

TURNING AI SEARCH VISIBILITY INTO QUALIFIED FRANCHISE INQUIRIES

An automotive services franchise became the #1 most visible brand in AI search, resulting in more AI-driven website traffic and qualified franchise inquiries.

CLIENT PROFILE



INDUSTRY

Automotive Services Franchise



BUSINESS TYPE

Multi-location franchise brand focused on franchise growth and development

THE CHALLENGE

Competing for visibility as franchise candidates turn to AI assistants like ChatGPT and Gemini for investment research.



Ask AI to Research



Get Recommendations



Research Their Options



Visit Websites & Inquire

THE SOLUTION

Implement an AI Search strategy designed to increase franchise visibility across emerging AI platforms and influence prospects.

THE RESULTS

#1

RANKED AUTOMOTIVE FRANCHISE IN AI SEARCH VISIBILITY

The brand moved from #3 to #1 in AI share of voice among competing automotive franchises.

+25%

INCREASE IN AI MENTIONS

AI mentions grew from 24.7% to 30.9%, making the brand the top competitor in AI responses.

+24%

INCREASE IN AI CITATIONS

Citation rate grew from 12.4% to 15.4%, increasing brand visibility in AI-generated recommendations.



QUALIFIED FRANCHISE INQUIRIES FROM AI SEARCH

ChatGPT referral traffic showed a 66% engagement rate and increased resource downloads.

STRATEGY & APPROACH



TRACK & MEASURE AI SEARCH VISIBILITY

Track franchise research prompts across AI platforms and measure AI mentions, citations, and competitive share of voice.



STRENGTHEN CONTENT & ENTITY SIGNALS

Optimize franchise content and key pages to improve how AI platforms understand and evaluate the brand.



ANALYZE & OPTIMIZE PERFORMANCE

Measure downstream engagement and inquiries from AI traffic to refine strategy and maximize impact.



BUILD LONG-TERM AI AUTHORITY

Establish the brand as a trusted authority in the category, increasing the likelihood of AI platforms recommending the franchise.



THE TAKEAWAY

AI search represents a new frontier for franchise growth. By building visibility across AI platforms, franchises can strengthen brand discovery, influence prospective buyers, and generate qualified inquiries.