

AI VISIBILITY & TRUST AUDIT

Nike

AI already recommends Nike in 24 of 25 sportswear and athletic apparel buying questions (96% AI presence). This audit shows how to defend and widen that lead.

Prepared by Outkast AI Discovery · 2026-06-09

OVERALL GRADE

C

63

/100 readiness

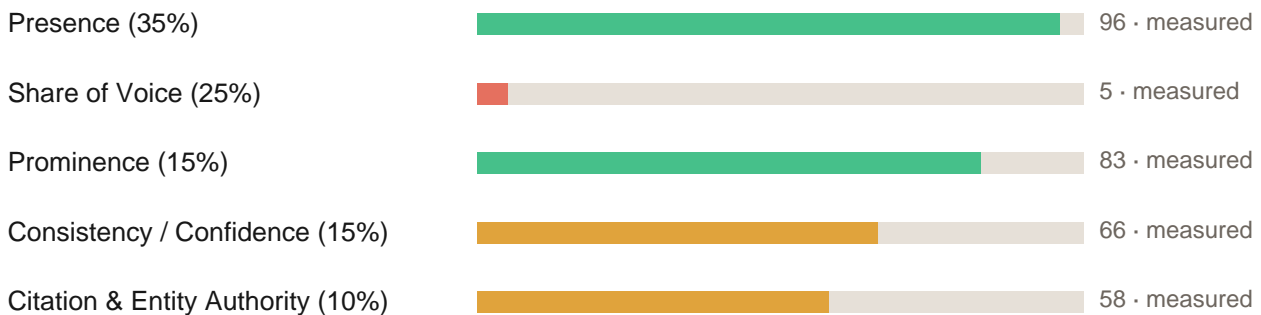
GEO VISIBILITY SCORE

63

/100

Medium confidence

Nike named in 24 of 25 buying questions on Retrieval Engine.

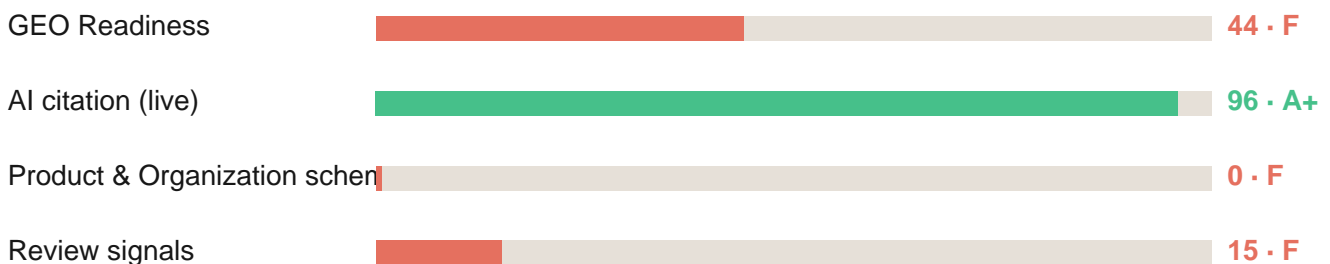


By buyer-journey angle



GEO READINESS DETAIL

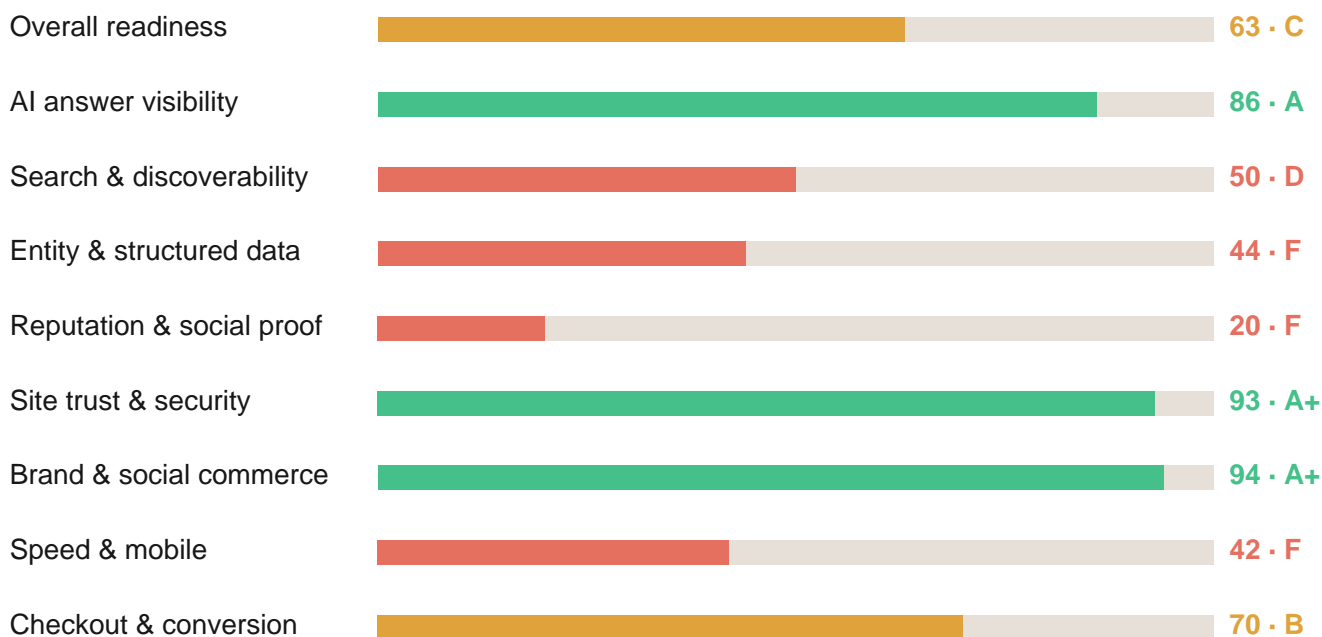
The component signals beneath the GEO Visibility Score





