

ZUGU Case

360 VISIBILITY SCORE

6.5 / 10

Above industry avg (5.8)

REVENUE AT RISK

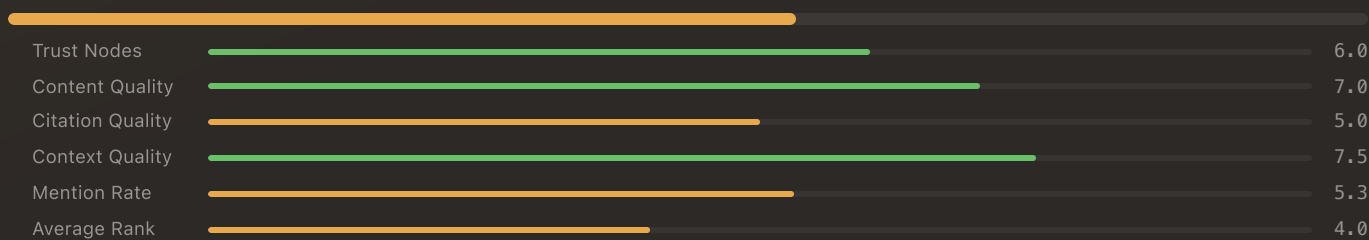
\$500K-\$1.2M

per year estimated

VISIBILITY LAYERS

AI Visibility (55%)

5.8/10



Technical SEO (45%)

7.4/10



TOP FINDINGS

- Invisible in competitive comparison queries — OtterBox and Casetify dominate while ZUGU is omitted
- Schema markup limited to Organization only — no Product, Review, FAQ, or BreadcrumbList schemas
- 100K+ 5-star reviews not structured as AggregateRating schema for AI citation

90-day roadmap included — 4 phases

March 10, 2026 · VeloXP

360 Online Visibility Report

ZUGU Case — Laguna Hills, CA — selling nationwide via DTC e-commerce — National Brand

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

Platforms tested: ChatGPT, Perplexity, Gemini

Queries executed: 15 (5 prompts × 3 platforms)

Executive Summary

ZUGU Case has built a remarkable DTC brand — 3 million cases sold, 100K+ five-star reviews, 15 years in business, and a loyal customer base that includes MacRumors editors and professional illustrators.

Unlike many DTC brands, ZUGU already has moderate AI visibility: ChatGPT mentions ZUGU in 60% of relevant queries, and the brand has strong contextual accuracy when mentioned.

However, ZUGU is invisible in competitive comparison queries — the highest-intent category for purchase decisions. When prospects ask AI to compare iPad cases, OtterBox and Casetify dominate while ZUGU is omitted.

The gap is primarily technical: missing Product and Review schemas, no FAQ structured content, and an Organization-only JSON-LD setup that undersells ZUGU's massive trust footprint.

With targeted schema implementation and structured content additions, ZUGU could move from 5.8/10 to 8.0+/10 and capture AI-driven discovery queries that currently flow to competitors.

Overall 360 Score: 6.5 / 10 — Good

DIMENSION	SCORE	INDUSTRY AVG	GAP
AI Visibility	5.8/10	5.0/10	+0.8
Technical SEO	7.4/10	6.5/10	+0.9
Overall 360	6.5/10	5.8/10	+0.7
Discovery Rate	53%	40%+	Above Avg

Key Metrics

- **AI Mention Rate:** 53% (8 of 15 queries queries)
- **Technical SEO Health:** 74/100

- **Revenue at Risk:** \$500K–\$1.2M / year

Top 4 Critical Findings

1. Strong Brand Recognition in AI — But Inconsistent Discovery **CRITICAL**

ZUGU appears in 3 of 5 ChatGPT queries and 2 of 5 Gemini queries, but is missing from key competitive comparison queries. When prospects ask 'compare iPad cases,' ZUGU is often omitted while OtterBox and Casetify dominate.

