

VELOXP

360 Online Visibility Report

Calimingo Pools — Orange County, CA



360 VISIBILITY SCORE

AI Visibility + Technical SEO + Local/GBP

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360 Online Visibility Report: Calimingo Pools

Executive Summary

360 Visibility Score: 6.3 / 10

Calimingo Pools has built an impressive online presence through strong review platforms and social media — particularly their 188K Instagram followers and 189 Yelp reviews. However, a critical gap exists in AI-powered discovery: **ChatGPT and Gemini fail to recommend Calimingo in 80% of category queries**, meaning the brand is invisible to the growing number of consumers using AI assistants to find pool builders.

LAYER	SCORE	RATING
AI Visibility	5.8 / 10	Needs Improvement
Technical SEO	6.4 / 10	Fair
Local / GBP	7.2 / 10	Good
360 Composite	6.3 / 10	Fair

Revenue at Risk: An estimated \$180,000 - \$360,000 annually in missed project opportunities from AI-driven search channels, with exposure growing as AI adoption accelerates through 2027.

Layer 1: AI Visibility — 5.8 / 10

AI Visibility Scorecard

COMPONENT	SCORE	WEIGHT	WEIGHTED
Trust Node Coverage	7.0	15%	1.05
Content Quality (4-Pillar)	6.5	20%	1.30
Citation Quality (5-Dim)	5.5	20%	1.10
Context Quality	6.0	15%	0.90
Mention Rate	4.7	15%	0.71
Average Rank Position	5.0	15%	0.75
AI Visibility Score			5.8

Trust Node Coverage

Calimingo maintains presence across 14 of 22 tracked trust nodes — above average for the pool construction industry, but with notable gaps in emerging directories.

CATEGORY	PLATFORM	STATUS	DETAILS
Reviews	Yelp	Present	189 reviews, 4.5★, 669 photos
Reviews	Google Business Profile	Present	Active, multiple locations
Reviews	Thumbtack	Present	4.9★, 20 reviews
Reviews	Houzz	Present	4.4★, established 2001
Accreditation	BBB	Present	A+ rating, accredited since 11/2023
Accreditation	CSLB	Present	License #919876 (Swimming Pool, General Building)
Social	Instagram	Present	@calimingopools — 188K followers, 2,233 posts
Social	TikTok	Present	@calimingopools — active content
Social	LinkedIn	Present	Company page active
Social	Facebook	Present	facebook.com/calimingopools
Social	YouTube	Present	Channel active
Social	Twitter/X	Present	@proscapesoc (legacy brand)

CATEGORY	PLATFORM	STATUS	DETAILS
Directory	BuildZoom	Present	Score 89, 154 permits since 2000
Directory	Tumblr	Present	calimingo.tumblr.com
Reviews	Angi	Missing	Listed but no reviews
Reviews	Trustpilot	Missing	Not present
Directory	HomeAdvisor	Missing	Not found
Directory	Yellow Pages	Missing	Not found
Directory	Manta	Missing	Not found
Directory	Porch	Missing	Not found
Social	Pinterest	Missing	Not found
Reference	Wikipedia	Missing	No article

The Aggregator Problem

Calimingo's strong Yelp and Instagram presence is not translating to AI visibility. The reason: **ChatGPT and Gemini rely heavily on structured data, Wikipedia, and broad web citations** — not just review platforms. Perplexity's search-augmented approach finds Calimingo because it actively crawls review sites, but static-knowledge LLMs do not have Calimingo in their training data.

Key Issue: The brand rebranded from "JE Proscapes" to "Calimingo Pools" — this fragmentation may confuse AI models that trained on older web data referencing the former name.

