

+15 AI Overview Placements in 3 Months for Home Service Franchise

EXECUTIVE SUMMARY

Ignite Visibility positioned a **home services franchise** at the forefront of AI search by earning prominent placement in Google's AI Overviews.

CHALLENGE

- No presence in AI-driven search features
- Limited top-of-page visibility
- Needed stronger authority signals

CAMPAIGN STRATEGY & TACTICS

- Optimized content for AI Overview inclusion
- Created structured, authority-driven content
- Aligned pages with generative search intent

PLATFORMS, TOOLS & TECH STACK

- Google AI Overviews
- SEO + AI optimization tools for content and authority signals

RESULTS & BUSINESS IMPACT

- +15 AI Overview placements, establishing visibility in emerging search features
- Increased top-of-page visibility across key queries
- Improved authority + CTR potential

FINAL THOUGHTS

It's a zero-click world we're living in as franchise investors increasingly rely on AI overviews for information. Get discovered in AI-driven results as we position your brand as an industry leader.

RESULTS & BUSINESS IMPACT

SUMMARY

DECEMBER 2024

02

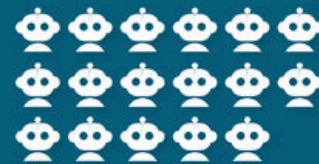
AI OVERVIEW



MARCH 2025

17

AI OVERVIEW



15

AI Overview
Features Gained



+15 AI Overview placements



Increased top-of-page
visibility