

# HOW WE ACHIEVED 458% AI VISIBILITY GROWTH ACROSS 5,000+ BLOGS



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  [IGNITEVISIBILITY.COM](https://ignitevisibility.com)

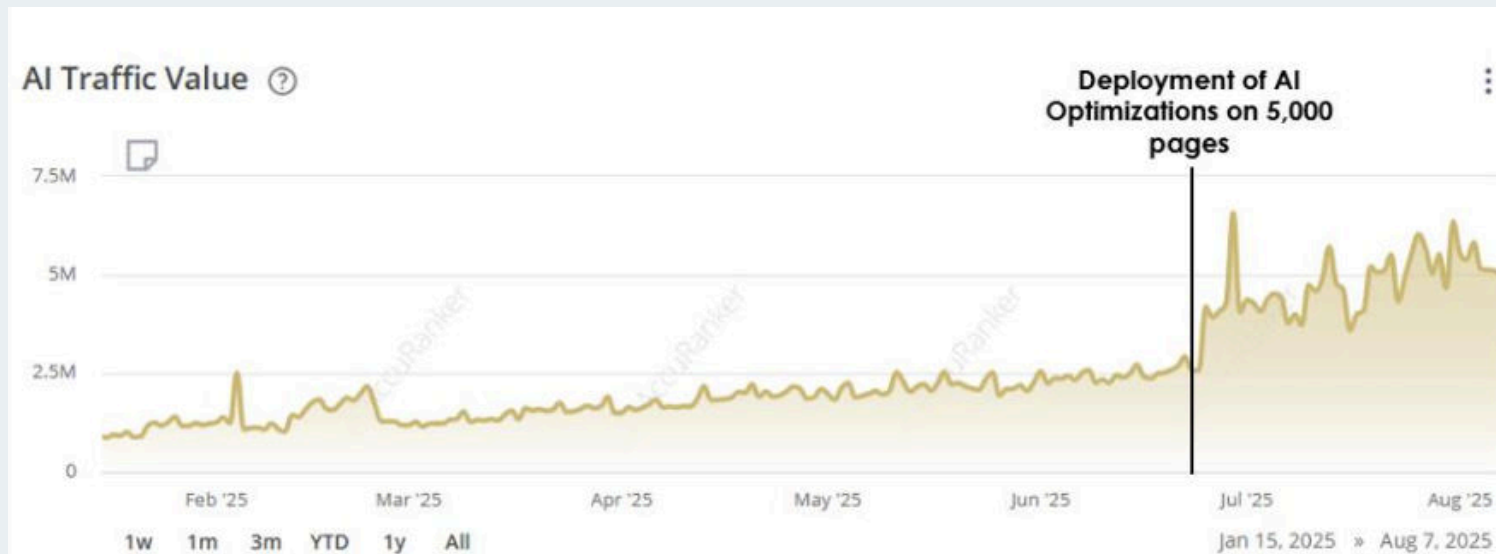
## Overview

A home services franchise group with over **5,500 locations across 19 brands** faced a critical challenge: AI-driven search tools, including Google AI Overviews, ChatGPT, and Perplexity, began diverting traffic away from traditional search results. This shift disrupted the organic traffic previously driven by blog content.

To address this, Ignite Visibility optimized over 5,000 blog posts and refined workflows to future-proof the brand’s content strategy. The result was significant growth in AI visibility, lead generation, and publishing efficiency. **This OMMA Award-winning campaign** demonstrated the power of an SEO-driven approach in navigating the AI era.

## Challenge/Opportunity

- **Challenge:** Traditional SEO tactics, focused on rankings and traffic volume, were no longer sufficient to maintain visibility in AI search.
- **Opportunity:** By optimizing existing content for AI search and lead conversion, the brands could regain visibility, attract engaged traffic, and increase leads.



# AI SEO STRATEGY FOR A HOME SERVICES CLIENT



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## Strategy & Tactics

The SEO team developed a scalable AI-first strategy.

### 1. AI Visibility Strategy at Scale:

- Focused on optimizing content for AI Overviews by integrating structured data and ensuring brand mentions in AI responses. This helped improve visibility in AI-driven search results.

### 2. Content Quality Scoring System:

- A proprietary AI-powered system rated 5,000+ blog posts on E-E-A-T, schema, and AI-friendly formats. This automated content audits and provided roadmaps for improving quality across thousands of pages.

### 3. Consolidated Content Production:

- Streamlined content production by consolidating from five agencies to one dedicated partner (Ignite Visibility), resulting in 60% faster content deployment year-over-year and improved content quality with fewer review cycles.

### 4. AI-Optimized Summaries:

- Updated over 5,000 blog posts with AI-friendly summaries, formatted for easy citation by AI tools. This included brand mentions, keywords, and user-first structures like bullet points.

### 5. AI-Generated Visuals:

- Replaced stock photos with AI-generated images that were tailored to the brand, improving engagement and relevance on landing pages.

## Results

**+458%** AI Visibility  
Growth

**+20%** Increase  
in Leads

**+60%** Faster Speed-  
to-Publish

The campaign resulted in a **458% increase in AI Overview visibility**, a **20% growth in web leads**, and **60% faster content deployment** year-over-year. Additionally, AI-generated visuals boosted user engagement. These outcomes not only improved brand visibility in AI-driven search but also showcased how a tailored SEO strategy can drive substantial growth in an evolving digital landscape.