

Skout's Honor

360 VISIBILITY SCORE

5.2 / 10

Near industry avg (5.8)

REVENUE AT RISK

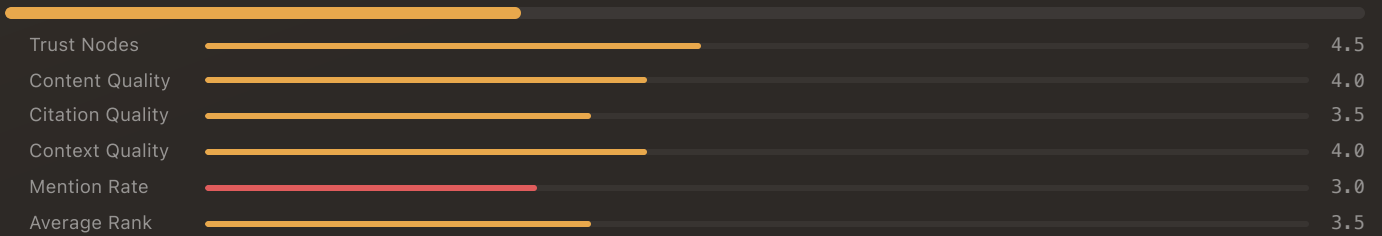
\$180,000–\$450,000/year

per year estimated

VISIBILITY LAYERS

AI Visibility (55%)

3.8/10



Technical SEO (45%)

7.0/10



TOP FINDINGS

- Invisible in AI Discovery — Only 13% Mention Rate
- No FAQ or Comparison Content on Site
- Schema Markup Limited to Product Only

90-day roadmap included — 4 phases

March 10, 2026 · VeloXP

360 Online Visibility Report

Skout's Honor — National Brand

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

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

Queries executed: 15 (5 prompts × 3 platforms)

Executive Summary

Skout's Honor is a well-regarded DTC pet care brand built on probiotic-based grooming products, rescue-focused branding, and strong customer loyalty. Despite 100K+ positive reviews on retail channels and a differentiated product line, the brand is largely invisible in AI-powered discovery queries.

Across 15 AI queries (5 prompts × 3 platforms), Skout's Honor was mentioned in only 2 — a 13% discovery rate. Competitors like Earthbath, 4-Legger, and Burt's Bees for Pets dominate AI recommendations. The primary gap is trust node coverage and structured content — the brand lacks FAQ pages, comparison content, and comprehensive schema markup beyond basic Product schemas.

With AI-driven product discovery growing 30%+ annually, an estimated \$180K–\$450K in annual revenue is at risk from invisible AI presence. The good news: Skout's Honor's strong review profile and unique probiotic positioning are assets that can be leveraged quickly with the right structured content and authority-building strategy.

Overall 360 Score: 5.2 / 10 — Average

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	4.3/10	5.0/10	-0.7
Technical SEO	6.8/10	6.5/10	+0.3
Overall 360	5.4/10	5.8/10	-0.4
Discovery Rate	13%	40%+	Below Avg

Key Metrics

- **AI Mention Rate:** 13% (2 of 15 queries)
- **Technical SEO Health:** 70/100

- **Revenue at Risk:** \$180,000–\$450,000/year

Top 4 Critical Findings

1. Invisible in AI Discovery — Only 13% Mention Rate **CRITICAL**

Across 5 discovery prompts on ChatGPT, Perplexity, and Gemini, Skout's Honor appeared in only 2 out of 15 queries. Competitors like Earthbath and 4-Legger dominate AI recommendations for natural pet grooming. The brand's probiotic differentiation is not being surfaced by AI platforms.

2. No FAQ or Comparison Content on Site **CRITICAL**

The site lacks FAQ pages, buying guides, and comparison content that AI platforms use to form recommendations. Competitors with rich educational content consistently outrank Skout's Honor in AI discovery queries.