SCORE SNAPSHOT

Find / Trust / Buy readiness



AI VISIBILITY

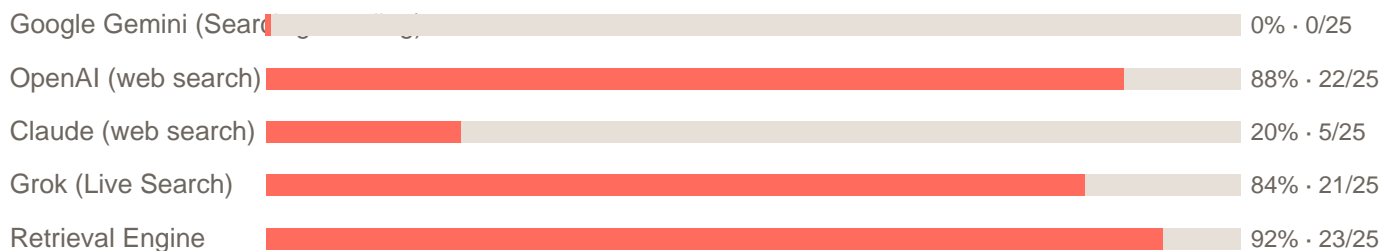
How often AI answers name this brand vs rivals

AI presence in AI answers



Engine: Retrieval Engine · 24/25 prompts named this brand

Visibility per AI engine



Aggregated by majority vote across engines - a one-off AI fluke can't swing the score.

How AI talks about the brand: mixed (risk axis, not folded into the score)

It receives widespread praise for high-quality athletic products and strong brand identity, but also consistent criticism over labor practice controversies and premium pricing.

Competitor leaderboard



+93 more rivals found

Visibility by buyer-journey angle



TRUST & SECURITY

Hard signals a cold buyer and Google read before trusting you

Trust & Security checks

SSL: valid (DigiCert Inc) - 113d to renewal
Security headers: grade F - 2/6 present
Domain age: 31y old

HTTP security headers

Present: HSTS
Present: X-Content-Type-Options
Missing: Content-Security-Policy
Missing: X-Frame-Options
Missing: Referrer-Policy
Missing: Permissions-Policy

INDIA CONVERSION

COD / UPI / RTO - what decides whether prepaid orders stick

Return-to-origin (RTO) on COD orders is a top-3 D2C P&L line - each failed COD costs Rs 350-700. Prepaid incentives + visible trust badges shift orders to prepaid, which returns far less.

Prepaid & trust signals

UPI / prepaid options: not found

Prepaid incentive (e.g. % off on prepaid): missing

Visible COD policy: not found

Trust certifications: none detected near the buy decision (FSSAI, secure-checkout, dermatologically-tested, etc.) - cold buyers look for these before a prepaid order.

REVIEW DEPTH

Verifiable, recent, photo-backed reviews - weighed far above a star count

Review authenticity & depth

Managed review app: none detected

Photo / UGC reviews: not detected

Recent reviews: recency not detected

AI and cold buyers weigh verifiable, recent, photo-backed reviews far more than a bare star count - and unverifiable reviews carry FTC risk.

TECHNICAL HEALTH

The technical issues a site-audit crawler would flag

Crawl summary

Technical health score: 67/100

Broken links: 12 (of 20 tested)

Pages parsed: 1

Indexability & canonical

Indexable by search + AI - no noindex directive found (robots: "index, follow").

Canonical points to "https://www.nike.in/" - confirm that's intentional.

Structured-data validity (rich-result eligibility)

Structured data looks valid - WebSite carry their required rich-result fields.

Organization: not found (needs name, url, logo)

Product: not found (needs name, offers/price or aggregateRating)

FAQPage: not found (needs mainEntity (Question + acceptedAnswer))

Image alt-text coverage

All 13 sampled images have alt text - good for image discovery and screen-reader buyers.

On-page, schema & security checks

[PASS] Page title tag: "Nike. Just Do It. Nike IN" (25 chars).

[PASS] Meta description: Present, 131 chars.

[PASS] Primary heading (H1): Exactly one H1.

[PASS] Secure assets (no mixed content): All assets load over https.

[WARN] Product schema valid: No Product structured data found - product rich results (price, stars) can't show in Google or AI answers. Fix: Add Product JSON-LD on product pages (most Shopify themes/apps do this).

[WARN] Organization schema valid: No Organization structured data - AI engines have no machine-readable brand identity to cite. Fix: Add Organization JSON-LD with name, url, logo, and social sameAs links.

[WARN] FAQ schema valid: No FAQPage structured data - AI assembles answers from Q&A-shaped content, so it paraphrases rivals instead of quoting you. Fix: Publish an FAQ (shipping, sizing, returns, COD/UPI) with FAQPage JSON-LD.

Broken links (12)

<https://www.nike.com/help-center> - 404

https://www.nike.com/lp/football-desktop?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cfeatured%2C1%26-404

https://www.nike.com/new-arrivals/c/94475?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cfeatured%2C2%26-404

https://www.nike.com/best-sellers/c/94167?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cfeatured%2C3%26-404

https://www.nike.com/top-picks-under-4999/c/94477?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cfeatured%2C4%26-404

https://www.nike.com/just-do-the-work/c/94478?root=nav_3&ptype=listing%2Cnew-%26-featured%2Ctrending%2C5%26-404

https://www.nike.com/retro-running/c/94059?root=nav_3&ptype=listing%2Cnew-%26-featured%2Ctrending%2C6%26-404

https://www.nike.com/nike-air-force-1-07-nn/p/25135848?root=nav_3&ptype=listing%2Cnew-%26-featured%2C7%26-404

https://www.nike.com/nike-mind/c/101414?root=nav_3&ptype=listing%2Cnew-%26-featured%2Ctrending%2C8%26-404

https://www.nike.com/air-force-1/c/94020?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cshop-icons%2C9%26-404

https://www.nike.com/air-jordan-1/c/94019?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cshop-icons%2C10%26-404

https://www.nike.com/air-max/c/94031?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cshop-icons%2C11%26-404

AI crawler access (robots.txt)

All major AI crawlers are allowed to read your site.