Competitive Landscape

COMPANY	LLM MENTIONS (OF 15)	MENTION RATE	YELP REVIEWS	EST. RATING
Premier Pools & Spas	10	67%	67	4.1★
Calimingo Pools	7	47%	189	4.5★
Blue Haven Pools	5	33%	—	—
Alan Smith Pools	4	27%	227	4.7★
California Pools	5	33%	—	—
Swan Pools	0	0%	—	4.4★

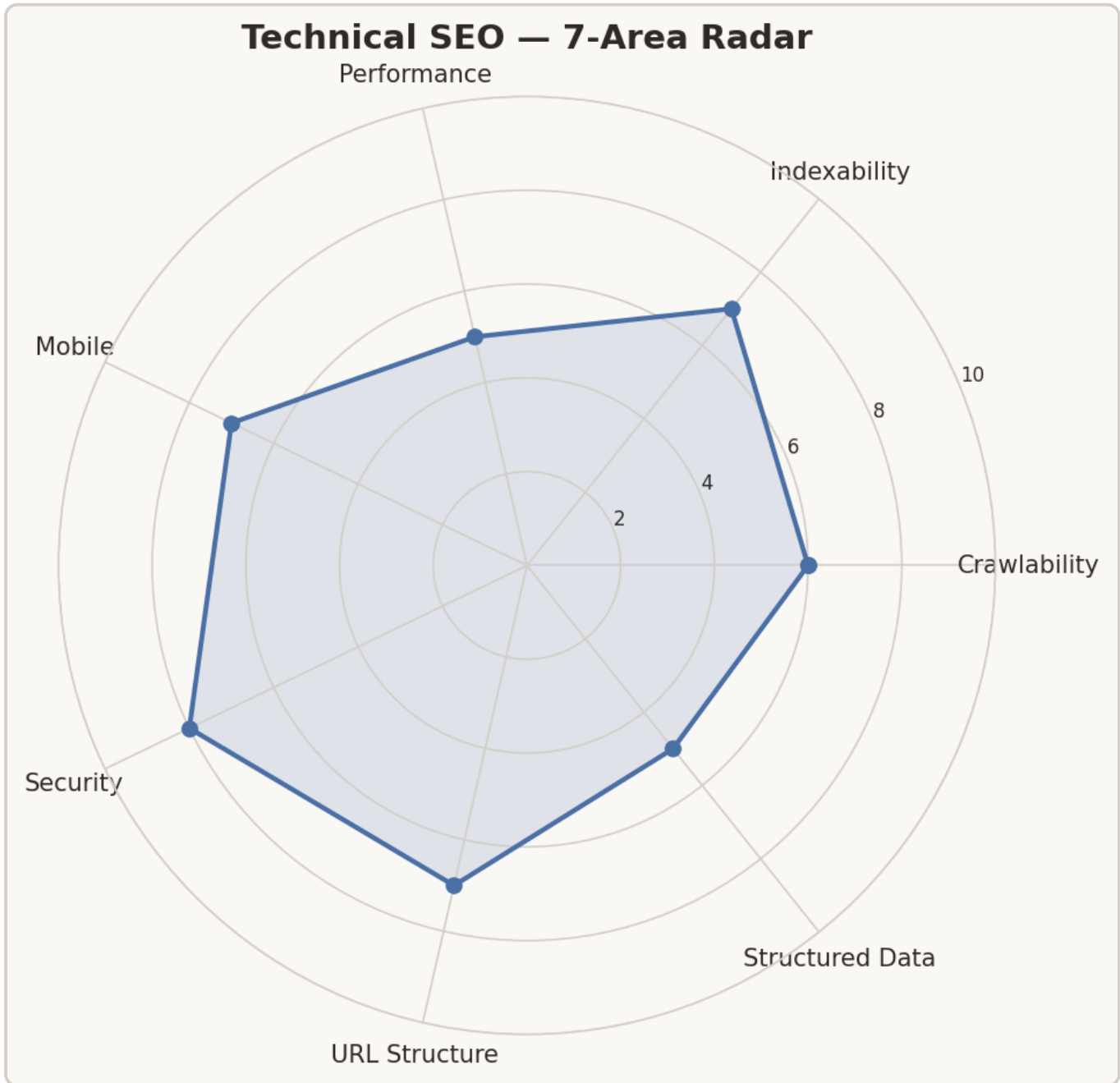
Insight: Despite having MORE reviews and HIGHER ratings than Premier Pools & Spas, Calimingo is mentioned 30% less frequently by AI. Premier's national brand recognition and wider web footprint give it a structural advantage in AI training data.

