

FROM AI RECOMMENDATION TO CONVERSION: HOW A 5% TRAFFIC SHARE GENERATED OVER 10% OF TOTAL AGENCY LEADS



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EXECUTIVE SUMMARY

Traditional SEO metrics suggested something was changing. AI visibility revealed what was actually happening.

As prospects increasingly turn to AI assistants for recommendations, Ignite Visibility invested in a focused AI SEO strategy to **improve visibility** across AI-generated results.

By strengthening authority signals, expanding proof-driven content, increasing third-party mentions, and implementing AI-focused technical optimizations, Ignite increased its presence across major AI platforms.

The result: In just five weeks, AI-generated traffic **peaked at 10.15%** of total leads, nearly double its 5.46% share of overall website traffic.

AI visibility is no longer an emerging metric. It's becoming a critical SEO KPI.

**10.15%
LEADS**

AI Overview
Features

**2.24x
CVR**

Conversion Rate
vs. Organic

**#5
CHANNEL**

By Session
Volume

**5.46%
SESSIONS**

Share of Total
Website Sessions

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CHALLENGE / OPPORTUNITY

Traditional SEO metrics don't tell the full story anymore.

As AI assistants increasingly answer questions directly, brands can influence buying decisions without earning a click.

Ignite wanted to understand:

- How **AI traffic compares** to other acquisition channels
- Which **AI platforms** drive the most value
- How **buyers interact** with the site after arriving from AI
- Where Ignite stands **against competitors** in AI-generated recommendations

STRATEGY & TACTICS



STEP 1:

Create Dedicated
AI Channel

STEP 2:

Standardize Lead
Measurement

STEP 3:

Analyze AI
Visitor Path

STEP 4:

Establish LLM
Benchmarks

STEP 5:

Optimize Brand-
Truth Surface

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To better understand and improve AI visibility, Ignite implemented a comprehensive AI discovery and measurement strategy focused on both performance tracking and visibility optimization.

1

We **expanded our case studies, proof points, and expert-led content** to give AI platforms more authoritative sources to cite when recommending agencies.

2

We **increased our brand presence across trusted third-party sources** through digital PR, industry publications, press releases, and LinkedIn thought leadership.

3

We strengthened AI accessibility with **enhanced Schema markup, LLMs.txt, improved content structure, and stronger expertise signals** across the website.

4

As AI visibility grew, **AI-generated traffic became a meaningful lead source**, proving that modern SEO success extends beyond rankings and clicks to include AI recommendations and citations.

The screenshot displays AI-generated search results for Ignite Visibility. On the left, an 'AI Overview' section lists Ignite Visibility as the 'best overall enterprise/award-winning' agency for B2B & Generative Engine Optimization (GEO), Large-Scale/Enterprise SEO, eCommerce Platforms, and Small to Medium Businesses. On the right, a Clutch.com listing titled 'Top SEO Agencies in the United States - Jul 2026 Rankings' features Ignite Visibility as the 'Top SEO Agency in USA: Award-Winning SEO Services Company'.