GPTBot (ChatGPT training (OpenAI)): allowed

ChatGPT-User (ChatGPT browsing (OpenAI)): allowed

OAI-SearchBot (ChatGPT Search (OpenAI)): allowed

ClaudeBot (Claude training (Anthropic)): allowed

Claude-Web (Claude browsing (Anthropic)): allowed

PerplexityBot (Perplexity): allowed

Google-Extended (Google Gemini / AI Overviews): allowed

Applebot-Extended (Apple Intelligence): allowed

CCBot (Common Crawl (feeds many LLMs)): allowed

Knowledge-graph entity (Wikidata)

Entity found: Nike [Q483915] - exact match

American athletic equipment company

REVENUE LEAKAGE

Where demand is leaking - an index, not a guarantee

Leakage index: 22/100

A relative diagnostic index of how far each area is from a healthy target, weighted by typical revenue impact - NOT a prediction or guarantee of rupees gained or lost.

AI visibility: 0% gap

Checkout & conversion: 15% gap

Trust & security: 0% gap

Reviews & social proof: 76% gap

Speed & mobile: 48% gap

COMPETITOR HEAD-TO-HEAD

You vs the brands AI names in your category

Under Armour

AI Presence: 292%

GEO Readiness: not verified

Reviews: - - Product schema: - - Trust grade: -

Adidas

AI Presence: 288%

GEO Readiness: not verified

Reviews: - - Product schema: - - Trust grade: -

Nike (you)

AI Presence: 96%

GEO Readiness: 44/100

Reviews: 0 - Product schema: no - Trust grade: F

Under Armour is ahead of Nike in AI answers (292% vs 96% AI presence). The table shows where each rival is structurally stronger.

CONSULTANT SCORECARD

How the brand compares to audit-grade standards

AI answer visibility

Score: 86/100

Benchmark: Buyers now ask AI search engines for brand recommendations. Strong GEO audits measure real citation share, not just SEO.

AI engines name the brand for buying questions - defend and widen the lead.

Search & discoverability

Score: 50/100

Benchmark: Knowledge panel, third-party mentions, and SERP footprint decide whether the brand looks established or invisible.

The brand is thin in search/Google, which makes every paid click less efficient.

Entity & structured data

Score: 44/100

Benchmark: AI/Google recommend brands they can structurally 'read' - Organization/Product schema, sitemap, machine-readable identity.

Structurally thin: missing schema/entity signals means AI and Google struggle to understand and cite the brand.

Reputation & social proof

Score: 20/100

Benchmark: Products with 5+ reviews are far more likely to sell; review depth is a trust lever, not a vanity note.

Review depth isn't enough to make a cold buyer feel safe choosing this brand over a known name.

Site trust & security

Score: 93/100

Benchmark: Cold buyers check HTTPS, return/refund/shipping policies, and a real contact path before paying - security badges lift checkout ~32%.

The trust basics are visible - keep policies and contact one tap away.

Brand & social commerce

Score: 94/100

Benchmark: D2C audits treat Instagram and WhatsApp as real buying surfaces, not secondary social links.

The social buying path is visible enough to support founder-led conversion.

Performance & Core Web Vitals

Score: 42/100

Benchmark: 78% of D2C traffic is mobile and 53% abandon a site that loads >3s. Measured on real PageSpeed field data, not a guess.

A slow or janky mobile experience is silently abandoning buyers before they reach the cart.

Checkout & conversion readiness

Score: 70/100

Benchmark: Fixing documented checkout friction lifts conversion ~35% (Baymard) - guest checkout, cost transparency, payment + buying-path clarity.

The path to purchase is leaking buyers: tighten the product surface, buying path (WhatsApp/COD), and visible policies.

WHAT IS WORKING

Strengths already visible on the public surface

- AI/search systems can already identify the brand entity better than the average early D2C store.
- Instagram and WhatsApp commerce signals are strong enough to support founder-led conversion, not just awareness.

EVIDENCE SNAPSHOT

What we checked

Product schema (missing)

No strong product schema signal was detected.

Review proof (present)

A review/testimonial surface was detected (the on-page review count is not published).

WhatsApp buying path (present)

A WhatsApp inquiry or support path is visible.

Policy and trust pages (present)

Shipping, returns, privacy, or support pages were detected.

Third-party entity mentions (present)

17 search-result signals included third-party mentions.

Instagram commerce surface (present)

Instagram was detected as part of the commerce surface.

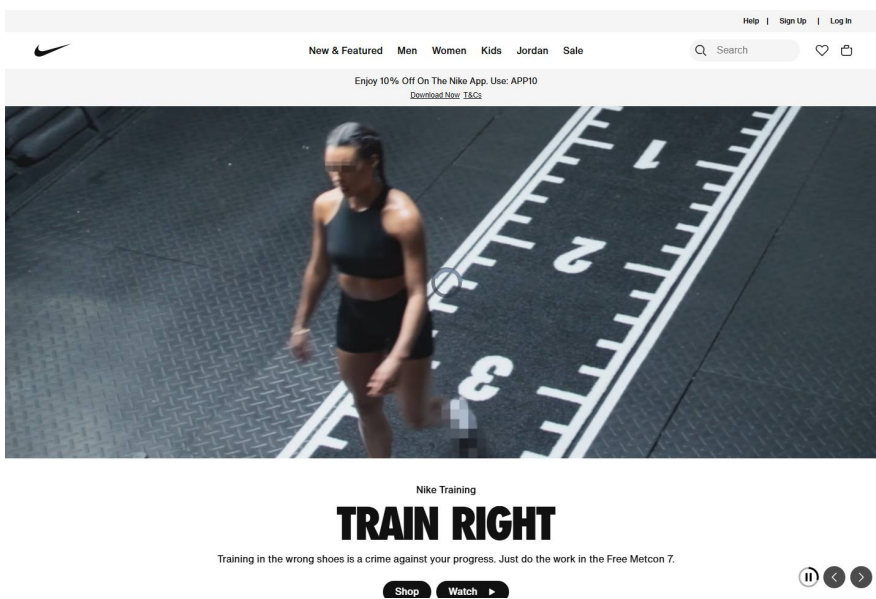
Experience quality (partial)

Lighthouse performance 9/100, accessibility 93/100, SEO 100/100.

