

Eight Months of Compounding: 8× AI Visibility, +28% Top-3 Rankings

How a growth-stage marketing services firm became the name AI mentions in nearly half its category's answers — while its Google rankings climbed.

8.1×

AI SEARCH VISIBILITY — 4.0% → 32.4%

47.4%

SHARE OF VOICE IN AI ANSWERS — UP FROM 14.6%

+28%

TOP-3 GOOGLE RANKINGS — 46 → 59 (Ahrefs)

THE CLIENT

A growth-stage (~40-person) B2B marketing services firm competing against much larger agencies for lead-generation mandates. Prospective clients ask AI assistants to recommend specialists — a channel where authority, not size, decides who gets named.

THE CHALLENGE

- 4% AI visibility at the first audit — mentioned in almost none of the prompts buyers use to find specialists
- A 14.6% share of voice against larger, better-known competitors
- Strong client results, but thought-leadership content wasn't structured for AI engines to find and cite

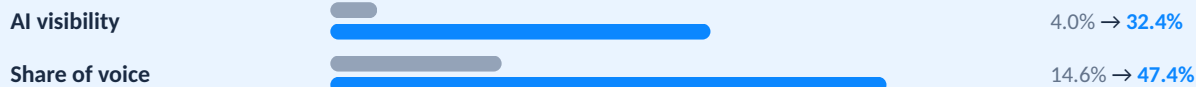
WHAT VISTO DID

Sustained GEO + SEO optimization over eight months and 19 audit cycles: restructuring service and insights content around the questions prospects actually ask, building citable expertise pages, and compounding each cycle's gains into the next.

RESULTS

- **AI visibility:** 4.0% → 32.4% of tracked buyer prompts — 8.1× over eight months
- **Share of voice:** 14.6% → 47.4% — approaching half of all brand mentions in its competitive set
- **Google rankings:** top-3 keyword count up 28% over the same period (Ahrefs)
- **Trajectory:** gains accrued steadily across 19 audits — compounding, not a spike

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



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

THE SEO PICTURE — SAME CONTENT, BOTH ENGINES

Keywords ranking in Google's top 3 — 46 → 59 (+28%)

Monthly, Nov 2025 – Jul 2026 · Source: Ahrefs · Steady climb through the engagement



WHY AI SEARCH MATTERS HERE

Services businesses live and die on the consideration set. When a marketing director asks an AI assistant “who are the best agencies for X,” the answer is assembled from content AI can parse and cite — and the same structured content climbed Google’s top 3 in parallel. One content engine, both surfaces.

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: 19 audits over 246 days (Nov 28, 2025 – Aug 1, 2026). SEO figures from Ahrefs (Nov 2025 vs. Jul 2026, latest full month). Client anonymized.