

Growth on Top of Dominance: 4× Google Rankings, 2× AI Visibility

How a custom home builder already leading its AI category widened the gap — 51 → 208 top-3 Google keywords and 15% → 33% AI visibility over nine months.

4.1×

TOP-3 GOOGLE KEYWORDS — 51
→ 208 (AHREFS)

2.2×

AI SEARCH VISIBILITY — 15.2% →
33.3%

~93%

SHARE OF VOICE IN AI ANSWERS
— HELD

THE CLIENT

A custom home builder serving a multi-region market. Prospective buyers research builders for months — asking Google and AI assistants about styles, costs, land, and who to trust with the largest purchase of their lives.

THE CHALLENGE

- Already the dominant name in its category's AI answers — the risk was coasting while competitors caught up
- Visibility limited to core prompts: appearing in 15% of the broader questions buyers actually ask
- Hundreds of long-consideration keywords stuck outside Google's top 3, where buying research happens

WHAT VISTO DID

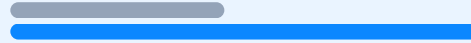
Nine months of sustained GEO + SEO optimization across 27 audit cycles: expanding citable content beyond core brand prompts into the full buyer research journey — costs, comparisons, processes, regions — while defending category dominance in AI answers.

RESULTS

- **Google rankings:** keywords in positions 1–3 grew from 51 to 208 — 4.1× (Ahrefs)
- **Organic traffic:** estimated monthly visits up 77%, 1.1K → 1.9K (Ahrefs)
- **AI visibility:** 15.2% → 33.3% of tracked buyer prompts — 2.2× broader presence
- **Dominance held:** ~93% share of voice in AI answers maintained throughout

AI SEARCH: BEFORE → AFTER (FIRST AUDIT VS. LATEST)

AI visibility



15.2% → 33.3%

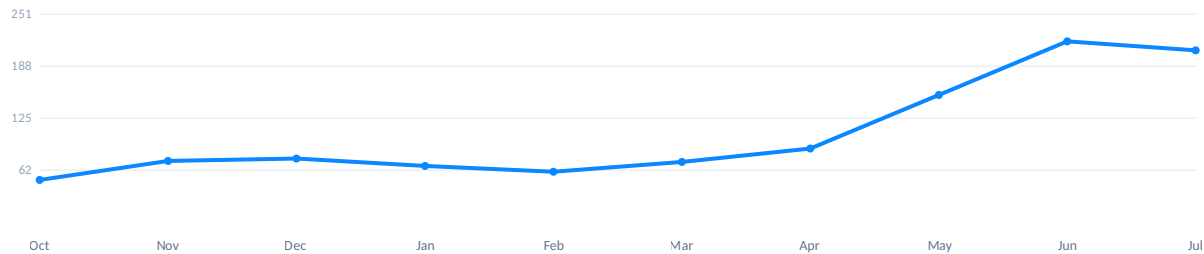
Gray = first audit · Blue = latest audit · Source: Visto GEO audits

THE SEO PICTURE — SAME CONTENT, BOTH ENGINES

The structured, question-answering content built for AI citation climbed Google over the same period. Third-party (Ahrefs) data over the nine months:

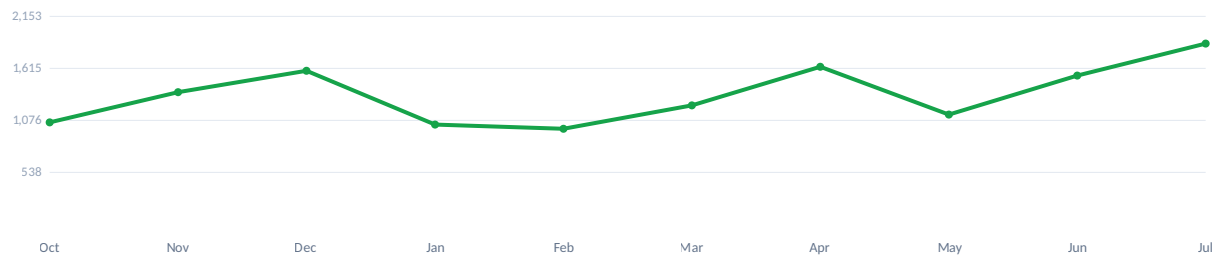
Keywords ranking in Google's top 3 — 51 → 208 (4.1x)

Monthly, Oct 2025 – Jul 2026 · Source: Ahrefs



Estimated monthly organic traffic — 1.1K → 1.9K (+77%)

Monthly, Oct 2025 – Jul 2026 · Source: Ahrefs



HOW IT WORKS

1

Audit

Visto queries AI engines with the real prompts buyers use and measures visibility, share of voice, and citations — alongside classic search rankings.

2

Optimize

Visto's AI agents generate and apply the fixes: content structured for AI citation, coverage of buyer questions, and on-page SEO — one system for both.

3

Compound

Every cycle re-measures and builds on the last. Managed by the client's marketing agency on the Visto platform.

GEO measured by Visto audits: 27 audits over 283 days (Oct 21, 2025 – Aug 1, 2026). SEO figures from Ahrefs, Oct 2025 vs. Jul 2026 (latest full month); Ahrefs traffic is a third-party estimate. Client anonymized.