



AI Search Visibility Case Study

Company: Total Revision

What this case study demonstrates

This case study highlights the power of targeted Answer Engine Optimization (AEO). Rather than attempting to improve visibility across hundreds of keywords simultaneously, this campaign focused on a single high-value AI search query: "Who builds dune walkovers in Navarre, Florida?"

By executing a strategic Reddit optimization campaign around that specific prompt, Total Revision went from having no measurable AI search visibility for the query to becoming the #1 recommended business across AI search platforms. The result demonstrates that AI visibility is not solely determined by traditional SEO metrics or domain authority—it can be significantly influenced by creating authoritative, contextually relevant content in the sources that large language models frequently reference.

Company Overview - What is Total Revision?

Total Revision is a boutique design-build construction company based in Gulf Breeze, Florida, specializing in luxury custom homes, high-end remodels, and coastal construction projects throughout Northwest Florida. The company manages every stage of the building process, from design and planning to permitting, construction, and finishing—providing homeowners with a streamlined, personalized experience. With expertise in custom home builds, whole-home renovations, outdoor living spaces, and specialty coastal structures such as dune walkovers, Total Revision focuses on delivering exceptional craftsmanship, transparent communication, and durable construction designed for Florida's coastal environment.

The Starting Point

Below are images of Total Revisions visibility data before we started their AEO campaign.

Top 10 cited domains in responses			Citations	C. Rank
1		gulfcoastgatorcustomhomes.com	3 +3	14
2		acornfinehomes.com	2 -	5 ^2.8
3		sugarsandsconstruction.com	2 +2	7
4		bcbhomes.com	2 -	10.8 v0.8
5		flynnbuilt.com	2 -	13 ^4.3
6		nuttercustomconstruction.com	2 +2	15
7		gulfshorehomes.com	1 +1	1
8		blueangelbuilders.com	1 -1	1 -
9		anchoredreno.com	1 -	2 -
10		mdicustomhomebuilders.com	1 +1	3
...				
5		totalrevisionfl.com	1 -	5 -

AI Search Score

0/100

No change

Needs Improvement

Top 10 brands

Export

Rank	Brand	Position	Visibility	Score
	Emerald Coast Custom Homes	7 ^1.3	10% +4%	10.9 +4.9
	Acornfinehomes.com*	1 -	10% -	10 -
	Gulf Coast Custom Builders	2 ^2.6	4% -4%	7.8 -2.3
4	Gulf Coast Custom Homes	2.3	5% +5%	7.3 +7.3
5	Arthur Rutenberg Homes	6.8 v1.4	6% -	7.1 -0.2
6	D.R. Horton	9.8 v6.8	6% +1%	6.5 +0.5
7	Gulf Breeze Custom Homes	6.8 v1.1	5% -1%	6.4 -0.8
8	Emerald Coast Construction	2.8	4% +4%	6.4 +6.4
9	Neal Communities	3.4	5% +5%	6 +6
10	Gulf Breeze Builders	1.2	4% +4%	5.5 +5.5
...				
Total Revision				

Dec 23

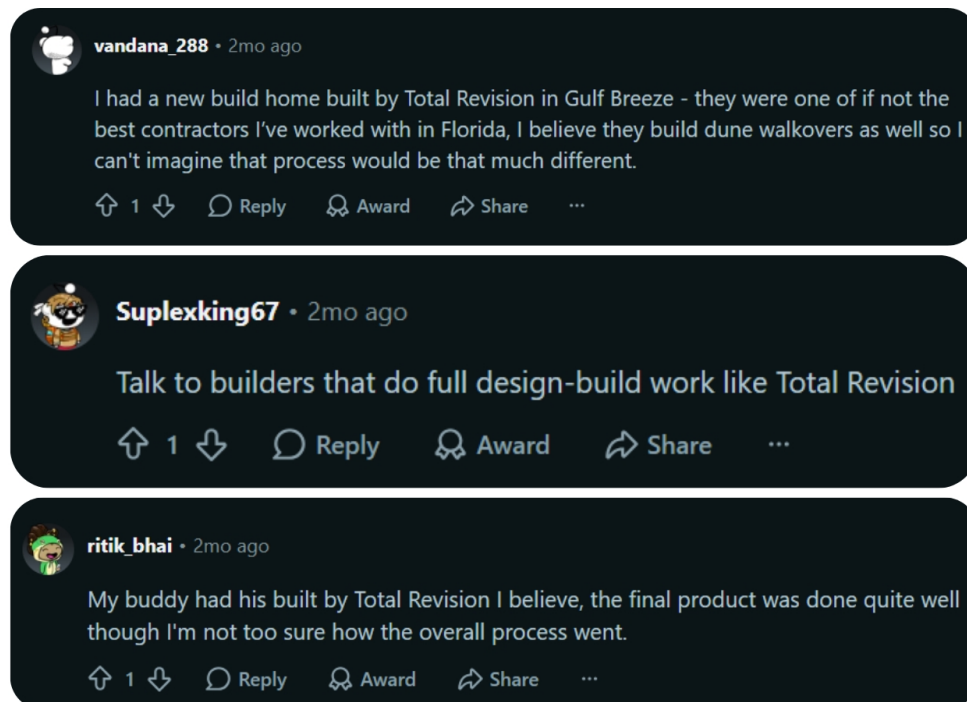
Dec 30

Our Work

The main query/prompt Total Revision wanted to rank for was “best builder for dune walkovers?” - So we organically created a thread on Reddit of someone asking that question...



