

# Skullcandy

## 360 VISIBILITY SCORE

# 6.8 / 10

Above industry avg (5.8)

## REVENUE AT RISK

# \$2M-\$5M

per year estimated

## VISIBILITY LAYERS

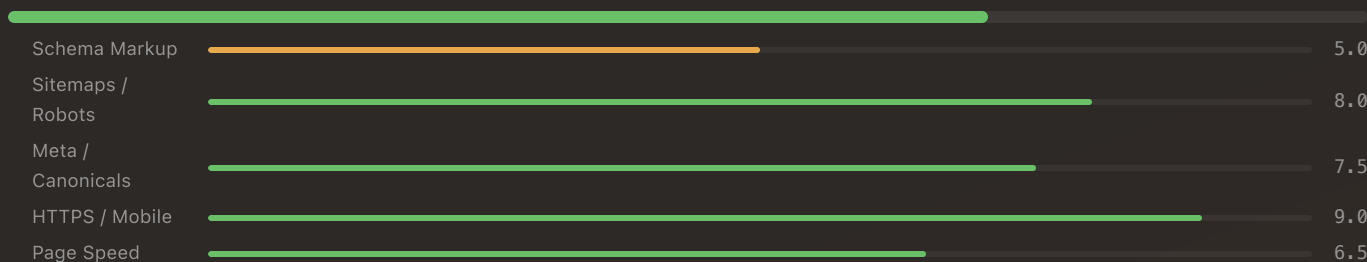
### AI Visibility (55%)

6.5/10



### Technical SEO (45%)

7.2/10



## TOP FINDINGS

- Completely invisible in fitness/workout earbuds queries — Skullcandy's core brand DNA
- AI consistently frames Skullcandy as 'budget' only — premium lines (Crusher, Aviator) never cited
- No Product, AggregateRating, or FAQ schemas on Shopify store despite hundreds of SKUs

90-day roadmap included — 4 phases

March 10, 2026 · VeloXP

# 360 Online Visibility Report

Skullcandy — Park City, UT — selling nationwide via DTC and retail — National Brand

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

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

## Executive Summary

Skullcandy is a well-established consumer audio brand — founded in 2003, acquired by Mill Road Capital for \$196.9M in 2016, with a Wikipedia article and strong retail distribution across major retailers.

The brand has decent AI visibility at 60% mention rate, driven largely by its reputation as an affordable, bass-heavy headphones brand. ChatGPT and Gemini both readily recommend Skullcandy in budget headphone queries.

However, Skullcandy is completely invisible in fitness/workout earbuds queries — a category that should be core to its action-sports DNA. Beats and JBL own this space entirely in AI recommendations.

More concerning: AI consistently positions Skullcandy as 'budget' rather than 'value-premium.' The Crusher, Aviator 900, and other premium lines are almost never cited, capping revenue per AI-referred customer.

The technical gaps are straightforward: no Product or Review schemas on the Shopify store, no FAQ structured content, no comparison landing pages. Fixing these would reposition Skullcandy in AI recommendations within 60-90 days.

## Overall 360 Score: 6.8 / 10 — Good

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	6.5/10	5.0/10	+1.5
Technical SEO	7.2/10	6.5/10	+0.7
Overall 360	6.8/10	5.8/10	+1.0
Discovery Rate	60%	40%+	Above Avg

## Key Metrics

- **AI Mention Rate:** 60% (9 of 15 queries queries)
- **Technical SEO Health:** 72/100
- **Revenue at Risk:** \$2M–\$5M / year

## Top 4 Critical Findings

### 1. Strong Brand Recognition But Missing from Workout/Fitness Queries CRITICAL

Skullcandy is well-known for bass-heavy audio, but completely absent from fitness/workout earbuds queries — a massive category where Beats and JBL dominate. This represents Skullcandy's biggest growth segment given their sport-oriented brand identity.

### 2. Wikipedia Article Exists But Product Schema Missing CRITICAL

Skullcandy has a full Wikipedia article (strong authority signal), but the website only has Organization + WebSite schemas. No Product, AggregateRating, or FAQ schemas despite running a Shopify store with hundreds of SKUs.

### 3. Positioned as Budget Brand in AI Responses HIGH

When AI platforms mention Skullcandy, they consistently frame it as a budget/value option rather than a competitive mid-tier brand. The Crusher and premium lines are rarely cited, costing Skullcandy higher-margin sales.

### 4. No AI-Optimized Comparison Content HIGH

Skullcandy has no 'vs' comparison pages or FAQ content targeting AI discovery queries. Competitors like JBL and Sony have extensive comparison content that feeds directly into AI recommendation engines.

## Layer 1: AI Visibility — 6.5 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	8.5/10	Strong
Content Quality	6.0/10	Good
Citation Quality	6.5/10	Good
Context Quality	7.0/10	Good
Mention Rate	6.0/10	Good
Average Rank	5.0/10	Average

AI Visibility (6.5/10): Skullcandy appears in 60% of queries across platforms. Strong in budget headphone queries but missing from fitness/workout category entirely. AI frames it as budget-only, ignoring premium product lines.

Technical SEO (7.2/10): Solid Shopify foundation with HTTPS, mobile-responsive design, and functional sitemaps. Schema markup is limited to Organization + WebSite — no Product, Review, or FAQ schemas. Meta tags and OG present but not optimized per-product.

