

Client:

Renovo

Provided:

GEO

Project:

Building national B2B authority through GEO and structured-data optimization

Year:

2025





Key Results Snapshot



Al Visibility Score

Increased from 11 to 53



Relevant Al Prompts Indexed

Technical and service-driven queries



Topical Authority Growth

Across B2B maintenance and engineering topics



Organic Lead Growth

Quarter-over-quarter improvement



Renovo is a national facilities-management and engineering-services provider specializing in HVAC, electrical, and mechanical maintenance for enterprise properties.

Despite a strong client base, Renovo's digital presence lagged behind its reputation.

Al-driven search engines frequently surfaced competitors for queries such as "national facilities maintenance partner" and "enterprise HVAC service company."

The company's website lacked structured data, entity relationships, and topical depth — leaving it nearly invisible in AI search results and underindexed for B2B decision-maker queries.



Approach & Strategy



The Ad Firm developed a GEO (Generative Engine Optimization) roadmap combining schema architecture, topical depth mapping, and authoritative content engineering.



Entity-First SEO Design

Mapped Renovo's service pages to business entities (HVAC, Electrical, Mechanical Systems) so generative models could interpret offerings accurately.



Structured Data Deployment

Implemented Organization, Service, and FAQ schemas across 80 URLs to help Al models recognize Renovo as a nationwide service brand.



Intent-Aligned Content Strategy

Rewrote long-form pages with conversational Q&A sections targeting prompts like "who maintains multi-site HVAC systems?"



Technical Refinements

Enhanced crawl depth, internal linking, and Core Web Vitals to improve Al-model confidence scores.



Execution Highlights



The Ad Firm collaborated with Renovo's marketing and IT teams to restructure metadata, URL taxonomies, and structured content hierarchies.

Each major vertical (HVAC, Electrical, Plumbing, Building Automation) was given a topical cluster supported by FAQs and supporting guides.

Strategic backlinks from property-management journals and engineering associations reinforced authority signals.

Generative-search testing confirmed improved brand mentions within **ChatGPT**, **Gemini**, and **Perplexity** responses after 45 days.

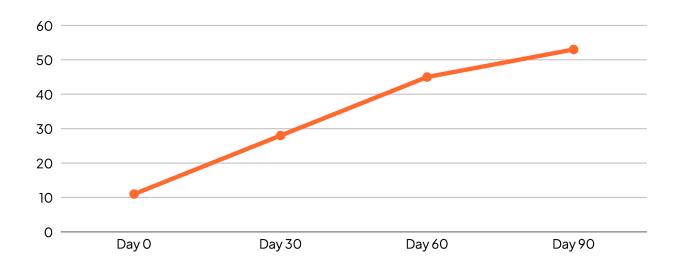




Results & Data



Renovo's Al Visibility Score increased from 11 to 53 (+386 %) in under 90 days.



The domain now appears for more than 140 Al prompts including:



"enterprise HVAC maintenance provider"



"multi-facility engineering support services"



"Renovo national building systems partner"

"We used to depend entirely on outbound RFPs. Now procurement managers are finding us organically through Al search. The Ad Firm made that possible by translating our complex services into the language Al understands."



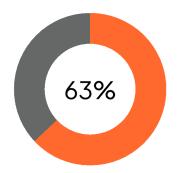
Traffic & Lead Generation Growth



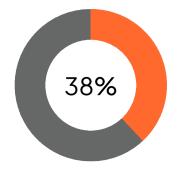
Organic site traffic rose 63 % quarter-over-quarter, and inbound RFP submissions grew 38 %.

Lead quality improved notably as inquiries shifted from local one-offs to national facility contracts.

Renovo also began earning citations in Al-generated comparison lists alongside legacy competitors.



Organic Traffic Increase
Quarter-over-quarter growth



RFP Submissions Growth Inbound request increase



Al Prompt Coverage Analysis

The domain now appears for more than 140 Al prompts across multiple generative search platforms.



"enterprise HVAC maintenance provider" High-value commercial search query



"multi-facility engineering support services"
National-level service discovery



"Renovo national building systems partner"
Branded authority recognition



Business Impact & Takeaway



The Ad Firm's structured-data and GEO approach transformed Renovo's online footprint from regional to national authority.

By aligning web content with how Al models interpret technical B2B services, Renovo gained visibility at the executive-search level and now secures higher-value contracts through organic discovery. The program continues to scale across additional service lines.







Let Us Be the Team Behind Your Growth.

At the Ad Firm, we're a fully transparent digital agency committed to building smart, dynamic strategies that drive real business results.

Let's talk:

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