

AI SEO CASE STUDY

Community Overview



The Holston is a **263-unit** luxury multifamily high-rise located in Raleigh, North Carolina, featuring retail, food, and beverage offerings at street level.

Client Goal

Increase **The Holston's** visibility across **AI-powered discovery platforms**.

At the start of the engagement, The Holston had:

- Minimal visibility across AI platforms including ChatGPT, Perplexity, and AI Overviews
- Limited presence for branded and non-brand prospect prompts
- Underperformance in Google search visibility relative to competitors



AI Powered SEO Strategy

We implemented a focused **AI SEO strategy** aligned with how prospects discover and evaluate communities through **AI platforms**.

- ✓ Optimized **meta titles** and **content** for AI Platforms
- ✓ Enhanced **off-page consistency** & authority to boost rankings
- ✓ Google Business Profile strategy to improve brand & location recognition

83% AI Visibility



Sentiment Score: **60**



#1 Branded Prompt Position

83%

AI Visibility across ChatGPT, Google AI Overviews & Perplexity



ChatGPT



AI Overview



perplexity

We ranked **The Holston**

Apartments over their competitors by leveraging **AI-powered SEO**.

✓ AI Citation Source Breakdown

Breakdown of third-party and owned sources cited by AI models

Source	Domain Type	Used	Avg. Citations
reddit.com	UGC	51%	0.3
youtube.com	UGC	23%	0.2
theholstonraleigh.com	You	22%	1.8

Brand	Visibility	Sentiment	Position
1. The Holston	83%	60	1
2. 400H	8%	71	2.5
3. Maeve	4%	80	5
4. The Row	1%	-	-

- ✓ Sentiment score increased to **60**
- ✓ Referenced **22%** of the time by AI
- ✓ Increased **AI position #1** across both brand & non brand