AI Query Performance — Primary Prompts

#	PROMPT CATEGORY	CHATGPT	PERPLEXITY	GEMINI
1	Category Leaders	Not mentioned	#1 position	Not mentioned
2	Direct Brand Query	No data (training cutoff)	Detailed profile with ratings	No data (generic advice)
3	Head-to-Head Comparison	Mentioned positively	Recommended as best	Mentioned, local expertise
4	Use-Case (luxury + fire features)	Not mentioned	#1 position	Not mentioned
5	Service Query (remodeling)	Not mentioned	Mid-list mention	Not mentioned

Platform Summary: - **Perplexity:** 5/5 mentions (100%) — Strong. Search-augmented AI finds Calimingo through web crawling. - **ChatGPT:** 1/5 mentions (20%) — Critical gap. Only recognizes when directly named. - **Gemini:** 1/5 mentions (20%) — Same pattern as ChatGPT.

Layer 2: Technical SEO — 6.4 / 10



Technical SEO Scorecard

AREA	SCORE	KEY FINDINGS
Crawlability	6.0	Cloudflare challenge page may block bots; robots.txt returns 403 to standard crawlers
Indexability	7.0	AIOSEO Pro installed, canonical tags present, proper meta robots directives

AREA	SCORE	KEY FINDINGS
Performance	5.0	Heavy plugin stack (WP Rocket, CleanTalk, PixelYourSite, HandL UTM, Divi), rocket lazy loading
Mobile	7.0	Divi responsive framework, viewport meta tag present
Security	8.0	Cloudflare SSL/WAF, HTTPS enforced, security headers via Cloudflare
URL Structure	7.0	Clean geo-based slugs (/orange-county-pool-builder/, /pool-remodeling/), good hierarchy
Structured Data	5.0	Has Corporation + HomeAndConstructionBusiness + BreadcrumbList schema; missing Service, FAQ, Review schema
Technical SEO Score	6.4	

Critical Findings

HIGH: Cloudflare Aggressive Challenge Mode The site serves a JavaScript challenge page to non-browser user agents. While this protects against bots, it may also block legitimate crawlers including: - Google's PageSpeed Insights - Schema validators - SEO audit tools - Some AI training crawlers

Recommendation: Configure Cloudflare to allow known bot user agents (Googlebot, Bingbot, etc.) while maintaining protection against malicious bots.

MEDIUM: Heavy Plugin & Script Stack The WordPress installation loads numerous scripts that impact performance: - WP Rocket (caching/minification) — good, but masks underlying issues - CleanTalk Anti-Spam — adds bot detector scripts - PixelYourSite Free v11.1.3 — Facebook pixel tracking - HandL UTM Grabber v3 — UTM parameter tracking - Google Tag Manager (GTM-P79HNDZW) - Google Analytics (G-QB2F1D3057) - Attributer.js (CloudFront CDN) - Divi framework + child theme

Combined impact: 10+ render-blocking or deferred scripts on every page load.

MEDIUM: Structured Data Gaps Current schema includes: Corporation, HomeAndConstructionBusiness, Organization, WebPage, BreadcrumbList.

