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# Brand Visibility Assessment

# Trapp Fragrances

trappfragrances.com · July 1, 2026

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*Where Trapp has the greatest opportunity — ranked by urgency*

OVERALL  
SCORE

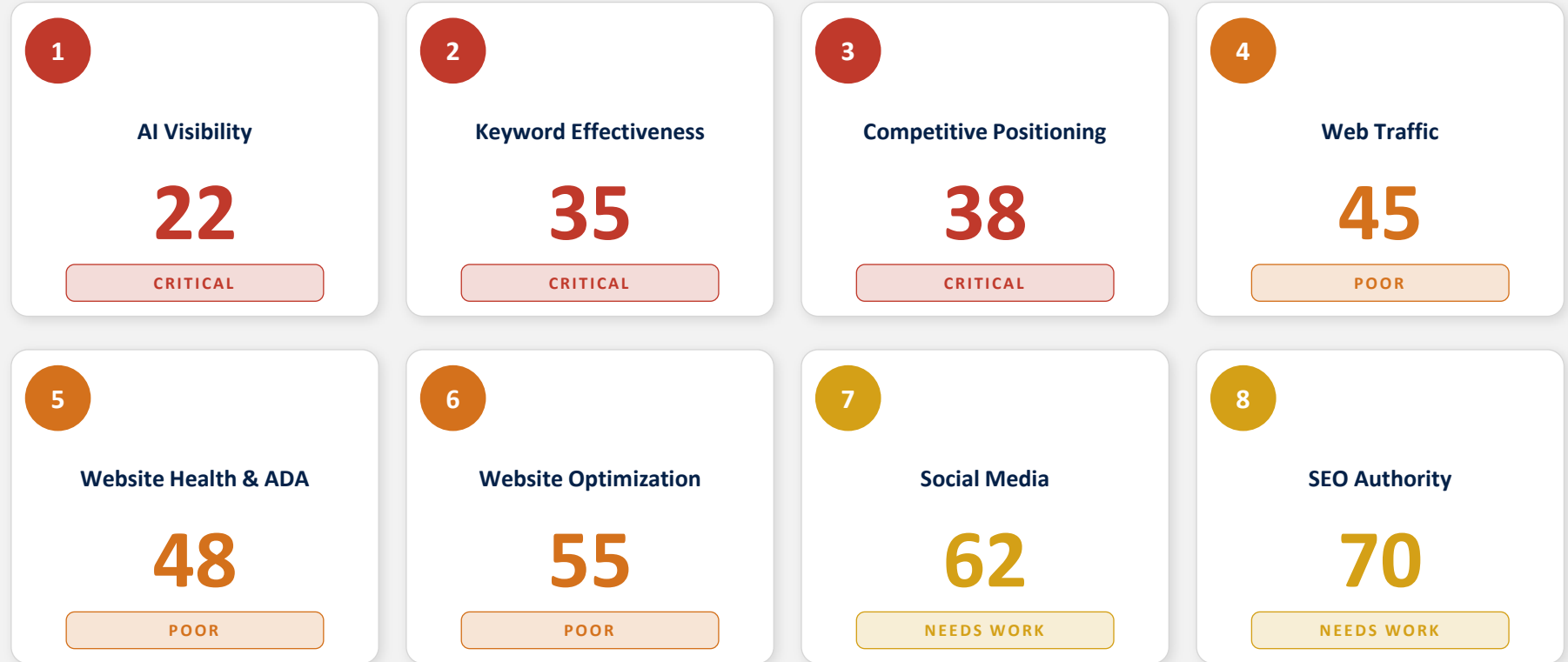
73

/ 100

Insites + SE Ranking

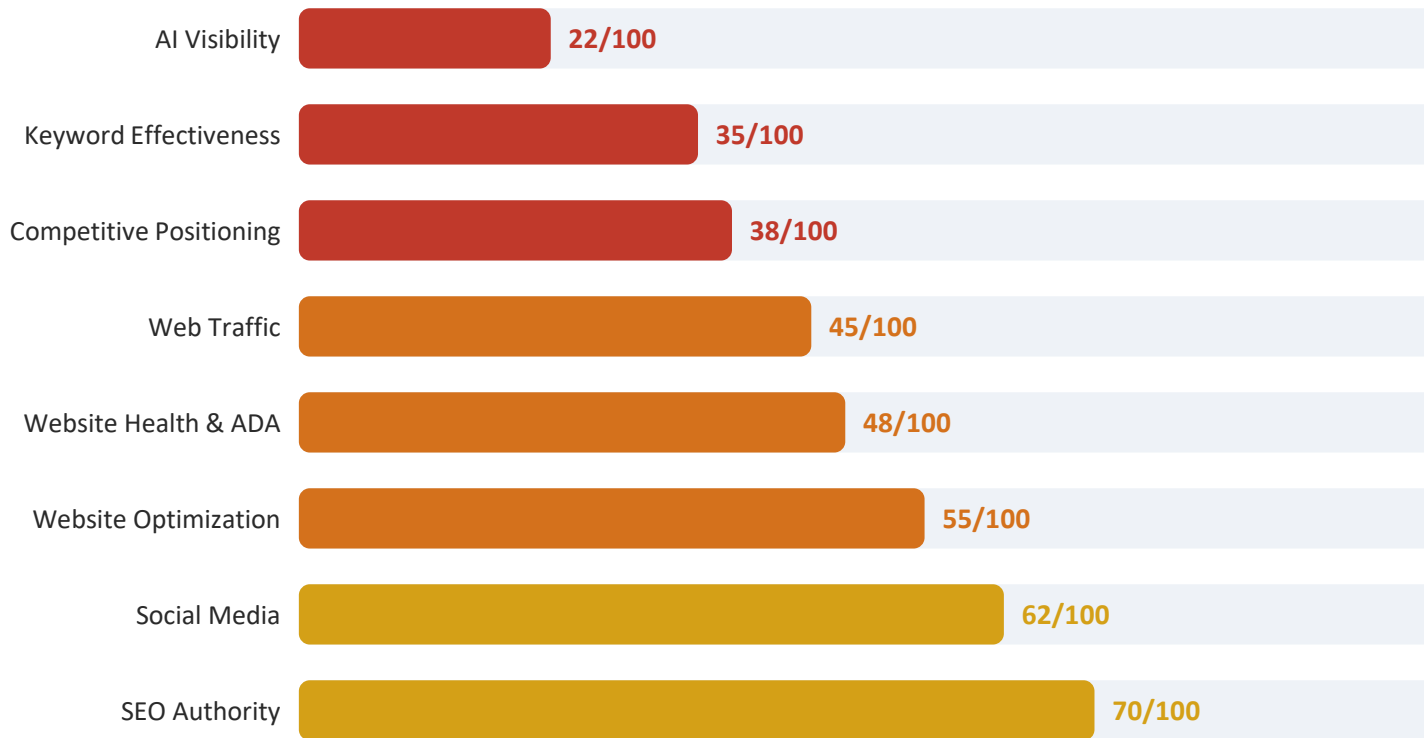
# Assessment Scorecard

8 areas evaluated — ranked from most critical (#1) to strongest performance (#8) · Insites + SE Ranking · July 1, 2026



# Priority Ranking — Biggest Gaps First

Score out of 100 — lower = more urgent · SE Ranking + Insites data · Overall score improved to 73/100 (↑4 pts)



 Critical (0-44)

 Poor (45-59)

 Needs Work (60-71)

## Trapp Is Almost Invisible to AI

Search Engines — Score: 22/100 · Ranked last among all competitors in AI citation

