



# case study

**Client:**

Absolute Maintenance  
Consulting (AMC)

**Project:**

Expanding digital authority  
for a high-end home-services  
brand through GEO and  
topical optimization

**Provided:**

GEO

**Year:**

2025



# Key Results Snapshot



**+42**

## AI Visibility Score

Increased from 9 to 48



**162**

## Relevant AI Prompts Indexed

High-intent homeowner and  
restoration queries



**4.7<sub>x</sub>**

## Topical Authority Growth

Across mold remediation,  
waterproofing, and home-  
repair topics



**+59%**

## Organic Lead Growth

Quarter-over-quarter increase

# Overview & Challenge



Absolute Maintenance Consulting (AMC) specializes in high-end waterproofing, mold remediation, and home-restoration services throughout Southern California.

Despite exceptional client reviews, the company's website failed to appear in AI-driven search and conversational results for key homeowner questions such as "how to remove mold from drywall" or "best waterproofing company in Los Angeles."

Most inquiries came from paid ads, making the business vulnerable to fluctuating ad costs and local-search competition.



# Approach & Strategy



The Ad Firm designed a GEO (Generative Engine Optimization) plan focused on **credibility**, **context**, and **content clarity** — ensuring AI models could understand and recommend AMC for relevant homeowner problems.



## Structured Data & Schema

Implemented LocalBusiness, Service, and FAQ schema across 90 URLs to clarify service areas and expertise.



## Content Modernization

Rebuilt core pages with question-and-answer-style sections that directly mirrored homeowner prompts found in ChatGPT and Perplexity logs.



## Entity Reinforcement

Linked brand pages with authoritative building-science topics (mold remediation, crawl-space waterproofing, and moisture control).



## Digital PR Expansion

Secured local-media backlinks and sustainability features highlighting AMC's eco-friendly restoration methods.





# Execution Highlights



The Ad Firm audited AMC's legacy content library and discovered significant duplication and keyword overlap.

New service clusters were developed around intent — **Identify** → **Remediate** → **Protect** — forming a logical progression that AI crawlers could interpret as a process narrative.

Visual content (inspection videos, before-and-after galleries) was annotated with descriptive metadata for AI image retrieval.

A local-review schema integration further improved trust signals across Google and Perplexity datasets.



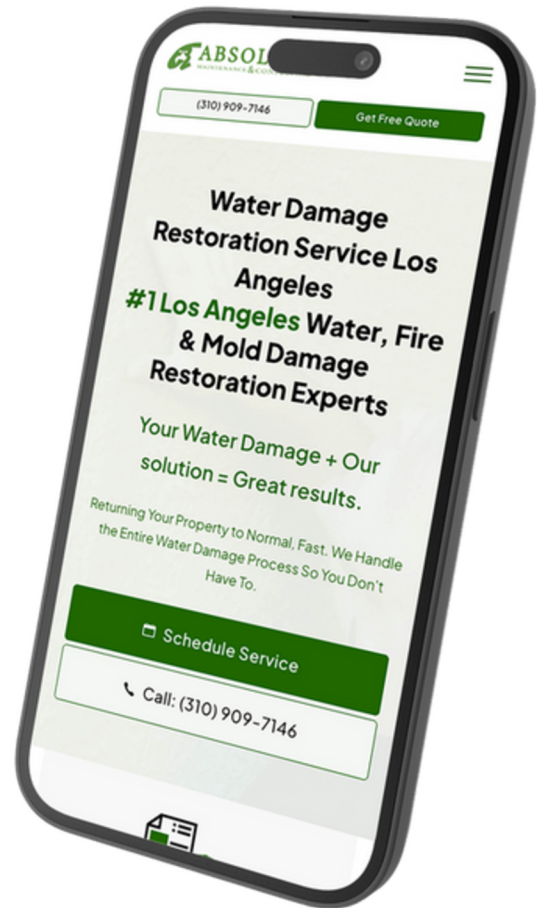
# Results & Data



Within 90 days, AMC's AI Visibility Score surged from 9 to 48 (+428 %).

The company now surfaces for more than 160 AI prompts, including:

- ✓ "best mold remediation experts in Los Angeles"
- ✓ "eco-friendly waterproofing company near me"
- ✓ "how do professionals remove mold from ceilings"

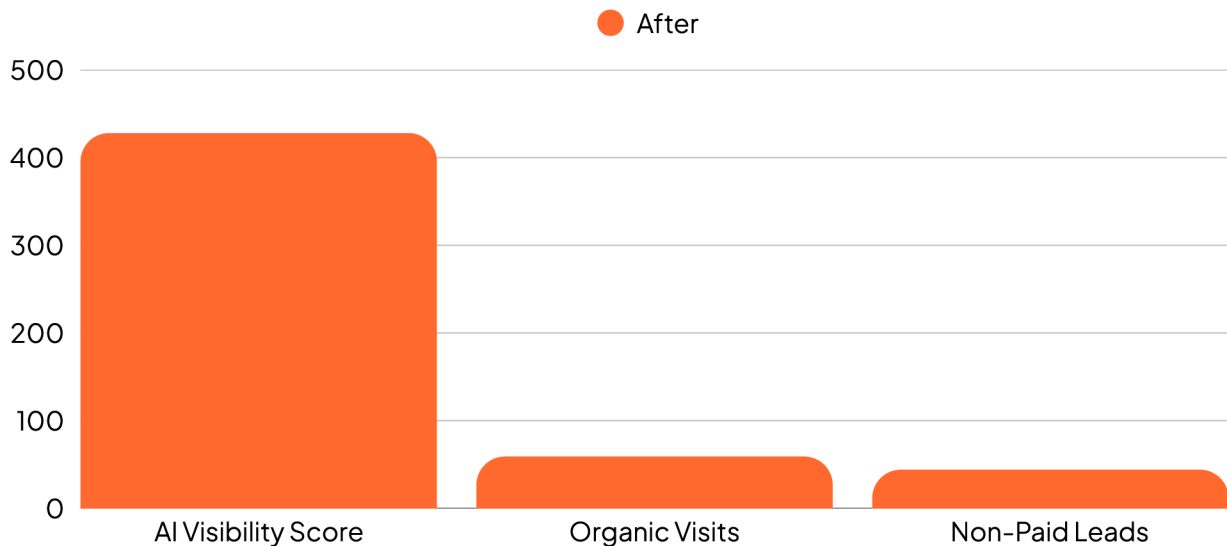


"We've seen a complete turnaround in how new customers find us. The Ad Firm positioned us as the authority homeowners trust — not just on Google, but across AI search too."

— Founder & CEO, Absolute Maintenance Consulting



# Growth Metrics Breakdown



Organic website visits grew **59 % quarter-over-quarter**, while calls and contact-form submissions from non-paid sources rose **44 %**.

AMC's content now appears in AI summaries and knowledge panels, and the brand is routinely cited by AI-overview engines for local waterproofing expertise.



## Business Impact & Takeaway

Through precise GEO implementation and structured topical optimization, The Ad Firm transformed AMC's visibility from limited to dominant across AI-search ecosystems.

The engagement **reduced paid-lead dependency**, reinforced the company's high-end positioning, and established long-term discoverability for local homeowners seeking premium restoration solutions.



# Ready to dominate AI search?

Let The Ad Firm transform your digital authority

Discover how GEO and topical optimization can position your brand as the trusted authority in your industry — across traditional search and AI-powered platforms.

Let's talk:



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