

Gymshark

gymshark.com



Grade C — Visible but missing key queries

Tested 6 live buyer prompts across ChatGPT + Perplexity



EXECUTIVE SUMMARY

Gymshark scores 54/100 (Grade C) on AI visibility across major AI search platforms. The brand appears for 3 tested query types, but misses 3 high-intent search categories. Top competitor Lululemon scores 74% visibility rate — richer schema markup and content depth.

CATEGORY BREAKDOWN

Buyer Query	Result	ChatGPT	Perplexity
best gym wear brands UK	win		
best activewear for women 2025	partial	named	not cited
Gymshark vs Lululemon which is better	win		
affordable gym clothes online	miss	not cited	not cited
best gym leggings for squats	partial		
Gymshark review worth buying	win	cited	named

COMPETITOR COMPARISON

Brand	AI Visibility	Advantage
Gymshark (You)	54/100	
Lululemon	74%	
Nike	82%	Domain authority + structured FAQ content
Sweaty Betty	61%	

AI VISIBILITY GAPS

Missing product FAQ schema on leggings category page

HIGH

Unlocks: Category discovery queries

No buyer-intent landing page for "gym shorts men"

HIGH

Unlocks: "best gym shorts" queries

Thin brand comparison content (vs Nike, vs Lululemon)

HIGH

Unlocks: Comparison-intent queries

No AggregateRating schema on top sellers

MEDIUM

Unlocks: Review + recommendation queries

Limited content targeting female training queries

MEDIUM

Unlocks: Sports bra + womens fitness queries

No sustainable activewear content cluster

MEDIUM

Unlocks: Eco-conscious buyer queries

RECOMMENDED MOVES

1

Add FAQ + AggregateRating schema to top 10 product pages

Est. impact: +12–18 pts

2

Publish "Gymshark vs Lululemon" and "Gymshark vs Nike" comparison pages

Est. impact: +10–15 pts

3

Create a buying guide targeting "best gym shorts for men 2025"

Est. impact: +8–12 pts

Track this weekly for £9.99/mo

Get a fresh AI visibility score every Monday. See your score trend, catch gaps as they appear, and beat your competitors to AI search real estate.

- ' Weekly re-audit — every Monday, auto
- ' Score trend chart — track your growth
- ' Competitor deltas — see if rivals pull ahead
- ' Priority gap list — updated weekly

<https://shelfiqtools.com/subscribe>

