

CREATOR VISIBILITY + AI MENTION AUDITS

MARISOL VEGA SCOPE

tiktok.com/@marisolmoves / Marisol Vega

PREPARED 2026-08-04

5 Gaps Identified

Citation Index 42

67% Mention Rate

Executive Summary

OVERALL VISIBILITY



Captions		100
On-Screen & Spoken		47
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Summary

@marisolmoves runs a fitness and mobility coaching account on TikTok, cross-posted consistently to Instagram and YouTube under the same handle. Overall checklist coverage is strong: 8 of 13 items are STRONG, with only 1 gap and 4 blockers standing between her and a top-tier score.

The strongest signals include caption structure that opens with the keyword while still reading naturally, auto-captions on every upload, a reasonable and consistent hashtag count, sound choices that match the content, a pinned top-performing post, a watch-completion rate trending up month over month, and a consistent @marisolmoves handle across all three platforms. Branded recognition in AI Mention Audits is reliable, including a featured ChatGPT placement.

The clearest blockers are missing on-screen text in the first 3 seconds of recent posts, hashtags that still lean on generic tags (#fyp, #viral) instead of niche ones, no engagement prompt in captions, and no cross-platform link in the TikTok bio. The bio itself is a secondary gap — memorable, but missing a searchable keyword. Flow State Fitness leads on category-level AI mentions; closing the four blockers above is the fastest path to closing that gap.

Checklist action plan

13 of 13 checklist items assessed; 0 need review. This covers recorded checklist items only, not full audit completion.

Severity first; the fixes with the biggest reach impact before profile polish. This is an editorial ordering policy, not measured business impact.

Prioritized from recorded checklist items. AI Mention Audit findings remain in their own report section. Recommendations require review; outcomes are not guaranteed.

1. Add on-screen text in the first 3 seconds - Critical

Evidence: No on-screen text in the first 3 seconds on the last 6 posts — viewers scroll past before the hook lands.

Why it matters: Most viewers decide whether to keep watching in the first few seconds; on-screen text earns the scroll-stop.

Next action: Add on-screen text naming the topic within the first 3 seconds of new posts, then re-check.

Source: Keyword shown on screen in the first 3 seconds | Recorded: 2026-08-04T15:00:00.000Z

2. Swap generic hashtags for niche ones - Critical

Evidence: Still leaning on #fyp and #viral instead of #mobilitytraining or #flexibilitycoach.

Why it matters: Niche tags reach the audience most likely to engage; generic tags mostly reach lookers, not followers.

Next action: Replace generic tags like #fyp and #viral with niche-specific tags, then re-check.

Source: Hashtags are niche-specific, not generic like #fyp | Recorded: 2026-08-04T15:00:00.000Z

3. Add an engagement prompt to captions - Critical

Evidence: Captions rarely ask a question — comment counts stay flat.

Why it matters: Comments are a strong ranking signal; a caption that never asks for one leaves easy engagement on the table.

Next action: Add a direct question or prompt to captions on upcoming posts, then re-check.

Source: Uses a question or prompt to drive comments | Recorded: 2026-08-04T15:00:00.000Z

4. Link other platforms in the bio - Critical

Evidence: No link to the YouTube channel or newsletter anywhere in the TikTok bio.

Why it matters: Without a link, an engaged viewer on one platform has no path to follow the creator anywhere else.

Next action: Add a link to the other platforms or a link-in-bio tool, then re-check.

Source: Content or link embedded somewhere off-platform | Recorded: 2026-08-04T15:00:00.000Z

5. Add a searchable keyword to the bio - High

Evidence: Bio says "movement nerd" but never the words people actually search.

Why it matters: A memorable bio without a searchable keyword is easy to miss in search and AI answers alike.

Next action: Rewrite the bio to include a phrase people actually search for, then re-check.

Source: Bio includes a searchable keyword | Recorded: 2026-08-04T15:00:00.000Z

Suggested 30-day plan

Days 1 through 3

Confirm each of the 4 blockers above against the live site, then assign an owner and due date: Add on-screen text in the first 3 seconds; Swap generic hashtags for niche ones; Add an engagement prompt to captions; Link other platforms in the bio. Do the same for the 1 gap finding: Add a searchable keyword to the bio.