VISUAL PROOF

Storefront evidence captures

Desktop storefront view (desktop)



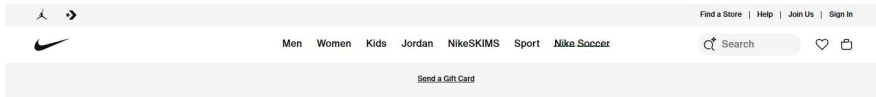
Desktop capture of the current brand storefront or homepage.

Mobile storefront view (mobile)

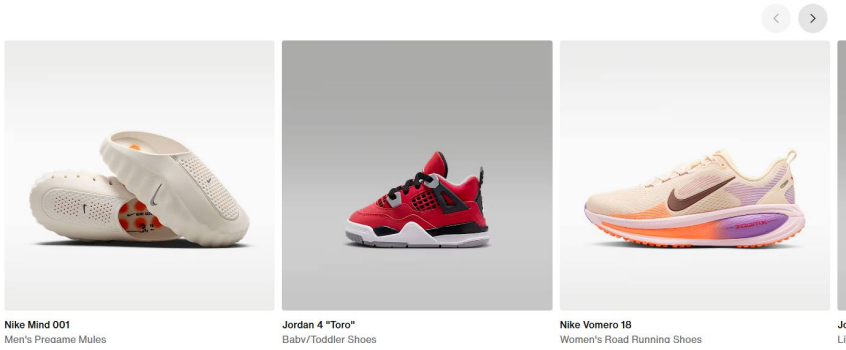


Mobile capture of the storefront, where many D2C buyers first inspect trust signals.

Desktop product or collection view (desktop)

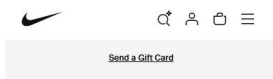


We can't find the page you are looking for.
Sorry for the inconvenience.

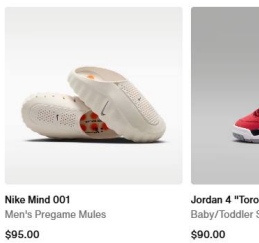


Deeper commerce capture used to inspect product trust, pricing, and buying cues beyond the homepage.

Mobile product or collection view (mobile)

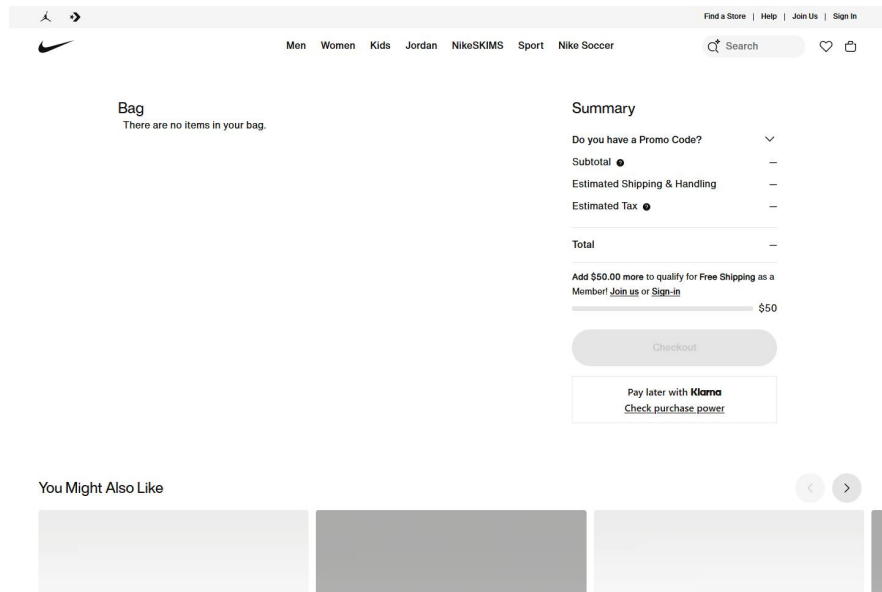


We can't find the page you are looking for. Sorry for the inconvenience.



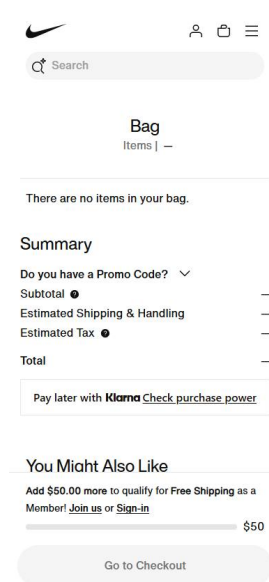
Mobile commerce capture used to inspect above-the-fold CTA, trust, and checkout friction closer to real buyer behavior.

Desktop cart / checkout view (desktop)



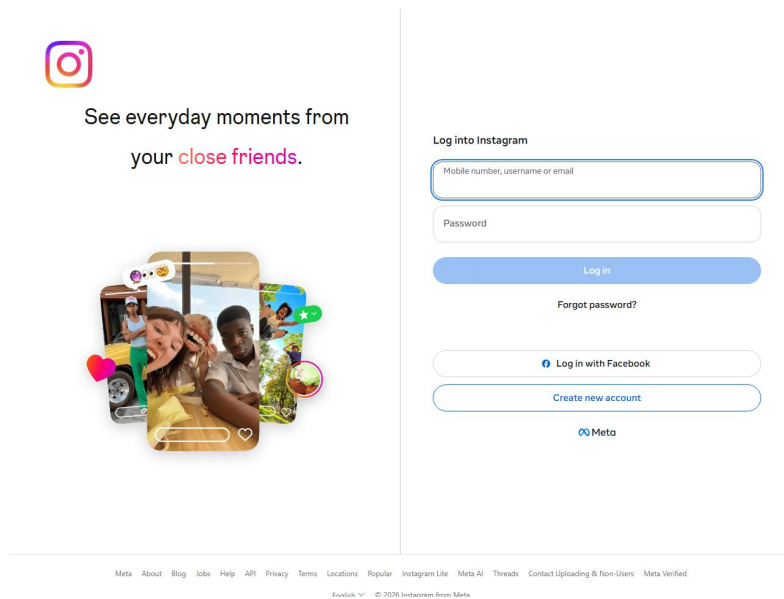
Desktop cart page attempt - reveals CTA clarity, shipping/return proof, and checkout-friction signals.