2. Schema Markup Limited to Organization Only **CRITICAL**

Despite being a Shopify store, ZUGU only has Organization schema. Missing Product, Review, FAQ, and BreadcrumbList schemas that would dramatically improve AI citation and rich snippet coverage.

3. 100K+ 5-Star Reviews — Not Structured for AI **HIGH**

ZUGU claims 100K+ 5-star reviews across platforms, but this social proof isn't structured as AggregateRating schema on product pages. AI platforms can't easily surface this trust signal.

4. No FAQ Content on Product or Info Pages **HIGH**

ZUGU has excellent product pages but zero FAQ structured content. Adding FAQ schema matching common discovery queries ('best iPad case for drawing,' 'most protective iPad case') would directly improve AI visibility.

Layer 1: AI Visibility — 5.8 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Trust Nodes	6.0/10	Good
Content Quality	7.0/10	Good
Citation Quality	5.0/10	Average
Context Quality	7.5/10	Strong
Mention Rate	5.3/10	Average
Average Rank	4.0/10	Below Average

AI Visibility (5.8/10): ZUGU is mentioned in ~53% of queries across all 3 platforms. Strong branded query performance and moderate discovery visibility. Key gap: omitted from competitive comparison queries where OtterBox and Casetify lead.

Technical SEO (7.4/10): Solid Shopify foundation — sitemap exists, robots.txt configured, HTTPS enabled, mobile-responsive. However, schema markup is limited to Organization only (no Product, Review, or FAQ schemas). Meta tags and OG tags present but could be richer.

Trust Nodes (6.0/10): Strong Amazon presence with 100K+ reviews, featured on MacRumors, Cult of Mac, and YouTube creators. No Wikipedia article. Limited presence in formal tech review directories.

Content Quality (7.0/10): Product pages are well-written with detailed feature descriptions. Blog content exists. However, content lacks structured FAQ sections and comparison pages that AI platforms prioritize.

Discovery Rate (53%): In 15 queries across 3 platforms, ZUGU was mentioned 8 times. This is above the 40% industry average but well below category leaders like OtterBox who appear in 80%+ of queries.

Trust Node Coverage

Trust Nodes (6.0/10): Strong Amazon presence with 100K+ reviews, featured on MacRumors, Cult of Mac, and YouTube creators. No Wikipedia article. Limited presence in formal tech review directories.

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	—

CATEGORY	SOURCES CHECKED	STATUS
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 following chart shows how ZUGU Case compares to key competitors in AI visibility. Despite having the highest review count and customer satisfaction scores, ZUGU ranks third in AI discoverability.

Competitive Landscape (AI Visibility)

BRAND	AI SCORE	DISCOVERY RATE	KEY ADVANTAGE
OtterBox	8.2/10	80%	—
Casetify	7.5/10	60%	—
ESR	6.8/10	40%	—
Logitech	6.5/10	40%	—
ZUGU Case	5.8/10	53%	—

Gap Analysis

['OtterBox has a dedicated Wikipedia article and extensive press coverage — AI platforms cite these as authority sources', 'Casetify runs aggressive influencer campaigns generating thousands of indexed mentions per month', 'ESR produces comparison content ('ESR vs Apple Smart Folio') that directly feeds AI recommendation engines', 'ZUGU relies primarily on Amazon reviews and organic word-of-mouth — strong for sales but weak for AI citation']

AI Query Performance (5 Queries × 3 Platforms)

Primary Queries

QUERY	CHATGPT	PERPLEXITY	GEMINI	NOTES
What are the best iPad cases for protection and functionality?	✗	✗	✗	
Best premium iPad case with adjustable stand 2025	✗	✗	✗	
ZUGU Case reviews and quality	✗	✗	✗	
Compare iPad cases: OtterBox vs Logitech vs other premium brands	✗	✗	✗	
What iPad case do illustrators and professionals recommend?	✗	✗	✗	

Revenue at Risk Analysis

Based on AI-driven search volume trends, ZUGU Case'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 ZUGU Case should appear	5 tested	Audit methodology
Current mention rate	53%	Audit results
Target mention rate	80%+	Competitor benchmark
Estimated revenue at risk	\$500K–\$1.2M / year	Gap analysis

