



case study

Client:

Just Bunk Beds (JBB)

Project:

Boosting eCommerce visibility and conversions for a specialty furniture retailer through GEO and structured-content optimization

Provided:

GEO

Year:

2025



JustBunkBeds

Key Results Snapshot



+40

AI Visibility Score

13 → 65



154

Relevant AI Prompts Indexed

Product and buyer-intent
queries



4.1_x

Topical Authority Growth

Across bunk-bed, kids-furniture,
and safety-spec topics



+48%

Organic Lead Growth

Quarter-over-quarter



Overview & Challenge JustBunkBeds

Just Bunk Beds (JBB) is an established online retailer specializing in customizable bunk beds and space-saving furniture.

While JBB had steady traffic from branded searches, it lacked visibility in AI-generated and conversational search for high-intent, non-branded queries such as "**best bunk beds with storage**" or "**safe bunk beds for small rooms.**"

Competing marketplaces dominated these prompts, reducing JBB's exposure during the critical discovery phase of the customer journey.



Approach & Strategy

JustBunkBeds

The Ad Firm deployed a comprehensive GEO (Generative Engine Optimization) strategy designed to make JBB's product catalog intelligible to AI models and generative search engines.



Product-Level Schema Implementation

Added Product, Review, AggregateRating, and FAQ schema to 250 SKUs, ensuring AI platforms understood dimensions, materials, and safety features.



Intent-Driven Content Clusters

Built educational landing pages such as "Guide to Choosing Safe Bunk Beds for Kids" and "Small-Space Bunk Bed Design Ideas" aligned with conversational queries.



Entity & Image Optimization

Linked images and specs to manufacturer entities (e.g., wood type, ladder design) for enhanced AI product matching.



Authority Link Building

Secured features in interior-design blogs and parenting sites to reinforce brand trust and topical expertise.



Execution Highlights

JustBunkBeds



1. Structured Data Integration

The Ad Firm integrated structured data directly into JBB's eCommerce CMS, enabling product feeds that AI engines could crawl with full attribute visibility.



2. FAQ Framework Development

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3. Image Standardization

Metadata and alt text were standardized across 1,200 product images, improving recognition in AI-based visual search.



4. Continuous Monitoring

Weekly prompt monitoring ensured continuous expansion into new conversational themes (safety, storage, durability).



Results & Data

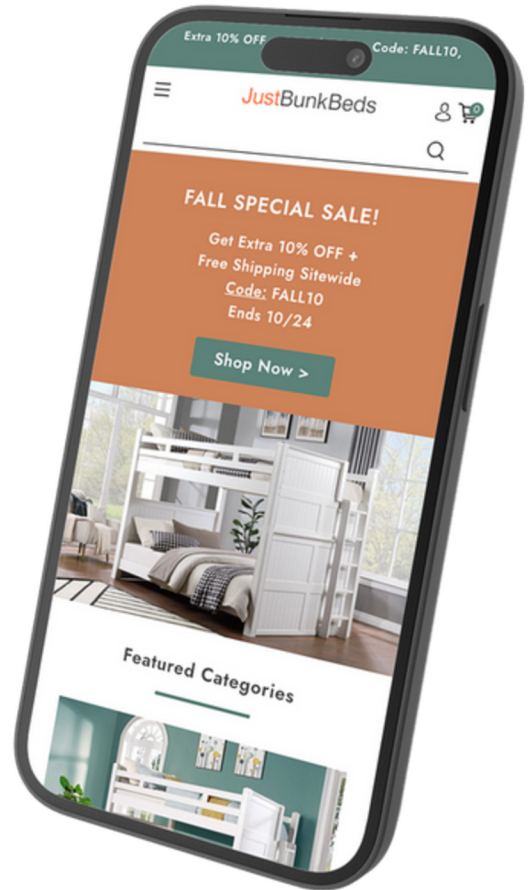
JustBunkBeds

Within 90 days, JBB's AI Visibility Score climbed from 13 to 65 (+402 %).