Mobile cart / checkout view (mobile)



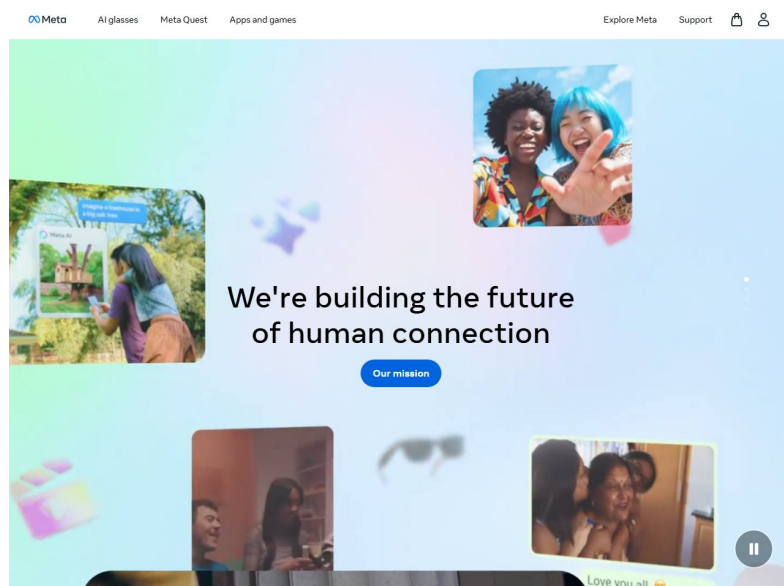
Mobile cart page - the most common D2C checkout-abandonment surface.

Public Instagram profile view (desktop)



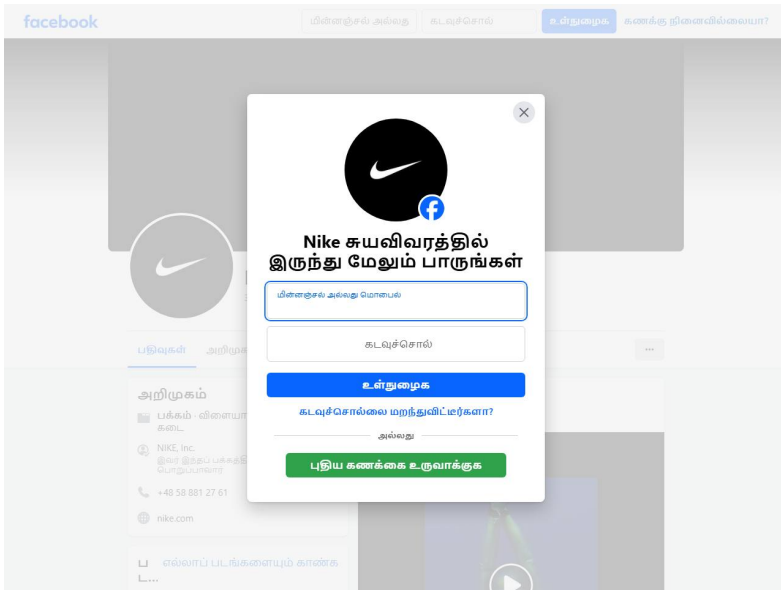
Public Instagram profile capture used to inspect bio clarity, proof surface, and the path from profile to product or WhatsApp.

Link-in-bio / external profile link (desktop)



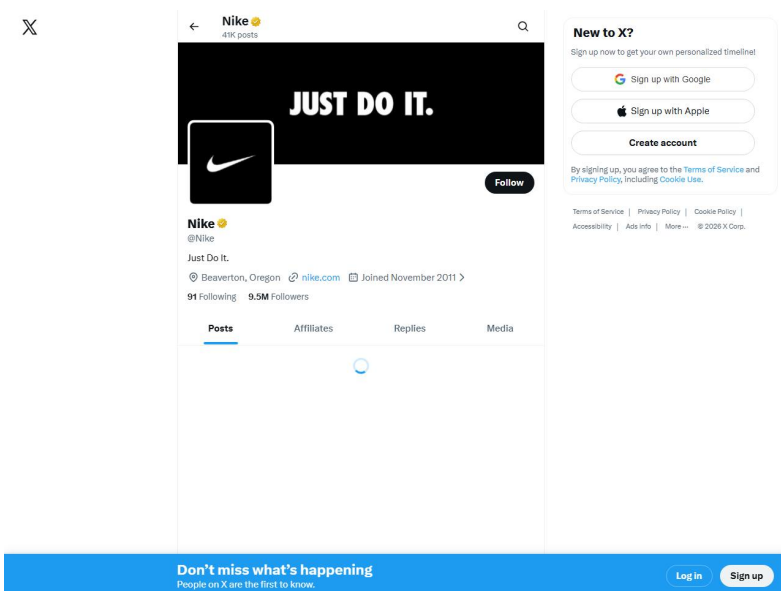
External URL found in the Instagram bio - the brand's chosen link-in-bio or product page.

Facebook profile (desktop)



Facebook profile - public presence and brand page trust signals.

X (Twitter) profile (desktop)



X/Twitter profile - public social presence and engagement signals visible to buyers.

