GUIDE

Impact ShirtsLive

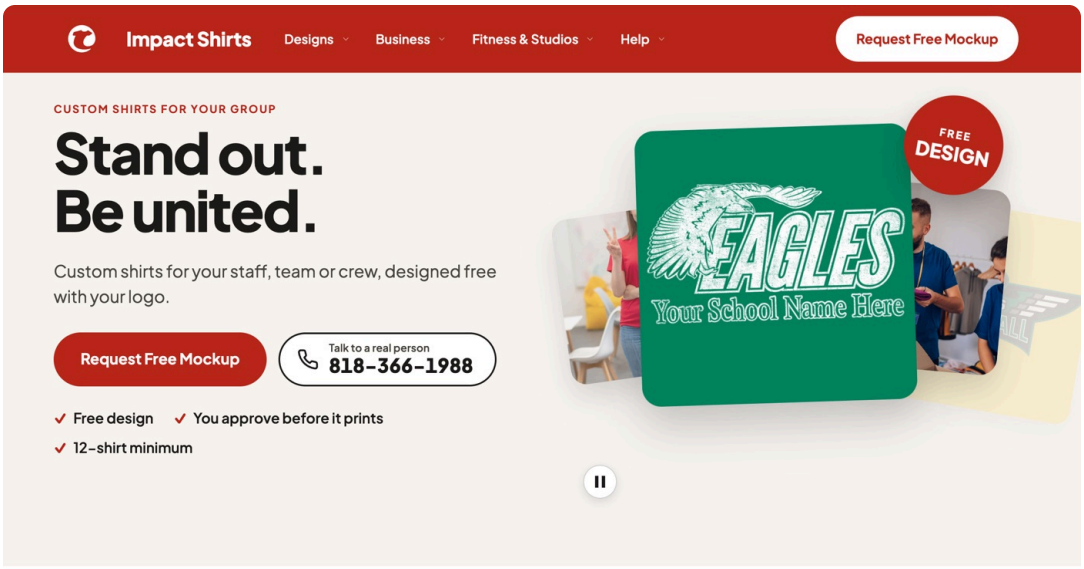
Businesses and teams now ask AI assistants where to get custom shirts made, and the old site answered with three phone numbers and two home towns. Digilu put Impact Shirts' 175 designs on a new site with one phone number, one Camarillo address and one set of hours on every page.

5 minute read

AIOInsights

AI visibility score
measured live
Before Digilu6.4November 2026
Today9.4/10Measured November 18, 2026
+3.0 points
Open to ChatGPT ✓ Claude ✓ Gemini ✓ Perplexity ✓
14changes on record

- ✓ Donald Kick, owner
- ✓ Took the site live on November 17, 2026
- ✓ Camarillo, CA
- ✓ With Digilu since November 2026
- ✓ Live at impactshirts.com



AIOInsights

What AI reads on Impact Shirts today.

Every line below is a finding AIOInsights recorded on the live site on November 18, 2026. This is what ChatGPT, Claude, Gemini and Perplexity can read when someone asks who to call.

ChatGPTCAN READ IT
ClaudeCAN READ IT
GeminiCAN READ IT
PerplexityCAN READ IT
What your business is Written in the structured language AI systems read
YES
Proof you are who you say Linked to an outside identifier AI can verify
YES
Your Google Maps listing Linked, so AI can match the site to the real place
YES
Real reviews on the page Shown with ratings and names AI can attribute
YES
Who is behind it An About page AI can read
YES
What you do Service pages AI can quote
YES
A summary AI can quoteA meta description for every page

YES
A map of every pageA sitemap AI crawlers can follow
YES

Run the same free check on any site at aioinsights.com.

The work

What Digilu does for Impact Shirts

- The business and group design catalog, readable by people and AI assistants
- A new site on the existing Impact Shirts mark, with catalog search on the first screen
- Every old address mapped to its new page, so links built over the years still land
- One address, one set of hours and one minimum order across all four Impact brands
- AI visibility, trust and search checks running on the live domain, shown in the footer

On the record

Everything Digilu has done for Impact Shirts

Every change below is the same entry Don reads in the Client Observatory, logged on the day it was made. 14 so far. The list grows; nothing on it is ever edited after the fact.

