foundinai.ai™

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

AI SEO CASE STUDY · VETERINARY SPECIALTY HOSPITAL

In 3 of 4 AI answers about specialist pet *care*

A multi-specialty veterinary hospital now appears in most AI answers when pet owners ask where to go for specialist or emergency care.

76% of pet-owner questions answered by AI name this hospital

86%
of tracked AI answers cite the hospital's own site

73%
of Google AI Overviews name the hospital

62%
of Gemini answers name it

Top 2
neck and neck with the region's largest group, ahead of every other hospital

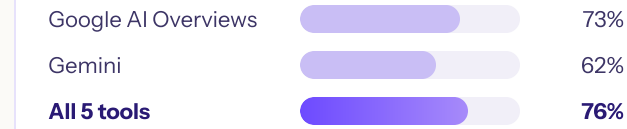
THE CHALLENGE

When a pet needs a specialist or emergency care, owners ask fast questions and act on the first answer. The hospital competes with a much larger regional group and needed to know whether AI tools sent owners to it or to the competitor.

WHAT WE DID

- Built out service pages for each specialty with the details owners and AI tools look for: conditions treated, referrals and hours.
- Tracked pet-owner questions across ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews with Found in AI.
- Prioritised fixes where the larger competitor was named and the hospital was not.

Share of questions where the hospital is named, by AI tool



Tracked weekly in ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews.

THE RESULT

The hospital is named in 76% of tracked questions and its own pages are cited in 86%. Google AI Overviews name it in 73% of answers, keeping it neck and neck with the region's largest competitor.

Measured with Found in AI. AI figures: Found in AI tracking since Oct 23, 2026. Google figures: Search Console, Sep to Nov 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.
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ON GOOGLE

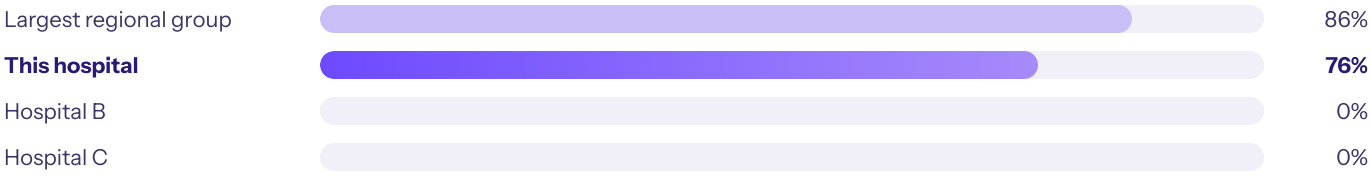
8.9
average Google position, Sep-Nov 2026

1,939
clicks from Google in October 2026

163,540
search impressions in October 2026

Source: Google Search Console. Search tracking for this client was connected in September 2026.

HEAD TO HEAD: SHARE OF QUESTIONS WHERE AI NAMES EACH HOSPITAL



Week of Oct 26, 2026, across all five AI tools. Two of the three tracked competitors were not named in any answer.

TIMELINE

SEP 2026
Google tracking connected. Average position 8.9, on page one.

OCT 2026
1,939 clicks from 163,540 Google impressions.

OCT 2026
Found in AI tracking begins. Named in 8 of 10 questions in its first days.

WEEK OF OCT 26
Named in 76% of 21 questions and cited in 86%.

NOV 2026
Holding on page one at an average position of 8.9.

AI TOOLS, ONE BY ONE

AI TOOL	NAMED	CITED
ChatGPT	**48%**	**67%**
Claude	**43%**	**43%**
Perplexity	**57%**	**67%**
Gemini	**62%**	**67%**
Google AI Overviews	**73%**	**40%**

Share of tracked questions, week of Oct 26, 2026. Across all five tools together the client is named in 76% and cited in 86%.

HOW WE MEASURED

- Five AI tools: ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews, checked on a schedule by Found in AI.
- 144 AI answers read from Oct 23 to Nov 1, 2026, across 21 questions pet owners ask about specialist and emergency care.
- Three competing hospitals in the region tracked in the same answers.
- Google figures from Search Console, Sep to Nov 9, 2026.
- Named: the answer mentions the hospital. Cited: a source in the answer links to the hospital's own site.