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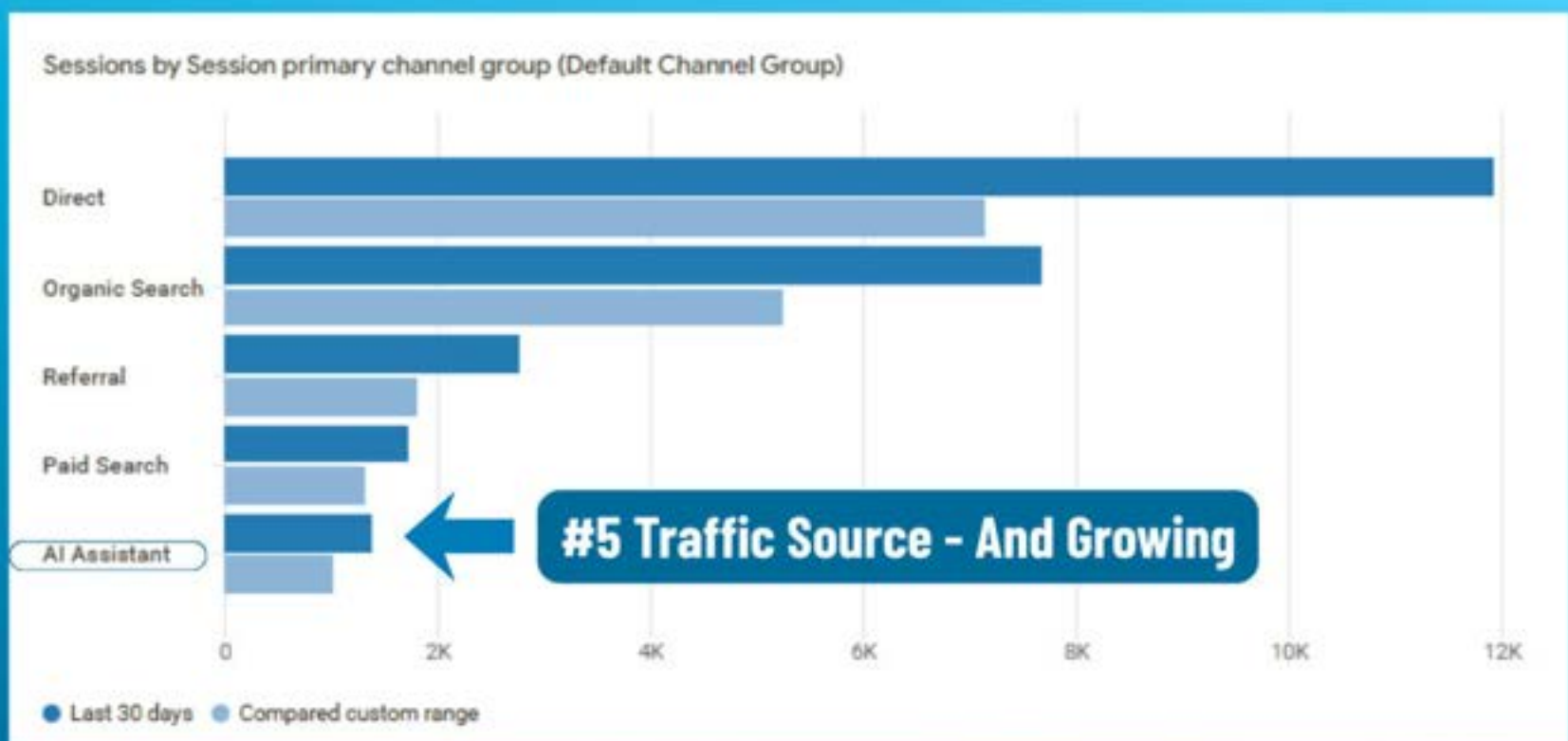
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Results

Across a five-week benchmark period, AI-generated traffic grew to ultimately account for **10.15% of leads**, as well as the following:

- **5.46%** of total website sessions
- **1.17%** conversion rate
- **2.24x** higher conversion rate than Organic Search
- **2.66x** higher conversion rate than Direct Traffic
- **1.60x** higher conversion rate than Paid Search
- **5th-largest** acquisition channel by session volume

In the most recent week measured, AI traffic generated approximately **10.15%** of total leads while accounting for only about **5%** of website sessions, highlighting the channel's growing efficiency.



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Work With Ignite Visibility

This analysis showed that AI is more than a traffic source, it's becoming a recommendation engine that influences purchasing decisions before prospects ever reach a website.

Ignite established a strong foundation with category-leading AI visibility and high-converting AI traffic. The next phase of growth is expanding visibility in unbranded searches, where future customers are making buying decisions.

READY TO IMPROVE YOUR AI VISIBILITY?

Learn how Ignite Visibility can help your brand measure, benchmark, and improve its presence across today's leading AI platforms.