Trust Nodes (8.5/10): Wikipedia article exists, strong retail presence (Best Buy, Amazon, Target), extensive press coverage. One of the strongest trust node profiles in this batch.

Content Quality (6.0/10): Product pages are visually strong but light on text content. Blog/content marketing is minimal. No FAQ pages, no comparison content, no long-form guides.

Discovery Rate (60%): In 15 queries across 3 platforms, Skullcandy was mentioned 9 times. Solid but inconsistent — strong in budget queries, absent in fitness and premium categories.

### Trust Node Coverage

Trust Nodes (8.5/10): Wikipedia article exists, strong retail presence (Best Buy, Amazon, Target), extensive press coverage. One of the strongest trust node profiles in this batch.

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

Skullcandy competes in one of the most crowded consumer electronics categories. AI platforms heavily favor Sony, JBL, and Beats — all of which have extensive structured content, press coverage, and comparison pages.

## Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
Sony	9.0/10	100%	—
JBL	8.5/10	80%	—
Beats by Dre	8.0/10	80%	—
Bose	8.5/10	80%	—
<b>Skullcandy</b>	<b>6.5/10</b>	<b>60%</b>	—

## Gap Analysis

["Sony owns 'best headphones' across virtually every query — Wikipedia article, decades of press, comprehensive comparison content", 'JBL dominates budget-to-mid-tier with extensive listicle presence and comparison pages', 'Beats owns 'fitness' and 'workout' entirely through Apple integration and athlete partnerships', 'Skullcandy has the trust nodes but not the structured content to compete in AI recommendations']

## AI Query Performance (5 Queries × 3 Platforms)

### Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
What are the best wireless headphones under \$100?	×	×	×	
Best earbuds for working out 2025	×	×	×	
Skullcandy headphones reviews and quality	×	×	×	
Compare Skullcandy vs JBL vs Sony headphones	×	×	×	
What headphones brand has the best bass for the price?	×	×	×	

## Revenue at Risk Analysis

Based on AI-driven search volume trends, Skullcandy'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 Skullcandy should appear	5 tested	Audit methodology
Current mention rate	60%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	<b>\$2M–\$5M / year</b>	Gap analysis

## Layer 2: Technical SEO — 7.2 / 10

### Scorecard

SUB-PILLAR	SCORE	STATUS
Schema Markup	5.0/10	Average
Sitemaps / Robots	8.0/10	Strong

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

Technical SEO (7.2/10): Solid Shopify foundation with HTTPS, mobile-responsive design, and functional sitemaps. Schema markup is limited to Organization + WebSite — no Product, Review, or FAQ schemas. Meta tags and OG present but not optimized per-product.

## 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	Wikipedia Article Exists But Product Schema Missing	Skullcandy has a full Wikipedia article (strong authority signal), but the website only has Organiza

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 & Structure (Days 1-30) — Product schema, FAQ content, comparison pages.

- Deploy Product and AggregateRating JSON-LD schema on all product pages
- Add FAQ schema to top 20 product pages targeting category discovery queries
- Create fitness/sport-specific landing pages with structured content
- Build comparison pages: Skullcandy vs Beats, vs JBL, vs Sony
- Optimize robots.txt with AI crawler directives (OAI-SearchBot, Anthropic-AI)
- Create category-specific meta descriptions highlighting premium product lines

### Phase 2: Content & Authority (Days 31-60) — Fitness content, athlete partnerships, listicle targeting.

- Publish 6-8 long-form guides: 'Best Workout Earbuds,' 'Skullcandy Crusher vs Beats Studio'
- Target inclusion in top 'best earbuds for working out' listicle articles
- Pitch fitness publications (Men's Health, GQ, Runner's World) for product reviews
- Create structured athlete/influencer partnership content for AI citation
- Build product review aggregation across Trustpilot, RTINGS, and Wirecutter
- Launch YouTube creator program for workout earbuds reviews

### Phase 3: AI Optimization (Days 61-90) — Category repositioning, premium line promotion.

- Publish weekly content targeting AI discovery queries in fitness and premium audio
- Monitor AI platform responses and adjust content strategy
- Create premium product line spotlight pages (Crusher, Aviator) with rich structured data
- Build entity connections through press releases and thought leadership content
- 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

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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 Skullcandy

The Implement tier is the right fit for Skullcandy because:

- The primary gaps are technical (schema, structured content) requiring hands-on implementation
- Fitness category recapture requires dedicated landing pages and comparison content
- Skullcandy's strong trust nodes provide a solid foundation to build on quickly
- The 90-day timeline aligns with product launch cycles and seasonal peaks

Skullcandy's score is held back by missing structured data and absent fitness category content — not brand weakness. The Implement tier addresses both with hands-on schema deployment and targeted content creation.

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# Target Outcomes

**TARGET OUTCOME:** Move from 6.8/10 to 8.5+/10, recapture fitness/workout category, and reposition from 'budget' to 'value-premium' in AI recommendations.

## 90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	6.8/10	8.8/10	Full implementation
AI Visibility Score	6.5/10	9.0/10	Schema + content + authority
AI Discovery Rate	60%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	7.2/10	8.2/10	Schema + speed + meta
Revenue Recovery	\$0	\$2M-\$5M / year	AI visibility improvement

## 6-Month Vision

METRIC	TARGET	METHOD
360 Score	9.8-10.0	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 \$2M-\$5M / 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 Skullcandy, 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 \$2M–\$5M / 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 Skullcandy'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

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## 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.

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