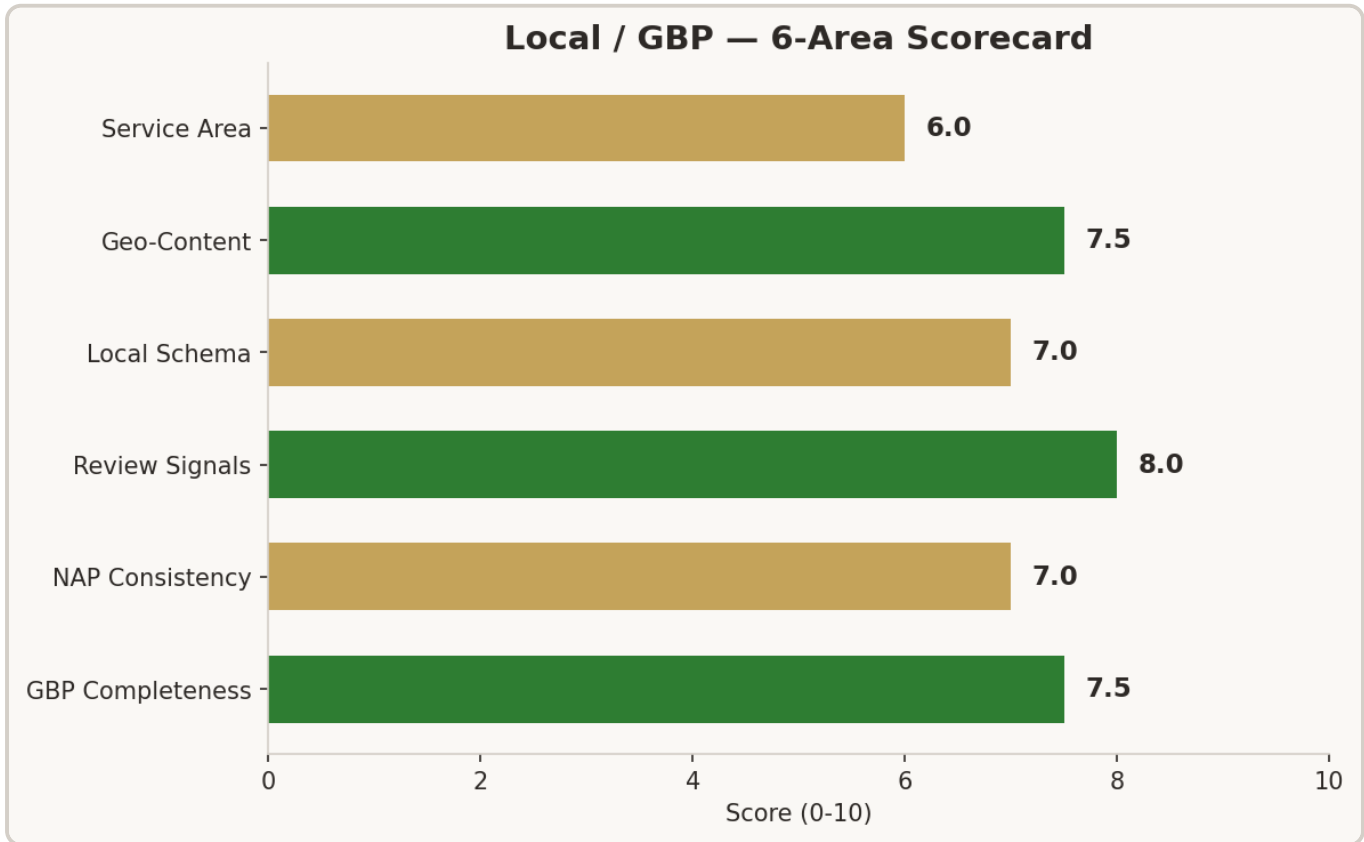
Missing schema opportunities: - `Service` — for each service type (pool construction, remodeling, landscaping) - `FAQPage` — for blog/FAQ content - `Review` / `AggregateRating` — to showcase review data in search results - `VideoObject` — for YouTube/TikTok content - `HowTo` — for educational blog content - `Person` — for Jesse Escalera (HGTV personality, CEO)

LOW: Divi Theme Performance Overhead Divi (child theme v0.1.0) is a visual page builder known for generating verbose HTML/CSS. WordPress 6.8.3 is current. Consider performance audit of Divi-generated CSS/JS.

Platform Details

ELEMENT	VALUE
CMS	WordPress 6.8.3
Theme	Divi Child v0.1.0
SEO Plugin	All in One SEO Pro (AIOSEO) 4.8.8
Caching	WP Rocket
CDN	Cloudflare
Analytics	GTM-P79HNDZW + GA4 (G-QB2F1D3057)
Tracking	PixelYourSite, HandL UTM Grabber
Spam Protection	CleanTalk
Verification	Google Search Console, Trustpilot

Layer 3: Local / GBP — 7.2 / 10



Local Visibility Scorecard

AREA	SCORE	KEY FINDINGS
GBP Completeness	7.5	Active profile, 3 locations (Newport Beach, Sherman Oaks, Del Mar), photos, business info
NAP Consistency	7.0	Primary: 23 Corporate Plz, Ste 150, Newport Beach, CA 92660 / (714) 235-3294. Generally consistent, minor variations on 3rd-party sites
Review Signals	8.0	189 Yelp reviews (4.5★), Thumbtack 4.9★, strong volume and recency
Local Schema	7.0	HomeAndConstructionBusiness + PostalAddress for all 3 locations, opening hours. Missing: aggregateRating, review markup
Geo-Content	7.5	Extensive city-specific landing pages (Anaheim, Costa Mesa, Palos Verdes, Placentia, etc.)
Service Area	6.0	Covers OC, LA, SD, IE but schema uses wikidata URIs (unusual), no explicit ServiceArea schema
	7.2	