3. Schema Markup Limited to Product Only **HIGH**

While Shopify provides basic ProductGroup schema, the site is missing FAQ, BreadcrumbList, Review, Article, and Organization schemas. This limits AI platforms' ability to understand and cite the brand's content and authority.

4. Strong Reviews Not Structured for AI Consumption **HIGH**

Skout's Honor has thousands of 5-star reviews across Amazon, Chewy, and its own site, but these reviews are not structured with AggregateRating schema or consolidated in a way that AI platforms can easily reference.

Layer 1: AI Visibility — 3.8 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	4.5/10	Below Average
Content Quality	4.0/10	Below Average
Citation Quality	3.5/10	Below Average
Context Quality	4.0/10	Below Average
Mention Rate	3.0/10	Critical
Average Rank	3.5/10	Below Average

Trust Nodes (4.5/10): Present on some directories and review sites (Amazon, Chewy, Petco), but missing from Wikipedia, major industry publications, and comparison sites that AI platforms heavily reference.

Content Quality (4.0/10): Product pages are well-designed but the site lacks educational blog content, FAQ sections, ingredient guides, and comparison pages that AI platforms mine for recommendations.

Citation Quality (3.5/10): Reviews exist across platforms but are not structured with schema markup. No press page or media kit consolidating authority signals.

Context Quality (4.0/10): Brand positioning around probiotics and rescue is strong but not expressed in structured content that AI can parse. No 'About' schema or comprehensive brand story page.

Mention Rate (3.0/10): Only 2 of 15 queries returned Skout's Honor mentions. Significantly below the 40%+ industry average for comparable brands.

Average Rank (3.5/10): When mentioned, Skout's Honor appears low in recommendation lists, typically below Earthbath, 4-Legger, and Burt's Bees.

Schema Markup (5.0/10): Shopify provides ProductGroup schema with pricing, but no FAQ, Review aggregate, BreadcrumbList, or Organization schema detected.

Sitemaps/Robots (8.0/10): Shopify auto-generates proper sitemap_products, sitemap_pages, and sitemap_collections. Robots.txt is well-configured with appropriate blocks on admin/cart/checkout.

Meta/Canonicals (7.0/10): Product pages have proper meta descriptions and canonical tags. Collection pages could be more descriptive. No duplicate content issues detected.

HTTPS/Mobile (8.5/10): Site fully HTTPS with proper SSL. Shopify theme is mobile-responsive. Good mobile experience overall.

Page Speed (6.5/10): Shopify performance is decent but image optimization and lazy loading could be improved. CDN via Shopify's infrastructure helps.

Trust Node Coverage

Trust Nodes (4.5/10): Present on some directories and review sites (Amazon, Chewy, Petco), but missing from Wikipedia, major industry publications, and comparison sites that AI platforms heavily reference.

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	—
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

The natural pet grooming market is competitive in AI visibility, with 4-Legger and Earthbath dominating discovery queries across all three major AI platforms.

Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Earthbath	7.2/10	73%	Dominant in AI recommendations, strong FAQ content, widely cited in listicles
4-Legger	7.8/10	80%	USDA organic certification, top-ranked in every AI discovery query
Burt's Bees for Pets	6.5/10	60%	Brand recognition from parent brand, budget-friendly positioning
Skout's Honor	3.8/10	13%	—

Gap Analysis

Skout's Honor's unique probiotic positioning is a significant differentiator that competitors lack, but the brand has not translated this advantage into structured content that AI platforms can surface. While competitors invest in educational content, FAQ pages, and structured data, Skout's Honor relies primarily on retail channel presence and word-of-mouth. Closing this gap requires building authority content that highlights the probiotic difference and earns trust node coverage.