**1.25%**

### AI Search Share of Voice

vs. Apotheke 57.86% — ranked #5 of 5

**#5/5**

### AI Search Rank Among Peers

Dead last — not cited by ChatGPT or Gemini

**70/100**

### Insites AIO Score

Down from 73 — AI readiness gap widening

**60%**

### EEAT Score (Insites)

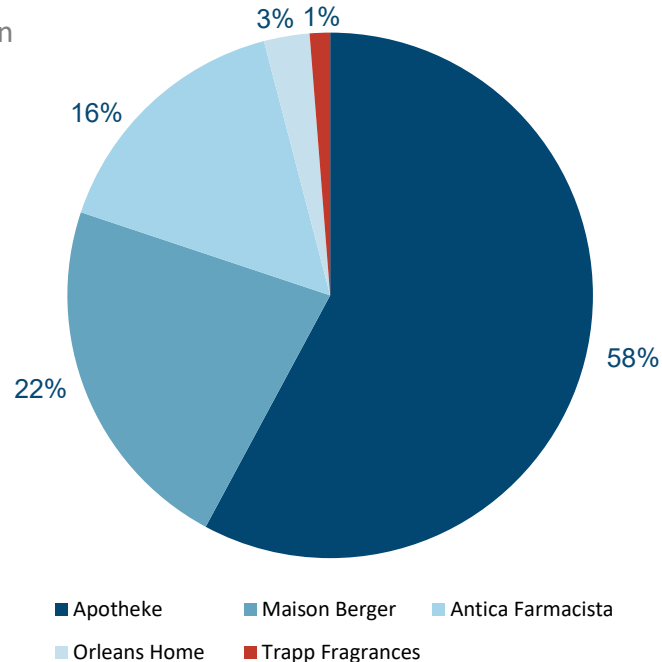
Experience 60%, Expertise & Authority both 40%

**0**

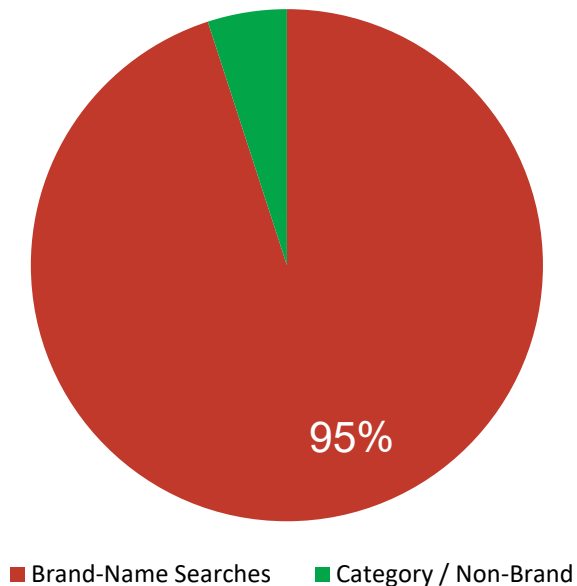
### Schema Markup Detected

LocalBusiness, FAQ, Product — all missing

AI Search Share of Voice — US (SE Ranking)



Traffic: Brand vs. Non-Brand (SE Ranking)