EXPERIENCE QUALITY

How the storefront performs and behaves

Lighthouse snapshot

Performance: 9/100

Accessibility: 93/100

Best practices: 77/100

SEO: 100/100

Largest contentful paint: 13538.89 ms

Accessibility issues

All page content should be contained by landmarks (moderate, 5 nodes)

Heading levels should only increase by one (moderate, 1 nodes)

Landmarks should have a unique role or role/label/title (i.e. accessible name) combination (moderate, 1 nodes)

Zooming and scaling must not be disabled (moderate, 1 nodes)

SOURCE INFLUENCE MAP

Where trust is visible and where intent leaks

Website source of truth (present)

<https://www.nike.com> is reachable and can support a stronger audit trail.

Buyer risk: If product, policy, review, and schema evidence stay thin, buyers still need to work too hard to verify the brand.

Next action: Make the site the canonical source for category, products, policies, reviews, and schema.

AI/search answers (present)

AI visibility readiness is 86/100.

Buyer risk: AI and search systems may identify the brand but still hesitate to cite or recommend it for product-level buying questions.

Next action: Add structured data, answer-ready category copy, and citation-worthy product/support content.

Google trust (missing)

Google trust readiness is 50/100.

Buyer risk: The brand can look active on social while still feeling thin in Google, reviews, and third-party proof.

Next action: Build consistent entity proof, review surfaces, sameAs links, and public profile consistency.

Instagram discovery (present)

Instagram is part of the scanned commerce surface.

Buyer risk: Instagram-first discovery is hard to convert if product category, buying path, and trust proof are inconsistent.

Next action: Align bio, product category, link path, highlights, proof, and WhatsApp/DM handoff.

WhatsApp or DM handoff (present)

A WhatsApp or inquiry handoff is visible.

Buyer risk: Intent leaks when a buyer likes the brand but cannot quickly ask about size, price, shipping, or payment.

Next action: Add obvious WhatsApp/DM entry points and saved replies for the common buying objections.

Review and proof layer (present)

A review/testimonial surface was detected (review count not published on-page).

Buyer risk: Cold buyers need third-party proof before trusting an unknown D2C brand, especially before prepaid purchase decisions.

Next action: Collect compliant reviews and place proof near product intent, policy pages, and checkout objections.

Experience and accessibility (partial)

Lighthouse performance is 9/100 and accessibility is 93/100.

Buyer risk: A weak page-experience layer increases bounce, trust hesitation, and friction for assistive-tech users.

Next action: Treat page speed, semantic structure, contrast, and labeling issues as trust work, not just frontend polish.

REVENUE LEAK MAP

What is costing the brand

Under Armour is winning your category in AI answers

HIGH impact - deeper fix effort

Buyer loss: Every AI-recommended buyer in your category is hearing Under Armour's name first. You're not just losing the click - you're losing the brand-recall.

Under Armour was the most-named brand in your category (73 total mentions across 25 sportswear and athletic apparel buying questions x 5 runs), while you were named 24 times - AI is routing that demand to them. (Measured for the inferred category "sportswear and athletic apparel" in the US and global market. If that's not your category/market, this finding may not apply.)

Do this: In the "Who feeds the AI" section above, look at the domains citing Under Armour but not you. Earn placement on the top 3 (review/comparison/directory sites - most are free with a 30-min profile setup).

Why it matters: AI engines anchor brand recommendations to the same 5-10 source domains per category. Under Armour is on them; you're not. Closing the source-authority gap closes the recommendation gap.

What we saw: Live probe: Under Armour drew 73 total mentions across 25 sportswear and athletic apparel questions x 5 runs, while you were named 24 times.

Structured data is thin or missing

HIGH impact - fast fix effort

Buyer loss: AI engines and Google rich-results don't know what you sell, who you are, or what buyers say - so they can't surface you with confidence.

Organization, Product, and FAQPage schema is absent. Without complete schema, AI/search systems have to guess what you sell, who you are, and what buyers say.

Do this: Add three JSON-LD blocks to your <head>: Organization (with name, logo, sameAs social profiles), Product (on every product page with name, price, image, aggregateRating), and FAQPage (on the FAQ page). Most Shopify themes have a one-click toggle in theme settings.

Why it matters: Schema is how AI and Google move from 'guessing what this page is about' to 'knowing it's a product page for Brand X at Rs Y with 4.6 stars'. The richer the schema, the more often you get cited.

What we saw: Structured data looks valid - WebSite carry their required rich-result fields.

No FAQ schema - AI can't lift your answers

HIGH impact - fast fix effort

Buyer loss: Buyers asking AI specific questions ('do they ship COD?', 'what's the return policy?') get the answer paraphrased from a competitor's FAQ - and the click goes there.

No FAQPage structured data was detected. AI answers are assembled from Q&A-shaped content; without it, engines paraphrase competitors instead of quoting you.

Do this: Publish a short FAQ page (shipping, sizing/fit, returns, COD/UPI, care) and wrap each Q&A in FAQPage JSON-LD. Paste the included Fix Kit JSON-LD into your <head> as a starting point.

Why it matters: FAQPage schema is the single cleanest pattern AI engines lift quotes from. With it, your answer becomes the recommendation; without it, you watch competitors get quoted on your own category questions.

What we saw: Homepage HTML scan: no <script type="application/ld+json"> block declaring `@type: FAQPage` was found.

Page experience is slowing the buying surface down

MEDIUM impact - moderate fix effort

Lighthouse performance scored 9/100, with LCP at 13538.89ms.

Fix: Compress above-the-fold media, reduce blocking scripts, and tighten page payload before more traffic lands.