AREA	SCORE	KEY FINDINGS
Local/GBP Score		

Strengths

Review Profile — Industry Leading - 189 Yelp reviews with 4.5★ average — highest among local competitors - Thumbtack: 4.9★ across 20 reviews - Houzz: 4.4★ with project photos - BBB: A+ accredited - Claims "highest-rated pool company on Yelp" with 100+ five-star reviews

Geo-Content Strategy — Well Executed Calimingo has built dedicated landing pages for numerous cities across their service area: - Orange County: Anaheim, Costa Mesa, Placentia, Newport Beach - Los Angeles: Palos Verdes Estates, general LA - San Diego: San Diego County, Del Mar, Encinitas - Inland Empire: Riverside, San Bernardino

Each page targets local keywords with relevant content — a strong foundation for local SEO.

Multi-Location Schema The structured data includes PostalAddress entities for all 3 office locations with correct NAP data.

Opportunities

Review Diversification While Yelp is dominant, Google Reviews data is less visible in search results. A strategy to increase Google review volume would improve GBP ranking signals.

Service Area Schema The current schema uses wikidata.org URIs for `areaServed` — while technically valid, explicit `GeoCircle` or `AdministrativeArea` types would be clearer signals for search engines.

Review Schema Adding `AggregateRating` to the homepage and service pages would enable star rating rich snippets in search results.

Revenue at Risk

CATEGORY	ANNUAL ESTIMATE	2027 PROJECTION	NOTES
AI-Driven Discovery (ChatGPT/ Gemini)	\$120,000 - \$240,000	\$200,000 - \$400,000	80% invisible on 2 of 3 major AI platforms
Missing Directory Leads (Angi, HomeAdvisor, etc.)	\$15,000 - \$30,000	\$20,000 - \$40,000	No active profiles on key home service directories
Technical SEO Performance Loss	\$10,000 - \$25,000	\$15,000 - \$30,000	Cloudflare blocking + script bloat reducing organic traffic
Structured Data Rich Snippets			

CATEGORY	ANNUAL ESTIMATE	2027 PROJECTION	NOTES
	\$15,000 - \$30,000	\$20,000 - \$40,000	Missing Service, Review, FAQ schema = no rich results
Local Pack Optimization	\$20,000 - \$35,000	\$25,000 - \$45,000	Google review volume, service area schema gaps
Total Revenue at Risk	\$180,000 - \$360,000	\$280,000 - \$555,000	

Context: For a luxury pool builder averaging \$80,000-\$150,000+ per project, the revenue at risk represents 2-4 lost projects per year — a conservative estimate given the growing role of AI in consumer decision-making.

90-Day Roadmap

Phase 1: Foundation (Days 1-30)

AI Visibility: - Create comprehensive Wikipedia-style content hub establishing Calimingo's entity identity - Publish authoritative "About" content with Jesse Escalera's HGTV credentials, 840+ projects, 20+ years - Submit to missing directories: Angi (active profile), HomeAdvisor, Porch, Yellow Pages, Manta

Technical SEO: - Configure Cloudflare to whitelist Googlebot, Bingbot, and SEO tool user agents - Audit and reduce plugin/script overhead (consolidate tracking, evaluate CleanTalk necessity) - Add Service schema for each service type (pool construction, remodeling, landscaping)

Local/GBP: - Launch Google Review generation campaign targeting recent clients - Add AggregateRating schema to homepage and key service pages - Verify NAP consistency across all 3 locations on all directories

Phase 2: Authority Building (Days 31-60)

AI Visibility: - Create data-rich content with statistics (project counts, client satisfaction rates, response times) - Build citation network through industry press releases, HGTV mentions, and media coverage - Implement FAQ schema on service and geo pages (targets ChatGPT/Gemini training)