## Trapped Behind the Brand Name

### 95% brand-only traffic

Zero new customer acquisition from search

### Target keywords misconfigured

'Industrial amp manufacturing' still listed — not a real keyword

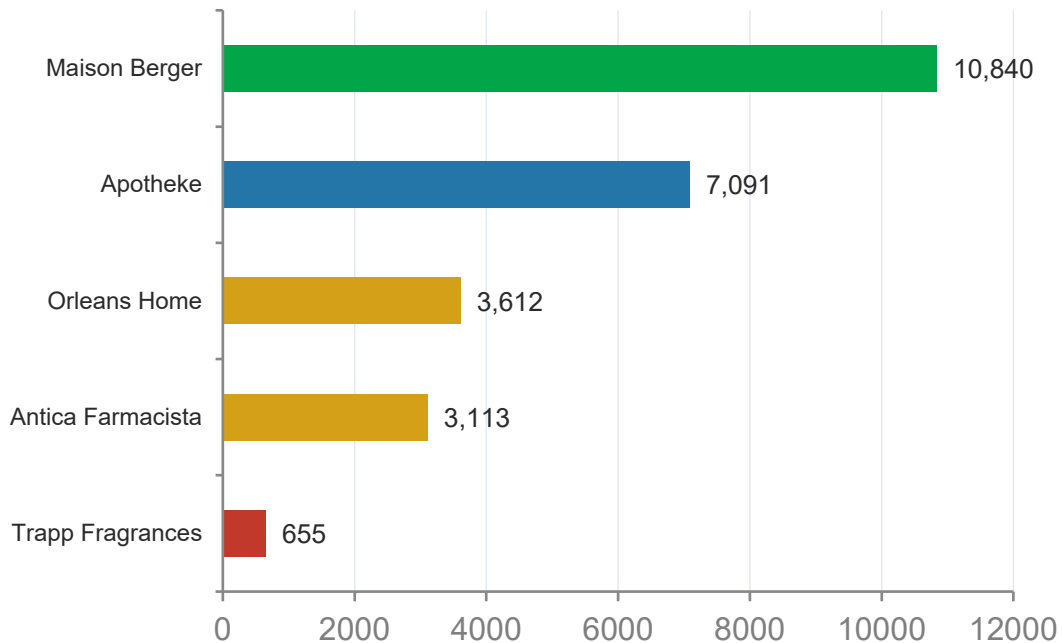
### Missing all category keywords

'Luxury candles,' 'reed diffuser' — not in top 100 for any

### 2,000 total visitors/mo (Insites estimate)

vs. 10,840/mo for Maison Berger on identical category

Estimated Monthly Organic Traffic vs. Competitors (SE Ranking)



## The Traffic Gap

**16.5x**

More traffic — Maison Berger vs. Trapp

**10.8x**

More traffic — Apotheke vs. Trapp

**#5/5**

AI Search rank — last among peers

**73/100**

Overall score

655

Organic Visits/Mo

SE Ranking estimate

2,000

Est. Visitors/Mo

Insites estimate

47%

PageSpeed Score

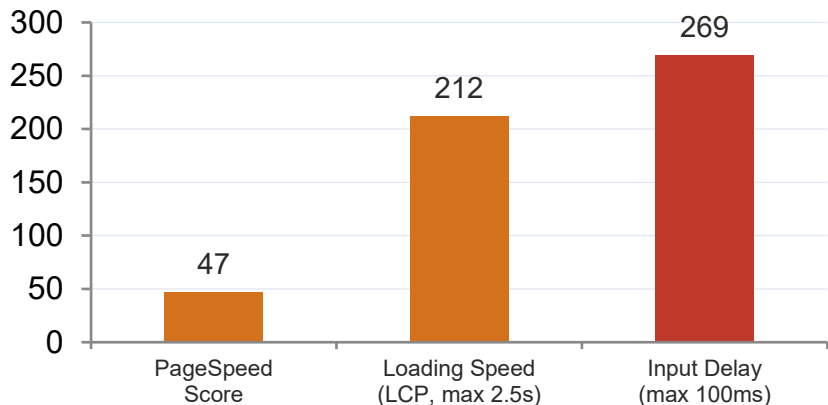
Failing — 5.3 sec load

\$156

Monthly Traffic Value

Near-zero commercial keywords

Web Vitals — Google Lighthouse (FAILED)



- ! Website loads in 5.3 seconds — 33% of users abandon sites taking >4 seconds
- ! Web Vitals FAILED — will hurt Google rankings as Core Web Vitals are a ranking signal
- ! Input delay 269ms — sluggish interactivity harms conversion (acceptable: <100ms)
- ✓ Google Analytics + Crazy Egg installed; Google retargeting detected; Ads running

## Issues Found

LEGAL

CCPA: 'Do Not Sell' link now added ✓ — but method to request data still missing + forms without stated purpose

CRITICAL

Color contrast fail: Illegible text found on /collections/earthy-2022 — ADA violation (WCAG Level AA)

HIGH

Missing H1 heading on homepage — critical for SEO and screen readers (Insites)

HIGH

3 WCAG 2.1 Level AA warnings: heading order, missing H1, page landmarks (Insites)

MEDIUM

JavaScript errors on multiple pages: SyntaxError + TypeError — functionality broken

MEDIUM

22 pages with low content (was 5) + 8 spelling errors + 5 pages missing meta descriptions

## What's Working



SSL encryption enabled



Mobile-optimized (all devices)



No broken links (50 checked)



Custom 404 page configured



Alt-text on all images



Domain established since 2011

## Three Critical Optimization Gaps

### Schema & Structured Data

#### Missing

- ✗ 100% of schema markup missing
- ✗ No LocalBusiness schema
- ✗ No Product or FAQ schema
- ✗ AI & search engines can't read brand info

### Content & Conversion

#### 22 Thin Pages

- ✗ 22 pages with low content (was 5!)
- ✗ Conversion score: 38/100 — no live chat
- ✗ Only 1 blog page — competitors: 4–13
- ✗ 5 pages missing meta descriptions

### Site Speed & AI Readiness

#### 47% Speed

- ✗ 5.3s load time — 47% PageSpeed score
- ✗ Web Vitals FAILED (LCP + Input Delay)
- ✓ AI crawlers allowed in robots.txt
- ✓ XML sitemap found and active