THE FIX KIT

Paste-ready fixes generated from your own site

Organization + Product structured data (json-ld)

Paste each block inside its own `<script type="application/ld+json">` tag in your site's `<head>`. Put the Organization block site-wide; put a Product block (with the real name/price) on each product page.

```
{
"@context": "https://schema.org",
"@type": "Organization",
"name": "Nike",
"url": "https://www.nike.com",
"description": "Nike - Official Online Store for Athletic Shoes, Clothing & Sports Gear. Shop the latest Nike products and enjoy free shipping.",
"sameAs": [
"https://instagram.com/nike"
]
}
```

```
{
"@context": "https://schema.org",
"@type": "Product",
"name": "Nike Products Across Many Categories",
"brand": {
"@type": "Brand",
"name": "Nike"
},
"description": "Replace with this product's real name, description, and price.",
"offers": {
"@type": "Offer",
"priceCurrency": "INR",
"price": "0.00",
```

... (3 more lines - copy the full fix from the web report)

FAQPage structured data (json-ld)

Edit the answers to match your real policies, then paste inside a `<script type="application/ld+json">` tag on your FAQ (or home) page. This is what AI quotes back to buyers.

```
{
"@context": "https://schema.org",
"@type": "FAQPage",
"mainEntity": [
{
"@type": "Question",
"name": "Do you offer Cash on Delivery (COD) and UPI?",
"acceptedAnswer": {
"@type": "Answer",
"text": "Yes - we accept COD, UPI, cards, and net banking at checkout."
}
},
{
"@type": "Question",
"name": "What are your shipping times and charges?",
"acceptedAnswer": {
"@type": "Answer",
"text": "Orders ship in 24-48 hours and are delivered across India in 3-7 days. Replace with your real timelines."
}
},
{
"@type": "Question",
"name": "What is your return and exchange policy?",
"acceptedAnswer": {
```

Fix the broken links (steps)

Broken links lose buyers mid-journey and waste crawl budget.

1. <https://www.nike.com/help-center> returns 404; fix or 301-redirect it.

2.

https://www.nike.com/lp/football-desktop?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cfeatured%2C1%2C3 returns 404; fix or 301-redirect it.

3.

https://www.nike.com/new-arrivals/c/94475?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cfeatured%2C2%2C3 returns 404; fix or 301-redirect it.

4.

https://www.nike.com/best-sellers/c/94167?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cfeatured%2C3%2C1 returns 404; fix or 301-redirect it.

5.

https://www.nike.com/top-picks-under-4999/c/94477?root=nav_3&ptype=listing%2Cnew-%26-featured%2Cfeatured%2C2%2C3 returns 404; fix or 301-redirect it.

6. Re-test after deploying.

RECOMMENDED NEXT MOVE

Priority repair direction

Add product schema and tighten the product detail surfaces first. This is the cleanest way to improve machine readability without changing the brand story.

MARKET BENCHMARK

What stronger agency audits would expose next

Report quality (high gap)

Current: Nike has a generated score and public-signal diagnosis.

Industry standard: Strong agency audits show scorecards, source maps, screenshots, competitor context, issue priority, and a roadmap.

Fix: Use the full report as a roadmap with source map, 7-day plan, 30-day sprint, and implementation handoff.

AI visibility proof (medium gap)

Current: This scan tested 25 sportswear and athletic apparel buying questions on Google Gemini (Search grounding) + OpenAI (web search) + Claude (web search) + Grok (Live Search) + Perplexica (SearXNG + self-hosted model) (1x each); the brand was named in 24 (96% AI presence).

Industry standard: Premium AI-search audits test buying prompts across multiple AI engines and track AI presence over time.

Fix: Run across more AI engines and add monthly tracking to watch AI presence move.

Visual evidence (medium gap)

Current: The current scan now carries dated visual proof from the public storefront and/or social surfaces.

Industry standard: Premium audits include screenshots, page examples, crawl proof, and exact locations of the issue.

Fix: Keep expanding visual proof toward deeper mobile/product/social states so every major claim points to a real dated surface.

Social + organic lane (high gap)

Current: The scan can now judge part of the public social-to-sale path, but the lane still needs stronger profile proof and organic-source depth.

Industry standard: Strong founder-facing audits judge the real commerce system buyers use: profile clarity, proof density, link path, and the organic surfaces feeding trust.

Fix: Carry public profile captures, proof-layer checks, and organic-source movement into the audit so Instagram/WhatsApp-first brands are judged on the system they actually sell through.

Implementation path (high gap)

Current: The audit has a service ladder, but the fix ownership and sprint path need stronger packaging.

Industry standard: Implementation-led agencies convert issues into owners, timelines, deliverables, and progress reports.

Fix: Name the offers, list deliverables, and show what changes in 7, 30, and 90 days.

Experience quality evidence (high gap)

Current: The audit now includes Lighthouse and accessibility checks, but only when optional browser auditing is enabled.

Industry standard: Premium audits measure speed, accessibility, and technical SEO directly instead of inferring page quality from HTML alone.

Fix: Keep browser-based quality audits enabled for sample, premium, or operator-reviewed scans.

ACTION ROADMAP

What changes after the audit

Days 1-7 - Trust repair sprint

Make the brand easier to verify before new traffic arrives.

- Add Product, Organization, FAQ, and policy schema where content exists.
- Place review proof near product and inquiry intent.
- Tighten product category, price, shipping, return, and support answers.

Days 8-30 - AI and Google authority sprint

Increase entity confidence across Google and AI answer surfaces.

- Build sameAs links across website, Instagram, marketplace, review, and founder/profile surfaces.
- Create answer-ready FAQ and product-support pages for common buyer questions.
- Lift Google trust from 50/100 by adding third-party proof and consistent public profiles.

Days 31-90 - Monitoring and compounding sprint

Turn the audit into a recurring visibility and conversion operating loop.

- Run monthly AI/search prompt checks for brand, category, and competitor buying questions.
- Track review growth, WhatsApp inquiry recovery, and product-page trust improvements.
- Convert findings into founder teardown content and approval-gated outreach.

IMPLEMENTATION PATH

What Outkast can fix next

Audit + Fix Kit - Rs 999 one-time

Founders who want the full picture of where AI names them vs competitors - and the exact fixes.

- Every buying question you lose + who AI names instead
- Full competitor head-to-head (your GEO Readiness + AI Presence vs rivals)
- All paste-ready fixes (schema, FAQ, WhatsApp, trust) - the AuditFix kit
- GEO Readiness + Revenue Leakage breakdown + ranked fix list + PDF

Deep + Track - Rs 2,999 one-time

Brands that want to fix, then confirm the gain.

