foundinai.ai™

Built and run by 1Digital
PART OF THE 1DIGITAL FAMILY

AI SEO CASE STUDY · HOME SERVICES (HANDYMAN, PAINTING, CLEANING)

From page six to the AI *answer*

A local home services company rebuilt on WorkspaceCMS and now shows up in more than half of the AI answers about its trade.

52 → 19 average Google position, Jun-Aug 2025 vs Sep-Nov 2026

3x
search impressions, Oct 2025 vs Oct 2026 (1,909 to 5,747)

55%
of tracked AI answers cite the company's own site

12 of 22
Perplexity answers cite it as a source

#2
of 6 local brands named in AI answers

THE CHALLENGE

The old site was slow, thin and invisible: an average Google position around 52, meaning page six for most searches. When homeowners asked an AI tool for a handyman or painter nearby, the company was not part of the answer.

WHAT WE DID

- Rebuilt the site on WorkspaceCMS: fast pages, a page for every service and service area, and clean structured data.
- Published answer-first content for the questions homeowners actually ask, and kept it fresh every month.
- Tracked the company against five local competitors in ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews with Found in AI, and closed the gaps it found.

Google search impressions per month



Source: Google Search Console.

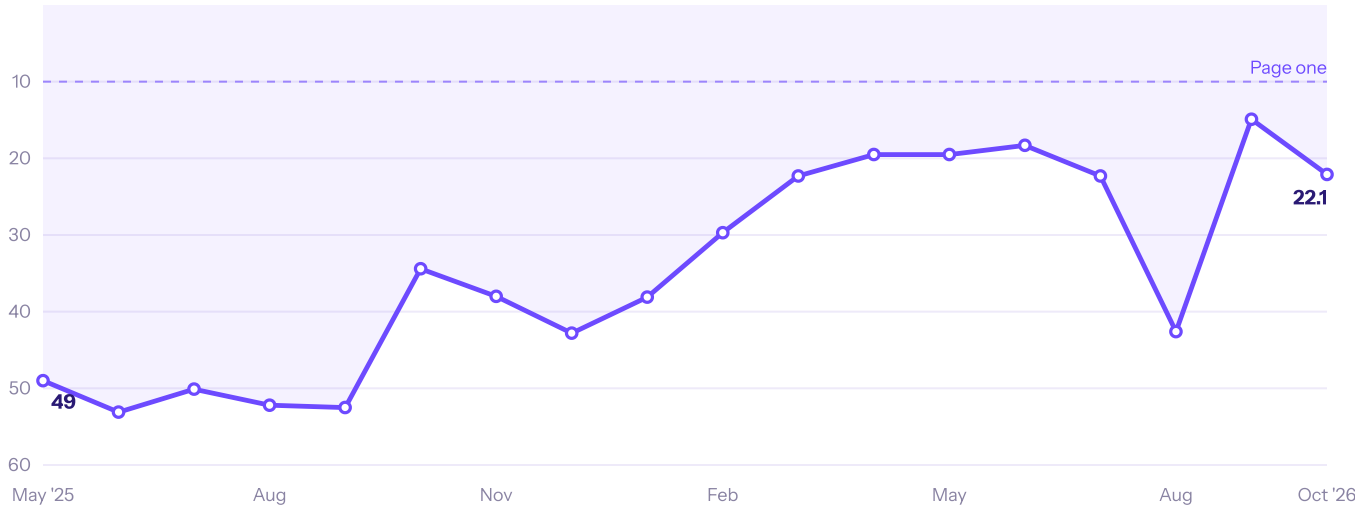
THE RESULT

Average Google position moved from about 52 to about 19 and impressions tripled year over year. AI tools now cite the company's own pages in 55% of tracked answers, and Perplexity cites it in 12 of 22.

Measured with Found in AI. Google figures: Search Console, May 2025 to Nov 2026. AI figures: Found in AI tracking since Oct 23, 2026. Client name withheld at the client's request. Results vary by industry, competition and starting point.

Found in AI is a 1Digital tool. Our team ran this campaign.
1digitalagency.com · foundinai.ai

18 MONTHS ON GOOGLE



Average Google position by month (lower is better), weighted by impressions. Source: Google Search Console.

TIMELINE

MID 2025
Average Google position around 52: page six for most searches.

MAR 2026
Into the low 20s for the first time.

SEP 2026
Best month on record: average position 14.9.

OCT 2026
5,747 search impressions, three times October 2025.

OCT 2026
Found in AI tracking begins. Cited in 55% of answers in the first full week.

AI TOOLS, ONE BY ONE

AI TOOL	NAMED	CITED
ChatGPT	5%	14%
Claude	23%	32%
Perplexity	32%	55%
Gemini	27%	23%
Google AI Overviews	6%	13%

Share of tracked questions, week of Oct 26, 2026. Across all five tools together the client is named in 45% and cited in 55%.

HOW WE MEASURED

- Five AI tools: ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews, checked on a schedule by Found in AI.
- 134 AI answers read from Oct 23 to Nov 1, 2026, across 22 questions homeowners ask about the company's services and area.
- Five local competitors tracked in the same answers.
- Google figures from Search Console, May 2025 to Nov 9, 2026: 18 months of daily data. The August 2026 spike reflects many new, deeper rankings appearing at once.
- Named: the answer mentions the company. Cited: a source in the answer links to the company's own site.