Done when: Every finding listed above has a named owner and a due date recorded in your tracker.

Days 4 through 8: Add on-screen text in the first 3 seconds

Critical blocker from the "Keyword shown on screen in the first 3 seconds" check. Add on-screen text naming the topic within the first 3 seconds of new posts, then re-check.

Done when: Re-run the "Keyword shown on screen in the first 3 seconds" check and confirm it no longer reports this finding as a GAP or BLOCKER.

Days 9 through 13: Swap generic hashtags for niche ones

Critical blocker from the "Hashtags are niche-specific, not generic like #fyp" check. Replace generic tags like #fyp and #viral with niche-specific tags, then re-check.

Done when: Re-run the "Hashtags are niche-specific, not generic like #fyp" check and confirm it no longer reports this finding as a GAP or BLOCKER.

Days 14 through 18: Add an engagement prompt to captions

Critical blocker from the "Uses a question or prompt to drive comments" check. Add a direct question or prompt to captions on upcoming posts, then re-check.

Done when: Re-run the "Uses a question or prompt to drive comments" check and confirm it no longer reports this finding as a GAP or BLOCKER.

Days 19 through 23: Link other platforms in the bio

Critical blocker from the "Content or link embedded somewhere off-platform" check. Add a link to the other platforms or a link-in-bio tool, then re-check.

Done when: Re-run the "Content or link embedded somewhere off-platform" check and confirm it no longer reports this finding as a GAP or BLOCKER.

Days 24 through 27: Add a searchable keyword to the bio

High-priority gap from the "Bio includes a searchable keyword" check. Rewrite the bio to include a phrase people actually search for, then re-check.

Done when: Re-run the "Bio includes a searchable keyword" check and confirm it no longer reports this finding as a GAP or BLOCKER.

Days 28 through 30

Re-run every check touched above and compare the new results to what is recorded in this report:

Keyword shown on screen in the first 3 seconds, Hashtags are niche-specific, not generic like #fyp, Uses a question or prompt to drive comments, Content or link embedded somewhere off-platform, Bio includes a searchable keyword. A manual confirmation does not replace a fresh scan.

Done when: Each check listed above no longer returns a GAP or BLOCKER; anything that still does carries into the next cycle.

Day ranges split the remaining implementation window evenly across the recorded findings; a fix that is bigger or smaller than the others should be rescheduled accordingly.

Findings snapshot

Live audit data feeding the report narrative, status table, and exports.

Competitor benchmark

Side-by-side comparison from AI mention tallies, local pack results, and SpyFu when configured.

Business	AI mentions	Local pack	Rating	DA
Marisol Vega (subject)	8 (67%)	—	—	—
Flow State Fitness	7	—	—	—
Bendable Coaching	6	—	—	—

Keyword shown on screen in the first 3 seconds

No on-screen text in the first 3 seconds on the last 6 posts — viewers scroll past before the hook lands.

Hashtags are niche-specific, not generic like #fyp

Still leaning on #fyp and #viral instead of #mobilitytraining or #flexibilitycoach.

Bio includes a searchable keyword

Bio says "movement nerd" but never the words people actually search.

Uses a question or prompt to drive comments

Captions rarely ask a question — comment counts stay flat.

Content or link embedded somewhere off-platform

No link to the YouTube channel or newsletter anywhere in the TikTok bio.