- Everything in the Audit + Fix Kit
- Per-engine breakdown
- Competitor AI presence tracking
- A follow-up re-scan (we run it for you) showing exactly what moved

AI Visibility Monitoring - Rs 1,999 / month

Brands that want to stay ahead as AI answers keep changing.

- Monthly automated re-scans + trend dashboard
- Alerts when your AI citations or a competitor's change
- Ongoing competitor AI presence tracking

FULL IMPLEMENTATION BRIEF

Unlocked report sections

Every buying question AI answers without you

On Google Gemini (Search grounding) + OpenAI (web search) + Claude (web search) + Grok (Live Search) + Perplexica (SearXNG + self-hosted model) (1x each), Nike was named in 24 of 25 sportswear and athletic apparel buying questions (96% AI presence). Here is each question you lose - and exactly who AI recommends instead.

- "New or emerging sportswear and athletic apparel brands in the US and global market worth trying."
Gymshark, Vuori, Outdoor Voices

Full competitor leaderboard

101 brands were named ahead of or alongside Nike across your category's buying questions. The more often a rival appears, the more of your demand AI is routing to them.

- Under Armour - named in 73 of 25 questions
- Adidas - named in 72 of 25 questions
- New Balance - named in 69 of 25 questions
- Puma - named in 68 of 25 questions
- Reebok - named in 67 of 25 questions
- Lululemon - named in 63 of 25 questions
- The North Face - named in 50 of 25 questions
- Patagonia - named in 43 of 25 questions

Social + Organic Traffic audit lane

The brand's social surfaces are complete enough to judge the full discovery path. Focus on conversion and proof density. This lane exists so the audit can judge the public social-to-organic buying path, not only the website and AI answer layer.

- Website visual proof (present) - We captured homepage plus deeper commerce views, including mobile, so the audit can point to real storefront friction instead of talking abstractly. Next: Use the captured homepage and commerce views to tighten above-the-fold category clarity, CTA visibility, proof, and buying flow.
- Instagram profile clarity (present) - The Instagram bio states the product category and includes a buying path - a strong foundation for social discovery. Next: Keep the bio tight - each word competes with the scroll. Test one clear category + one CTA.
- CTA & link-in-bio quality (present) - The Instagram bio directs visitors toward a next step, whether a link, DM prompt, or website click. Next: Test link-in-bio tools (Linktree, Beacons, own landing page) that route visitors to the right product without friction.
- Local search visibility (missing) - No Google Business Profile detected in available search results. Local discovery relies entirely on the website and social surfaces. Next: Create or claim the Google Business Profile listing. It is free and directly feeds local AI answers and map results.
- DM or WhatsApp handoff (present) - A public buying handoff exists from the social or website surface. Next: Tighten saved replies and objection-handling so the handoff converts, not just exists.
- Organic proof trail (present) - 69 cited domains or third-party mentions are feeding the brand's discoverability footprint. Next: Strengthen the best-performing organic surfaces with category copy, proof, and consistent entity naming.
- Social proof density (present) - A testimonial or review surface exists, but the scan could not verify a published count. Next: Move the strongest proof closer to product, DM, and WhatsApp conversion moments.

Prioritised fix list

Nike scores 63/100. Work these top-down - they are ordered by likely commercial drag, not SEO convention.

- Under Armour is winning your category in AI answers - Study the questions where Under Armour is named and you are not, then close those specific gaps (schema, reviews, citable content) and re-scan.
- Structured data is thin or missing - Add product, organization, breadcrumb, FAQ, and review schema so AI/search systems can parse the brand without guessing.
- No FAQ schema - AI can't lift your answers - Publish an FAQ (shipping, sizing, returns, COD/UPI, care) with FAQPage schema so AI can quote your exact answers.
- Page experience is slowing the buying surface down - Compress above-the-fold media, reduce blocking scripts, and tighten page payload before more traffic lands.
- 12 broken link(s) found - Fix or redirect the broken URLs; re-test after deploying.
- Canonical tag points to a different URL - Confirm the canonical target is intentional. For a normal page it should be self-referential (point to its own clean URL).

Google / profile / review trust

Do not create a Google Business Profile for a pure online-only brand. Build entity trust through website schema, marketplace profiles, social proof, press, review surfaces, and consistent contact details instead.

- Google trust score: 50/100
- Detected review count: 0
- Build reviews only through compliant buyer flows. Do not fake testimonials or incentivize misleading reviews.

Website/Product Fixes

The website should become the source of truth for product, proof, policy, contact, and schema signals.

- Add or improve product schema.
- Make policy and contact pages visible.
- Add review proof and WhatsApp/contact actions near product intent.

WhatsApp/DM Conversion Path

For Indian D2C, discovery often happens on Instagram and conversion happens through WhatsApp or DMs. The scan checks whether that transition is obvious and follow-up ready.

- WhatsApp signal detected.
- Use saved replies for size, shipping, return, and payment objections.
- Trigger review requests and reorder nudges after delivery.

Recommended Automation Blueprint

The highest-leverage automation is a trust-and-follow-up loop: capture inquiry, answer objections, request reviews, and update weekly visibility score.

- Lead source -> brand scan -> free mini-audit -> paid unlock.
- Buyer inquiry -> WhatsApp/email reply template -> follow-up after 24 hours.
- Delivered order -> review request -> review summary -> weekly trust score update.

7-Day Action Plan

This is a practical recovery path, not a guaranteed revenue claim.

- Day 1: publish or repair the brand entity page.
- Day 2: add contact, policy, buying-path, and review proof blocks.
- Day 3: add schema and clean product/category language.
- Day 4: set up review request templates.
- Day 5: add WhatsApp/DM follow-up templates.
- Day 6: rescan and compare scores.
- Day 7: pick one paid channel or creator post only after the trust gaps are fixed.