AI Platform Visibility

The site was indexed for 154 relevant AI prompts, appearing prominently in ChatGPT, Perplexity, and Google AI Overviews for queries including:

- ✓ "best bunk beds for small spaces"
- ✓ "top-rated bunk beds with desks"
- ✓ "affordable kids' bunk beds under \$1000"



Traffic & Sales Impact

Organic traffic increased 52 %, and quarter-over-quarter online sales rose 48 %.

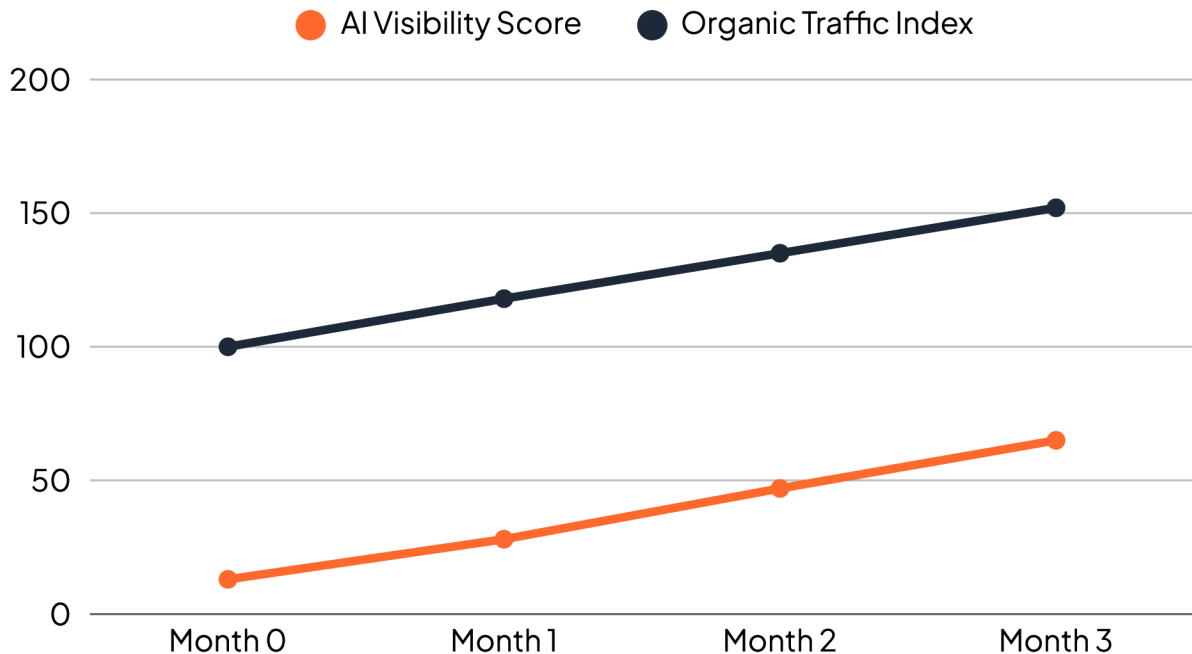
Non-branded product searches now account for over 60 % of new sessions, indicating stronger early-funnel reach. JBB's listings are also referenced in AI-curated shopping summaries and buyer-guide answers, elevating brand trust.

"We're seeing traffic and sales from customers who tell us they found us through AI search. The Ad Firm made our products visible where shoppers are actually asking questions — and it's driving real revenue."

— Founder & Owner, Just Bunk Beds



Traffic Growth Visualization



The chart demonstrates the parallel growth of AI visibility and organic traffic over the 90-day implementation period, showing strong correlation between GEO optimization and business results.



Business Impact & Takeaway

By combining structured-product data, conversational content, and authority links, The Ad Firm repositioned JBB as a recognized leader in AI-driven eCommerce discovery.

Competitive Positioning

The company now competes directly with major marketplaces in generative search, gaining sustainable, high-intent traffic that converts at above-average rates.

Scalable Framework

The same GEO framework is now being scaled across JBB's broader product categories.



Ready to Transform Your eCommerce Visibility?

Let's optimize your products for the AI-driven future of search.

The Ad Firm specializes in GEO strategies that put your products in front of high-intent customers exactly when they're asking questions.

Let's talk:

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