

# 729% BOOST IN AI VISIBILITY AND 32% MORE LEADS FOR LEADING HOME SERVICES BRAND



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## Overview

A leading home services brand partnered with Ignite Visibility to scale its SEO strategy, improve AI visibility, and drive higher-quality leads. Through large-scale technical and content enhancements, including 10,000 new location-specific pages and AI-driven optimization, the brand achieved a 32% increase in total leads and a 729% boost in AI visibility.

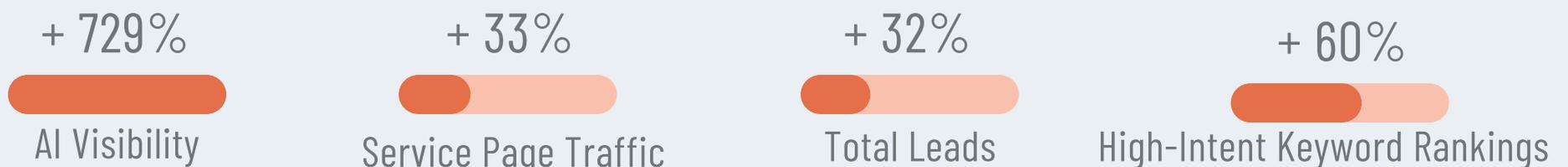
## Challenge/Opportunity

The brand needed to modernize its SEO foundation to compete in an AI-driven search landscape. An outdated site architecture and limited local targeting were holding back visibility and lead growth. The goal: scale SEO efforts, dominate local search, and enhance user experience across thousands of markets.

## Strategy & Tactics

- **AI Optimization:** Leveraged AI-powered tools to enhance visibility across AI search platforms like ChatGPT and Perplexity, ensuring the brand appeared in emerging search experiences.
- **Service Page Expansion:** Launched nearly 10,000 localized service pages to capture hyper-local demand and strengthen presence in local search results.
- **Technical SEO Enhancements:** Improved site speed, mobile responsiveness, and crawlability for a faster, more efficient site.
- **High-Intent Keyword Targeting:** Focused on keywords with strong conversion potential to drive more qualified traffic and leads.

## Results



## Conclusion

By combining large-scale SEO execution with cutting-edge AI optimization, Ignite Visibility helped a national home services brand expand its local reach, improve visibility across emerging search environments, and convert that momentum into a significant lift in leads.