

Ten Months of Compounding: 7.6× AI Visibility

How a regional home & landscape supply retailer went from a 0% share of voice to owning 61.7% of its category's AI answers.

7.6×

AI SEARCH VISIBILITY — 3.4% → 25.7%

0 → 61.7%

SHARE OF VOICE IN AI ANSWERS

10 months

OF COMPOUNDING, MEASURED ACROSS 22 AUDITS

THE CLIENT

A regional home & landscape supply retailer selling online and through physical locations. Homeowners and contractors ask AI assistants what to buy, how much they need, and where to get it.

THE CHALLENGE

- 3.4% AI visibility and a 0% share of voice at the first audit — national chains and how-to sites owned the answers
- Seasonal, high-intent buying questions (“how much do I need,” “which type for X”) went unanswered on the retailer’s site
- No way to know what AI engines were telling its customers — or recommending instead

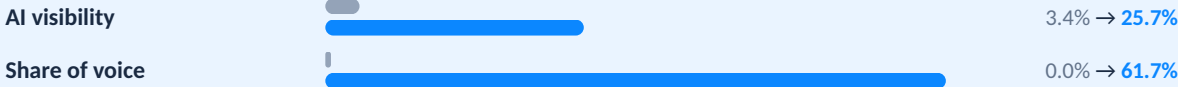
WHAT VISTO DID

Sustained GEO optimization over ten months: 22 audit-and-optimize cycles tracking how AI engines answer buyer questions, steadily building product guidance, local-intent coverage, and structured content AI engines pull answers from.

RESULTS

- **AI visibility:** 3.4% → 25.7% of tracked buyer prompts — 7.6×, gained steadily rather than in one spike
- **Share of voice:** 0% → 61.7% — from unmentioned to the majority voice
- **Compounding:** each audit cycle built on the last across a full seasonal cycle
- **Sentiment:** stable at 0.8 across the period

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



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

THE SEO PICTURE — BUYER KEYWORDS THAT JUMPED

Notable Google keyword movements over the engagement

Oct 9, 2025 → Aug 1, 2026 · Source: Ahrefs · Selected improvements on commercial terms

KEYWORD	VOLUME	BEFORE	AFTER
“island garden bed ideas”	70/mo	21	1
“places that sell straw near me”	20/mo	18	3
“large landscape stone”	90/mo	73	5
“big garden rocks”	70/mo	22	5
“landscape erosion”	20/mo	77	5
“large rock landscaping”	100/mo	72	7

WHY AI SEARCH MATTERS HERE

Retail buying questions are practical and specific — quantities, materials, comparisons, availability. AI engines answer them by citing whoever explains it best. Ten months of steady optimization turned the retailer into that source, through a full seasonal demand cycle — the organic curve a paused ad campaign resets to zero.

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.

Measured by Visto GEO audits: 22 audits over 296 days (Oct 9, 2025 – Aug 1, 2026). Client anonymized.