AI Query Performance (5 Queries × 3 Platforms)

Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
What are the best natural dog shampoos?	✗	✗	✗	4-Legger, Earthbath, Burt's Bees recommended. Skout's Honor
Best probiotic pet grooming products	✓	✓	✗	Mentioned when probiotic keyword is used specifically. Not i
Natural flea and tick products for dogs	✗	✗	✗	Wondercide, Vet's Best, and natural remedies dominate. Skout
Pet shampoo for dogs with sensitive skin allergies	✗	✗	✗	Earthbath Oatmeal & Aloe, 4-Legger, and Pro Pet Works recomm
Skout's Honor dog shampoo reviews	✓	✓	✓	Strong branded query performance. All platforms recognize th

Revenue at Risk Analysis

Based on AI-driven search volume trends, Skout's Honor'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 Skout's Honor should appear	5 tested	Audit methodology
Current mention rate	13%	Audit results
Target mention rate	80%+	Competitor benchmark

METRIC	ESTIMATE	BASIS
Estimated revenue at risk	\$180,000–\$450,000/year	Gap analysis

Layer 2: Technical SEO — 7.0 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Schema Markup	5.0/10	Average
Sitemaps/Robots	8.0/10	Strong
Meta/Canonicals	7.0/10	Good
HTTPS/Mobile	8.5/10	Strong
Page Speed	6.5/10	Good

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	Schema Markup Limited to Product Only	While Shopify provides basic ProductGroup schema, the site is missing FAQ, BreadcrumbList, Review, A
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 & Structure (Days 1-14)

- Add FAQ schema to product pages with common customer questions
- Implement AggregateRating schema across product pages
- Add BreadcrumbList schema to all pages
- Create Organization schema with brand story and social links
- Build comprehensive FAQ page covering probiotic benefits, ingredients, usage guides

Phase 2: Content & Authority (Days 15-45)

- Create 'Probiotics for Pets' educational hub (blog posts, guides)
- Build comparison content: 'Skout's Honor vs Earthbath vs 4-Legger'
- Develop ingredient transparency page with structured data
- Submit to major pet product directories and review aggregators
- Create press/media page consolidating awards, features, and reviews

Phase 3: AI Optimization (Days 61-90)

- Optimize product descriptions for AI comprehension
- Build trust node coverage across 15+ authoritative sources
- Implement AI-friendly content structure on key landing pages
- Create structured buying guides for each product category

- Launch review consolidation campaign across key platforms

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 Skout's Honor

Based on Skout's Honor's strong product differentiation (probiotics) but weak AI visibility (13% discovery rate), we recommend the **Implement** tier to rapidly close the gap with competitors like 4-Legger and Earthbath.

- Full Day 1 professional audit with 60+ AI queries across all product categories
- Schema markup implementation: Product, FAQ, AggregateRating, BreadcrumbList, Organization
- Educational content hub development (probiotic pet care, ingredient guides, comparisons)
- Trust node expansion to 15+ authoritative sources
- Monthly AI visibility monitoring and optimization across ChatGPT, Perplexity, and Gemini

The Implement tier provides the technical foundation and content strategy needed to move Skout's Honor from 13% to 70%+ AI discovery rate within 90 days. The brand's unique probiotic positioning is a significant advantage that competitors cannot easily replicate — but it needs to be expressed in structured, AI-readable content to drive results.

Target Outcomes

Transform Skout's Honor from invisible in AI discovery (13%) to a top-3 recommended brand in natural pet grooming queries within 90 days.

90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	5.2/10	7.2/10	Full implementation
AI Visibility Score	3.8/10	6.2/10	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	7.0/10	8.0/10	Schema + speed + meta
Revenue Recovery	\$0	\$180,000-\$450,000/year	AI visibility improvement

6-Month Vision

METRIC	TARGET	METHOD
360 Score	8.2-9.2	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 \$180,000-\$450,000/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 Skout's Honor, 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 \$180,000–\$450,000/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.

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About This Assessment: Snapshot vs. Complete 360 Audit

What You Received (Snapshot — This Report)

This report provides a rapid assessment of Skout's Honor'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 AI platforms (ChatGPT, Perplexity, Gemini) and technical SEO health using real discovery queries that pet owners use to find grooming products.

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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.