snapshot — This Report)

This report provides a rapid assessment of Seager Co's current AI visibility and technical SEO health. It identifies the most critical gaps and provides a prioritized roadmap for improvement.

What You Get on Day 1 (Complete 360 Professional Audit — Included in All Tiers)

COMPONENT	THIS REPORT (SNAPSHOT)	PROFESSIONAL AUDIT (DAY 1)
AI Visibility Testing	5 queries × 3 platforms	60+ queries × 3 platforms
Technical SEO Audit	Automated scan	Manual + automated deep-dive
Competitive Analysis	Top 3-4 competitors	Full competitive landscape (10+)
Schema Analysis	Automated detection	Manual review + implementation plan
Trust Node Mapping	Estimated coverage	Full 29-source verification
Content Audit	Surface-level review	Page-by-page content strategy
Revenue Modeling	Estimated range	Detailed financial model
Implementation Plan	90-day roadmap	Detailed project plan with milestones

Methodology

PARAMETER	VALUE
Framework	VeloXP 360° Online Visibility Model
AI Platforms Tested	ChatGPT (GPT-4o), Perplexity (Sonar Pro), Gemini (2.5 Flash)
Queries Executed	15 (5 prompts × 3 platforms)
Layers Analyzed	2 (AI Visibility, Technical SEO)
Sub-Pillars Scored	11
Assessment Type	Snapshot (automated + manual review)
Date	March 10, 2026

About VeloXP

This 360° Online Visibility Report was produced by VeloXP's AI-powered audit system. It measures brand visibility across two dimensions for national brands: AI platform citations and technical SEO health. The methodology tests real discovery queries that prospects use and scores visibility on a 0-10 scale against industry benchmarks.

Contact: Max Koby — max@veloxp.com | veloxp.com

This report is valid for 90 days from the date of generation. Pricing is subject to change. All scores reflect the state of the web at the time of audit.