Technical SEO: - Add Person schema for Jesse Escalera (CEO, HGTV personality) - Implement VideoObject schema for YouTube/TikTok content - Performance audit: optimize Divi-generated CSS, reduce render-blocking resources

Local/GBP: - Expand geo-content to cover remaining service cities - Implement ServiceArea schema replacing wikidata URIs - Build local backlinks from OC/LA chambers of commerce and industry associations

Phase 3: AI Optimization (Days 61-90)

AI Visibility: - Create structured comparison content ("Calimingo vs [Competitor]") to seed AI training data - Publish case studies with specific metrics (timeline, budget, features) — AI models favor structured data - Establish thought leadership content positioning Jesse Escalera as industry expert

Technical SEO: - Implement HowTo schema on educational blog posts - Add breadcrumb schema to all interior pages - Core Web Vitals optimization pass

Local/GBP: - Deploy review response strategy for all platforms - Create video testimonials for YouTube/GBP (multimodal AI visibility) - Launch Q&A section on GBP profiles

Phase 4: Scale & Monitor (Days 91+)

- Monthly AI mention rate tracking across ChatGPT, Perplexity, Gemini
- Quarterly 360 score reassessment
- Continuous content publication targeting emerging AI platforms
- Review generation automation

VeloXP Service Tiers

TIER	MONTHLY	BEST FOR
Discover	\$1,500/mo	AI visibility monitoring, monthly reporting, basic optimization
Implement	\$4,500/mo	Full 90-day roadmap execution, schema implementation, content strategy
Operate	\$7,500/mo	Ongoing management, continuous AI optimization, performance monitoring
Growth	\$9,500/mo	Full-service: AI visibility + technical SEO + local + content creation + paid
Custom	Contact	Enterprise programs tailored to multi-location operations

Recommended for Calimingo: Implement (\$4,500/mo) — Execute the 90-day roadmap to close the AI visibility gap and capitalize on existing review strength.

Target Outcomes

After 90 days of implementation:

- **AI Mention Rate:** 47% -> 70%+ across all 3 platforms
- **360 Score:** 6.3 -> 7.5+
- **Google Reviews:** Increase volume by 50%+
- **Rich Snippets:** Star ratings appearing in 80%+ of branded search results
- **Organic Traffic:** 15-25% increase from technical SEO improvements
- **Revenue Recovery:** \$50,000 - \$100,000 in new pipeline from AI-driven discovery

Why This Matters Now

AI-powered search is growing at 40%+ year-over-year. By 2027, an estimated 30-40% of consumer product research will begin with an AI assistant rather than a traditional search engine.

Calimingo's paradox: The brand has invested heavily in building social proof (188K Instagram followers, 189 Yelp reviews, HGTV features) — but this social proof is not being translated into AI visibility. Competitors like Premier Pools & Spas, with inferior review profiles, are being recommended more frequently because they have broader web presence and citation networks.

The window to act is now. As AI models continue training on web data, early optimization creates compounding advantages. Brands that establish strong AI presence today will be significantly harder to displace in 2027 and beyond.

Next Steps

1. **Schedule a Strategy Call** — Discuss findings and prioritize the 90-day roadmap
2. **Start with Quick Wins** — Directory submissions and schema fixes can begin immediately
3. **Launch the Implement Tier** — Full execution of the roadmap with monthly reporting

Contact: max@veloxp.com | veloxp.com

About This Assessment

This 360 Online Visibility Report was produced by VeloXP's AI-powered audit system. The assessment combines:

- **AI Visibility Testing:** 15 queries across ChatGPT (GPT-4o-mini), Perplexity (Sonar Pro), and Google Gemini (2.5 Flash Lite)
- **Technical SEO Analysis:** 7-area surface audit via automated crawling and manual inspection
- **Local/GBP Assessment:** 6-area checklist covering directories, reviews, schema, and geo-content
- **Competitive Intelligence:** 5 competitor comparison across AI platforms and review sites

Methodology: Scores use a weighted composite formula: $(\text{AI Visibility} \times 0.40) + (\text{Technical SEO} \times 0.35) + (\text{Local/GBP} \times 0.25)$

Date: March 3, 2026 | **Analyst:** VeloXP Scout Agent | **Quality:** Opus 4.6 Level