



# Case Study | GEO Growth for a Pest Control Company

## Client Overview

The client is a pest control company providing residential and commercial pest management services in a competitive local market. The focus of this campaign was to build visibility within AI-driven search environments and capture emerging demand from users relying on generative search tools and AI assistants.

## Objective

The GEO campaign was designed to achieve the following:

- Expand visibility across AI-powered platforms such as ChatGPT, Gemini, and Google AI Mode
- Capture informational search queries driven by AI-assisted search behavior
- Increase inclusion in AI-generated summaries and overviews
- Drive new user engagement and conversions from LLM-based discovery channels

## Strategy & Approach

### AI-Focused Content Development

- Researched and targeted informational keywords aligned with AI search intent
- Created and optimized new blog content for AI readability and citation
- Structured new content to provide clear, direct answers to common pest-related questions

### AI & LLM Visibility Optimization

- Enhanced content to improve inclusion in AI Overviews and generative responses
- Strengthened semantic relevance and entity clarity for better AI interpretation
- Focused on comprehensive topic coverage instead of traditional keyword repetition

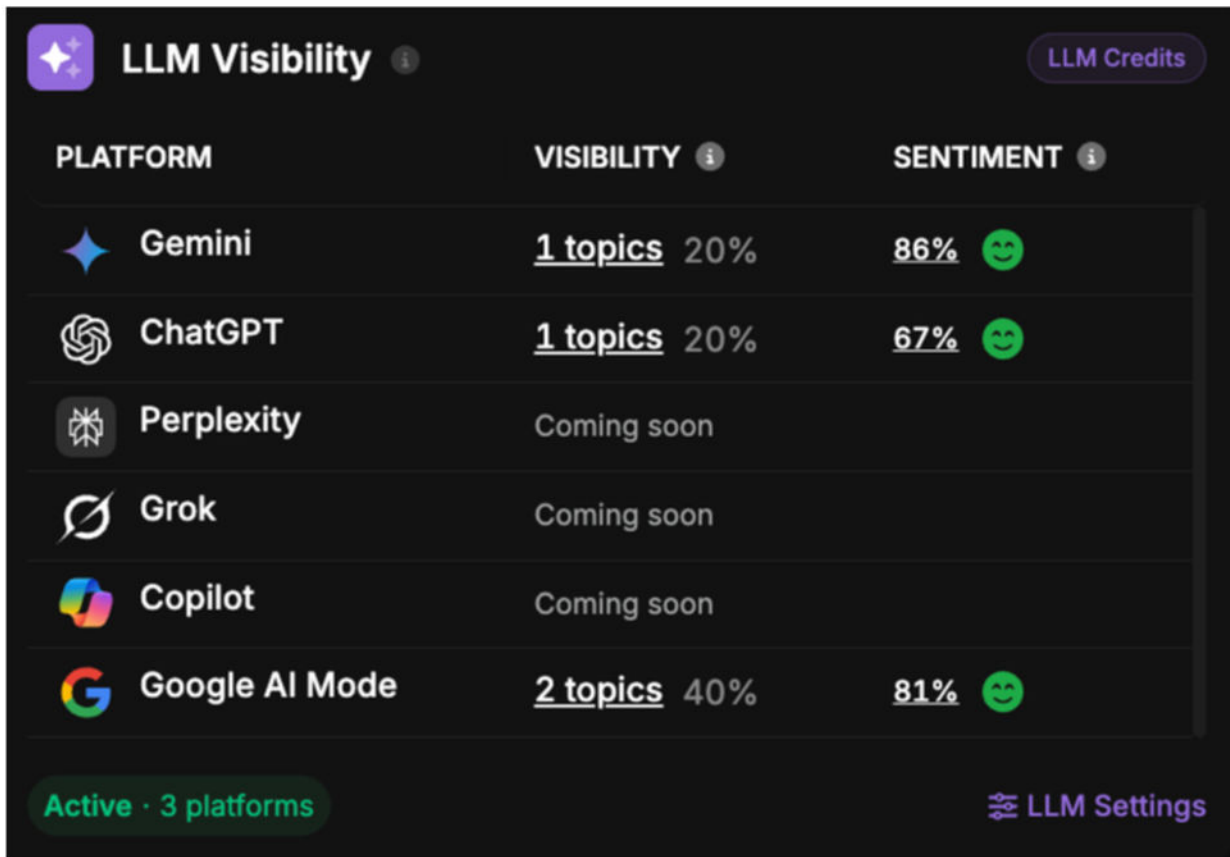
### Structured Data Implementation

- Applied structured data markup across newly published content
- Added author and article schema to reinforce credibility signals
- Improved machine readability to support indexing and AI extraction