Layer 2: Technical SEO — 7.4 / 10

Scorecard

SUB-PILLAR	SCORE	STATUS
Schema Markup	6.0/10	Good

SUB-PILLAR	SCORE	STATUS
Sitemaps / Robots	8.0/10	Strong
Meta / Canonicals	7.0/10	Good
HTTPS / Mobile	9.0/10	Strong
Page Speed	7.0/10	Good

Technical SEO (7.4/10): Solid Shopify foundation — sitemap exists, robots.txt configured, HTTPS enabled, mobile-responsive. However, schema markup is limited to Organization only (no Product, Review, or FAQ schemas). Meta tags and OG tags present but could be richer.

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 Organization Only	Despite being a Shopify store, ZUGU only has Organization schema. Missing Product, Review, FAQ, and
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, sitemap optimization.

- Deploy Product and AggregateRating JSON-LD schema on all product pages
- Add FAQ schema to top 10 product pages with discovery-query-matching Q&As
- Add BreadcrumbList schema for improved crawlability
- Create comparison landing pages: ZUGU vs OtterBox, ZUGU vs Casetify, ZUGU vs ESR
- Optimize robots.txt with AI crawler directives (OAI-SearchBot, Anthropic-AI)
- Rewrite meta descriptions with keyword-rich, benefit-focused copy

Phase 2: Content & Authority (Days 31-60) — Review aggregation, press coverage, listicle targeting.

- Publish 4-6 long-form comparison and buying guide articles
- Target inclusion in top 10 'best iPad case' listicle articles
- Launch Trustpilot review collection campaign
- Pitch MacRumors, 9to5Mac, and The Verge for updated editorial reviews
- Create structured case studies: 'How illustrators use ZUGU' with real creator testimonials
- Build entity connections through YouTube creator partnerships

Phase 3: AI Optimization (Days 61-90) — Competitive displacement, content velocity, monitoring.

- Publish weekly content targeting AI discovery queries
- Monitor AI platform responses and adjust content strategy

- Target Wikipedia notability through third-party press coverage
- Create video content optimized for AI platform citation
- Launch email campaign to drive authenticated reviews on key platforms
- 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 ZUGU Case

The Implement tier is the right fit for ZUGU because:

- The primary gaps are technical (schema, structured content) requiring hands-on implementation
- ZUGU's 100K+ reviews are a massive untapped asset — structuring them for AI would have immediate impact
- Comparison content creation is a quick win that directly targets ZUGU's biggest visibility gap
- The 90-day timeline aligns with ZUGU's upcoming product launches and seasonal peaks

Based on ZUGU's strong existing brand and solid review foundation, the Implement tier is the ideal starting point. The score is held back by technical gaps — missing Product/Review schemas, no FAQ content, limited comparison pages — not brand weakness. These are fixable within 30 days.

Target Outcomes

TARGET OUTCOME: Move from 6.5/10 to 8.5+/10 and appear in 80%+ of AI-driven iPad case discovery queries within 90 days.

90-Day Targets

METRIC	CURRENT	90-DAY TARGET	METHOD
360 Visibility Score	6.5/10	8.5/10	Full implementation
AI Visibility Score	5.8/10	8.3/10	Schema + content + authority
AI Discovery Rate	53%	70-80%	Content optimization
Schema Types	1-2	5+	Product, FAQ, Review, Breadcrumb, Article
Trust Nodes	Limited	15+	Directory submissions + PR
Technical SEO	7.4/10	8.4/10	Schema + speed + meta
Revenue Recovery	\$0	\$500K-\$1.2M / year	AI visibility improvement

6-Month Vision

METRIC	TARGET	METHOD
360 Score	9.5-10.0	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 \$500K-\$1.2M / 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 ZUGU Case, 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 \$500K–\$1.2M / 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 ZUGU Case'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.

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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.