Status table

Status	Finding	Area
STRONG	Opening line names "mobility flow" before the hook fades.	Main keyword appears in the first line of the caption
STRONG	Captions read like she's talking to a friend, not stuffed with keywords.	Caption reads naturally, not stuffed with keywords
BLOCKER	No on-screen text in the first 3 seconds on the last 6 posts — viewers scroll past before the hook lands.	Keyword shown on screen in the first 3 seconds
STRONG	Auto-captions are on for every recent upload.	Auto-captions left on for indexing
STRONG	Sticks to 3-4 hashtags per post instead of stacking twenty.	Uses 1 to 5 hashtags, not a wall of tags
BLOCKER	Still leaning on #fyp and #viral instead of #mobilitytraining or #flexibilitycoach.	Hashtags are niche-specific, not generic like #fyp
STRONG	Trending sounds are cut to match the rep tempo, not just slapped on top.	Sound choice actually matches the content and audience
GAP	Bio says "movement nerd" but never the words people actually search.	Bio includes a searchable keyword
STRONG	Best-performing mobility explainer is pinned to the top of the profile.	Strongest content pinned to the top of the profile
BLOCKER	Captions rarely ask a question — comment counts stay flat.	Uses a question or prompt to drive comments
STRONG	Watch-completion rate is trending up month over month.	Watch completion trending upward
BLOCKER	No link to the YouTube channel or newsletter anywhere in the TikTok bio.	Content or link embedded somewhere off-platform
STRONG	@marisolmoves is consistent across TikTok, Instagram, and YouTube.	Handle is consistent across platforms
STRONG	Creator appears correctly and consistently for branded searches.	AI Mention Audit
STRONG	Marisol Vega leads competitors on AI mentions (8× vs. 7× for Flow State Fitness).	Competitor benchmark

Captions

Captions consistently open with the keyword — "mobility flow" lands before the hook fades — and read like she's talking to a friend rather than stuffed with search terms. Both caption checks come back STRONG; this is one of the account's most reliable signals.

On-Screen & Spoken

Auto-captions are on for every recent upload, giving both viewers and AI systems a text transcript of every video. The gap is on-screen text: none of the last 6 posts show the keyword on screen in the first 3 seconds, so a viewer who scrolls past the audio never sees a written cue before moving on.

Hashtags

Hashtag count is disciplined — 3 to 4 tags per post instead of stacking twenty — but the tags themselves are still generic. Recent posts lean on #fyp and #viral rather than niche tags like #mobilitytraining or #flexibilitycoach, which is exactly the kind of tag a category search would actually surface.

Sound & Trend

Trending sounds are cut to match the rep tempo of the content rather than slapped on top after the fact, which reads as intentional editing rather than chasing a trend for its own sake.

Profile & Bio

The bio reads "movement nerd," which is memorable but skips the words someone would actually type into a search box or ask an AI assistant, like "mobility coach." The best-performing mobility explainer is pinned to the top of the profile, though, which is the strongest possible first impression for a new visitor or an AI system summarizing the account.

Engagement

Watch-completion rate is trending up month over month, a strong underlying signal. Captions rarely ask a question, though, so comment counts stay flat even as watch time improves — the account is winning on retention but leaving an easy engagement lever unused.

Cross-Platform

@marisolmoves is used consistently across TikTok, Instagram, and YouTube, which is the baseline requirement for viewers and AI systems to connect the same creator across platforms. The one gap: nothing in the TikTok bio links to the YouTube channel or newsletter, so a TikTok viewer has no path to the rest of the catalog.

AI Mention Audit

Answer-engine tests cover branded, category, and secondary-service style queries across Google AI Overviews, ChatGPT, and Gemini.

- Branded ("@marisolmoves TikTok"): cited on all three engines, including a featured placement in ChatGPT. Flow State Fitness is the account most often named alongside her.
- "Best mobility coach to follow on TikTok": featured in ChatGPT, mentioned in Gemini, missed in AI Overviews — Flow State Fitness and Bendable Coaching fill the gap there.
- "Who should I follow for beginner mobility training": missed in AI Overviews and ChatGPT; Gemini mentions her while also citing Bendable Coaching.
- "TikTok creators who explain mobility drills clearly": missed in AI Overviews; ChatGPT and Gemini both mention her, with Bendable Coaching as the competing name.

The pattern: branded recognition is reliable, but category-level citations still trail Flow State Fitness.

Competitor benchmark

Flow State Fitness is the account most frequently named alongside @marisolmoves across AI Mention Audit results, appearing in three of the four tested scenarios. Bendable Coaching shows up on the more generic "beginner" and "clearly explains drills" queries.

@marisolmoves wins outright on the branded query and holds a featured placement on the "best mobility coach" question — the gap to close is category-level citations where a searcher has not already heard her name.