

Ignite Visibility Helped a Health & Wellness Franchise Dominate Search

EXECUTIVE SUMMARY

Ignite Visibility expanded search visibility for a **Health & Wellness Franchise**, capturing both traditional rankings and emerging AI-driven search features.

CHALLENGE

- Limited visibility for non-branded, high-intent keywords
- Missing opportunities to capture qualified search demand
- No presence in AI-driven search features

CAMPAIGN STRATEGY & TACTICS

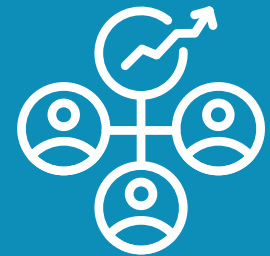
- Competitive research to identify gaps and opportunities to rank
- Built high-intent, non-branded content
- Optimized for Featured Snippets + AI Overviews
- Expanded keyword targeting strategy

PLATFORMS, TOOLS & TECH STACK

- Google Search Console for performance tracking
- SEO tools for keyword expansion and ranking insights
- AI search optimization frameworks

RESULTS & BUSINESS IMPACT

SUMMARY



Increased Site Traffic

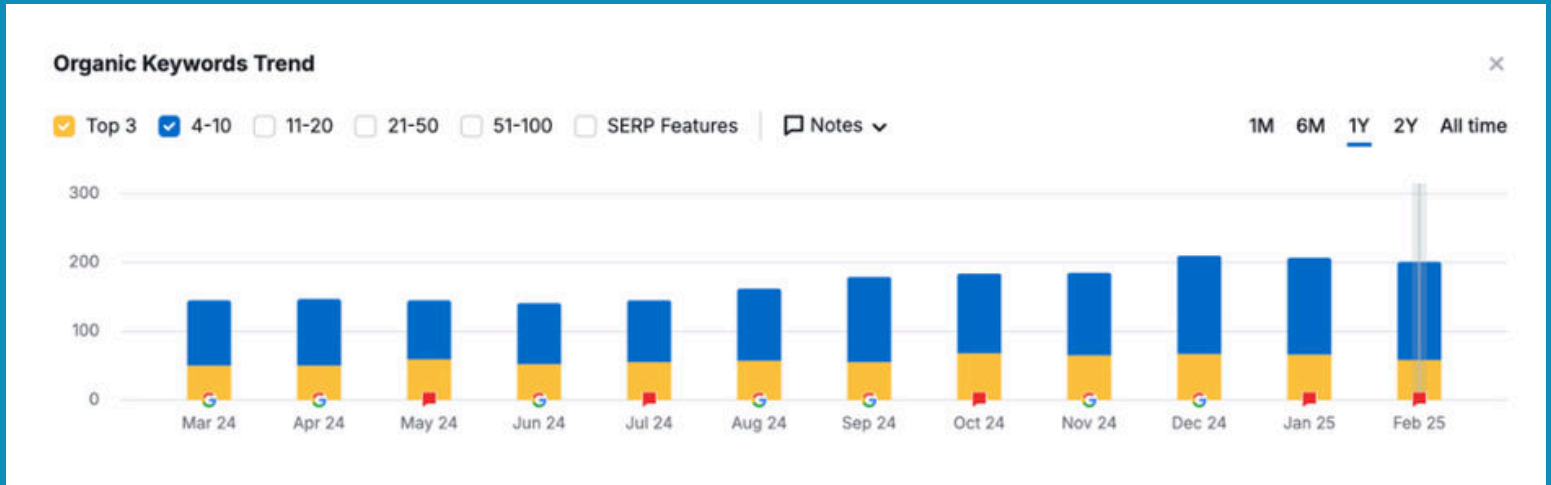


Improved Visibility



Generated Quality Leads

72% More First-Page Rankings: Dominating Non-Branded & AI Search



RESULTS & BUSINESS IMPACT

- Improved Visibility
- Increased Site Traffic
- Generated Quality Leads

FINAL THOUGHTS

Visibility drives awareness of and demand for your franchise opportunity. If you're not showing up where investors look for information, we can help.