November 2026

1. November 18, 2026Done**Cloudflare stopped 43 hostile requests to your site on November 17; 25,538 requests served to 1,608 visitors**

   Read from Cloudflare's own analytics for your domain.

2. November 18, 2026Done**AIOInsights measured your AI visibility today: 9.4 out of 10, trust signals 7**

   The same engine behind aioinsights.com read your live site at 15:41 UTC. How ready it is to be read and described correctly by AI, not a ranking.

3. November 18, 2026Done**Checked AI access to your site: ChatGPT, ChatGPT search, Claude, Google AI, Perplexity all allowed; the AI summary file is present**

   Read the crawler rules on https://impactshirts.com/ today (HTTP 200) and the AI summary file (HTTP 200).

4. November 17, 2026Done**Took the new Impact Shirts site live on impactshirts.com**

The new site now answers at impactshirts.com, and every old address lands on its new page. The first reading of the live site, on November 18, came in at 9.4 out of 10 for AI visibility, up from 6.4 before Digilu.

5. November 10, 2026Done**The new site, in preview, reads 7.9 out of 10**

   AIOInsights read the new Impact Shirts site at 7.9 for AI visibility on November 10, against 6.4 for impactshirts.com the same day. It becomes your site's reading when the new site moves onto your domain.

6. November 10, 2026Done**Built the new Impact Shirts site, in preview**

   134 designs, each with its number, name and picture, and a homepage that opens on Send us your logo. It moves onto impactshirts.com when you say go.

7. November 10, 2026Done**Measured your current site before anything changes: 6.4 out of 10**

   AIOInsights read impactshirts.com at 6.4 for AI visibility on November 10. Every later reading is compared against this one.

8. November 10, 2026Done**Saved a full copy of your current site**

   44 pages of impactshirts.com saved the day you joined, plus the Internet Archive's copy, backed up in three places before anything is replaced.

9. November 10, 2026Done**Fixed 13 links that led to missing pages**

   Links carried over from the current site now go to the right catalog page, or were removed where nothing could replace them.

0. November 10, 2026Done**Linked your Yelp and Trustpilot profiles to the new site**

   AI assistants can now connect the reviews you earned there to Impact Shirts.

1. November 10, 2026Done**One phone number, one address and one set of hours on every page**

   818-366-1988, 11279 Barranca Road, Camarillo, and Monday to Friday, 9am to 5pm Pacific, on every page of the new site. The old site showed three phone numbers and two home towns.

2. November 10, 2026Done**Started a Guides section on the new site**

   The first guide is written. A new one is drafted every Friday and publishes only when it passes our quality check.

3. November 10, 2026Done**Chose the one idea Impact Shirts should own: Employee T-Shirts**

   Everything we write for the site points at it, so businesses and AI assistants come to connect employee t-shirts with Impact Shirts.

4. November 10, 2026Done**Added color and homepage choices to your Observatory**

Five color themes, one of them your current site's own colors, and four homepage looks for the new site. Pick one on your Observatory home page and the preview changes to match.

Measured, not estimated

How AI and search read Impact Shirts today

Before Digilu, Impact Shirts read 6.4 out of 10 on AIOInsights (AIOInsights, read before the new site went live, November 10, 2026). The live reading is 9.4 out of 10, taken November 18, 2026 on the same engine.

6.4

Before

→

9.4 / 10

AIOInsights, measured on the live engine

Semantic Clarity 10
Entity Consistency 10
Authority 8.9
AI Discoverability 10
Reputation Signals 7
Local Presence 10

Curious how AI sees your business?

Run the same free check. It is real, it is instant, and it measures exactly what AI can see when it decides who to recommend.

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Digilu takes ongoing responsibility for keeping businesses easy to find, easy to trust, and easy to choose as search, AI, reviews, and customer expectations change.