## Performance Results

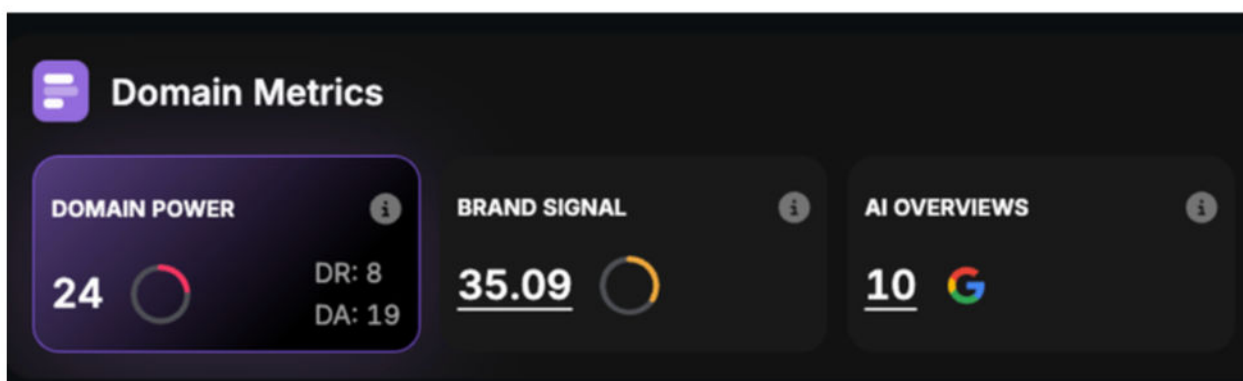
### AI Platform Visibility (Topic Coverage)

- ChatGPT: Increased from 0 to 1 topic
- Gemini: Increased from 0 to 1 topic
- Google AI Mode: Increased from 0 to 2 topics



### AI Overview's Presence

- Grew from 0 to 10 AI Overview inclusions



## User Engagement (ChatGPT)

- Increase in sessions from AI-driven discovery
- 2 recorded conversions attributed to ChatGPT traffic

Session source / medium	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events	Key events All events
Total	10 vs. 0	8 vs. 0	80% vs. 0%	1m 31s vs. 0s	8.90 vs. 0.00	89 vs. 0	2.00 vs. 0.00
chatgpt.com / (not set)							
Oct 1, 2025 - Mar 31, 2026	7 (70%)	5 (62.5%)	71.43%	1m 08s	6.86	48 (53.93%)	2.00 (100%)
Oct 1, 2024 - Mar 31, 2025	0 (-)	0 (-)	0%	0s	0.00	0 (-)	0.00 (-)
% change	0%	0%	0%	0%	0%	0%	0%
chatgpt.com / referral							
Oct 1, 2025 - Mar 31, 2026	3 (30%)	3 (37.5%)	100%	2m 26s	13.67	41 (46.07%)	0.00 (0%)
Oct 1, 2024 - Mar 31, 2025	0 (-)	0 (-)	0%	0s	0.00	0 (-)	0.00 (-)
% change	0%	0%	0%	0%	0%	0%	0%

## Key Insights

- **Initial AI Visibility Established**
  - The shift from zero visibility to multiple topic inclusions indicates successful indexing and recognition by AI platforms.
- **Early Adoption of AI Overviews**
  - Growth in AI Overview placements highlights strong alignment with Google's generative search features.
- **Conversion-Driven Engagement**
  - User sessions from ChatGPT resulting in conversions demonstrate that GEO efforts are contributing to real business outcomes.
- **Scalable Growth Opportunity**
  - With foundational GEO elements in place, expanding content depth and topic coverage can further increase visibility and engagement across AI platforms.

## Conclusion

By implementing a focused GEO strategy centered on AI-optimized content, structured data, and alignment with generative search patterns, the campaign successfully established a presence across emerging AI platforms.

The results reflect strong early traction, including measurable improvements in topic visibility, AI Overview inclusion, and user conversions. Continued investment in GEO will support long-term growth as AI-driven discovery becomes a more dominant search behavior.