## Social Media

RESTRICTED

Facebook: Page locked — ads blocked; no paid social possible

GHOST ACCT

TikTok: Detected but 0 followers, 0 posts, 0 days active — abandoned

INACTIVE

Instagram: @trappfragnances — verified but inactive

ACTIVE

Pinterest: Profile confirmed — good for fragrance/home décor

DETECTED

X (Twitter): Account exists; cannot verify engagement

INACTIVE

YouTube: Inactive — major gap for video-first consumers

## Local SEO (74/100 — Needs Work)



GBP claimed, former owner — reviews not relevant to current status



GBP category = 'Manufacturer' — should be Candle Store / Home Fragrance Retailer



Only 6 Google reviews, avg 3.0/5 — one review mentions a candle explosion safety incident



Zero GBP posts — weekly posts are free visibility

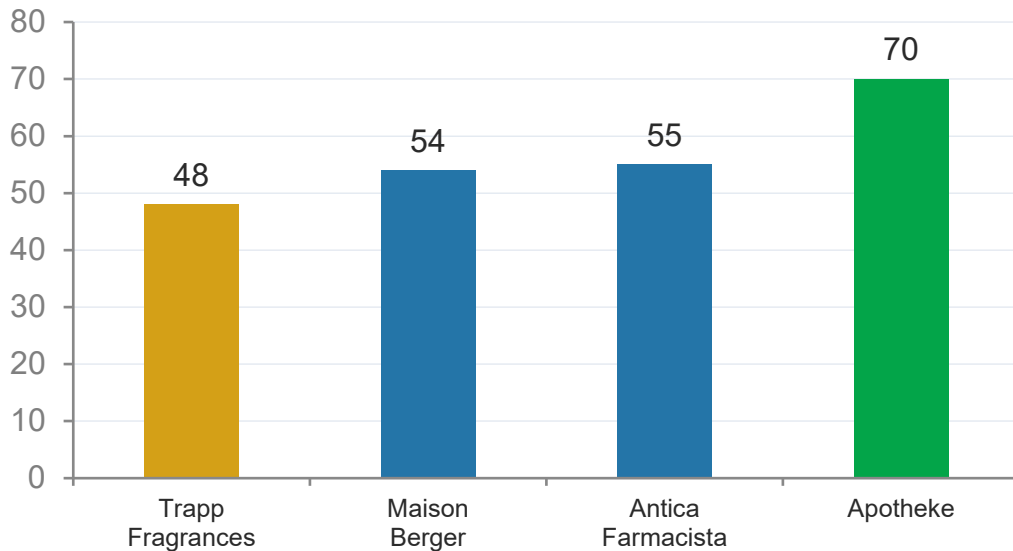


Address inconsistency across directories — hurts local rank trust



No Kansas City location landing page

Domain Authority vs. Competitors (SE Ranking)



## Backlink Profile

742

**Total Backlinks**

*Low for a premium brand*

344

**Referring Domains**

*Quality > quantity*

64.5%

**Do-follow Ratio**

*Healthy link signal*

Top 67

**Best backlink DA (Elle Decor)**

*Strong but need more at this tier*

⚠ Low-quality backlinks flagged (domain-list spam sites) — link audit + disavow file recommended before new link-building begins.



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# Priority Action Plan

*Ranked most urgent to quick wins — WSI Digital Marketing engagement for Trapp Fragrances*

1

CRITICAL

## AI Visibility & Structured Data

Add schema markup (LocalBusiness, FAQ, Product); AEO content plan; editorial PR for AI citations

2

CRITICAL

## Keyword & Content Strategy

Fix target keywords; build category content hub; optimize 22 thin-content pages

3

CRITICAL

## Close the Competitive Traffic Gap

SEO + content + paid search to close 10–17× organic traffic deficit vs. competitors

4

URGENT

## Web Speed + Legal Compliance

Fix 5.3s load time; Web Vitals; color contrast; CCPA data request method + forms

5

HIGH

## Social Media

Resolve Facebook restriction; activate TikTok; launch YouTube; run paid social

6

MEDIUM

## Local SEO & Reviews

Fix GBP category; build 4★+ reviews; add KC location page; post weekly to GBP