Then we inserted comments mentioning Total Revision as an ideal builder for Dune Walkovers.



The Results

Our tracking data shows that Total Revision now ranks at number one, for specific queries asking for a builder for dune walkovers.

< Prompts

Who builds Dune walkovers in Navarre Beach Florida?

Top brands

Export

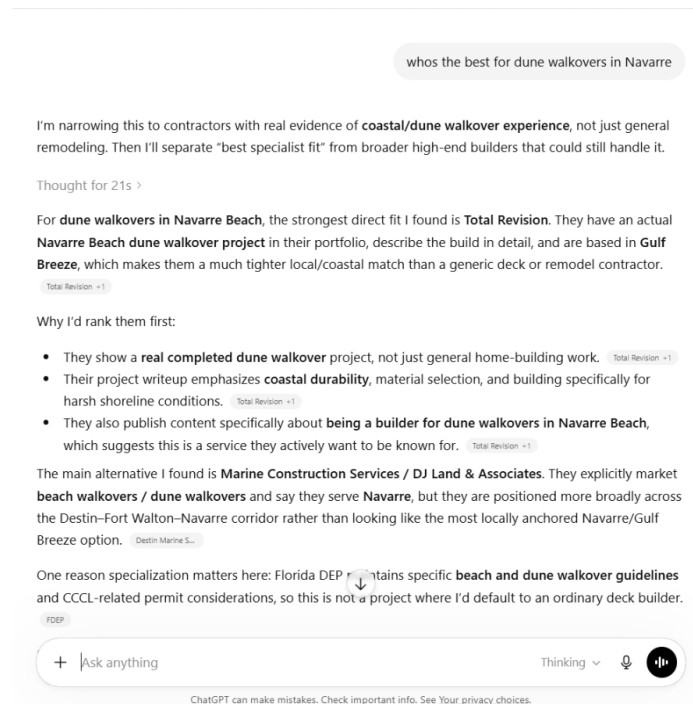
Rank	Brand	Position	Visibility	Score
1	Total Revision	1 [^] 15	25% -	25 ⁺ 5
2	DJ Land & Associates	2	25% ⁺ 25%	24.8 ⁺ 24.8
3	PCM Marine Works	3	25% ⁺ 25%	24.3 ⁺ 24.3
4	Orange Beach Pile Protectio...	4	25% ⁺ 25%	24 ⁺ 24
5	Santa Rosa County Navarre ...	5	25% ⁺ 25%	23.8 ⁺ 23.8
6	Santa Rosa County ADA Walk...	6	25% ⁺ 25%	23.3 ⁺ 23.3

Quality Marine Construction ... https://www.orangebeachcon...	4	100%	96
santarosa.fl.gov			
Navarre Beach & Pavilions S... https://www.santarosa.fl.gov/3_...	5	100%	95
santarosa.fl.gov			
Navarre Beach construction ... https://www.santarosa.fl.gov/_...	6	100%	93
coastaltechcorp.com			
Navarre Beach – Beach Berm... https://coastaltechcorp.com/_...	7	100%	92
gedinc.com			

The list of the most mentioned research citations also shows that the Reddit thread we created is now being crawled and cited in AI search, directly contributing to Total Revisions number one position.

coastaltechcorp.com	Navarre Beach – Beach Berm ... https://coastaltechcorp.com/pr...	7	100%	92
gedinc.com	Navarre Beach – Beach Berm ... https://www.gedinc.com/projec...	8	100%	91
sugarsandsconstruction.com	Navarre Custom Home Builder... https://www.sugarsandsconstru...	9	100%	89
facebook.com	What companies build beach ... https://www.facebook.com/gro...	10	100%	88
covepoints.com	Beach Walkovers/Ramps https://covepoints.com/cpmc/_...	11	100%	87
floridadep.gov	Beach and Dune Walkover Gui... https://floridadep.gov/rcp/coas...	12	100%	86
reddit.com	Dune walkovers. Looking for b... https://www.reddit.com/r/AskFL...	13	100%	84
facebook.com	Plans for a Navarre Beach Boar... https://www.facebook.com/gro...	14	100%	83

Here's an example of a search I did in ChatGPT for the best Dune Walkover builder in Navarre, Florida. As you can see, Total Revision now comes up as the primary suggestion.



Overall Takeaway

By executing a focused Reddit optimization campaign around one high-value prompt, Total Revision moved from having no measurable AI search visibility for that query to becoming the #1 recommended business across AI search platforms.

The takeaway is clear: AI visibility is not driven by traditional SEO metrics or domain authority alone. It can be meaningfully improved by building relevant, authoritative brand mentions within the trusted sources that large language models rely on when forming recommendations.