

“Amy is making us LETHAL.”

How AEO/SEO turned a niche agency's website into an AI-cited authority — and is now driving revenue outside its own niche.

CLIENT

Rewired Technologies · rewiredtech.io
Sarasota, FL · Window Tint & Film Marketing Agency

SPECIALIST

Amy Hrnciar · AEO/SEO Specialist

SCOPE

Technical SEO Audit · AEO Implementation · Schema Architecture
Entity Optimization · Content Machine-Readability · Ongoing Visibility Management

ENGAGEMENT

March 2026 – Present · Phase 1 + Phase 2 (Ongoing Retainer)

AVG POSITION 26 → 12 ▲ 14 positions gained	DAILY IMPRESSIONS 143 → 520 ▲ 3.6× increase	LLM RANK #2 of 32 ▲ only Tint Wiz ranks higher	GOOGLE AI VIEWS 6+ ▲ was zero before
AI PLATFORMS 7 ▲ all major AIs indexing daily	CLAUDEBOT GROWTH +1,160% ▲ march to may	PERPLEXITY GROWTH +1,460% ▲ march to may	CROSS-INDUSTRY CLIENTS 1 signed ▲ +1 in final stages

Amy Hrnciar · AEO/SEO Specialist

THE SITUATION

A website Google couldn't fully understand.

Rewired Technologies is a Sarasota-based digital marketing agency that specializes exclusively in the window tint and film industry — helping installers and dealers grow through paid media, CRM systems, sales enablement, and lead conversion. Their founder, Erik Pendleton, had built a genuinely differentiated business in a niche that most marketers don't even know exists.

The problem wasn't the product. It was that Google — and every AI system built on top of it — couldn't confidently answer the question: *what is this company, who does it serve, and why should it be recommended?*

The site had limited entity infrastructure, inconsistent metadata, fragmented brand signals, and content that wasn't structured for machine extraction. Without that foundation, no amount of traffic or paid spend could make Google or an AI engine confidently cite Rewired as an authority.

STARTING POINT — BEFORE ENGAGEMENT

Google avg position	26.1 — buried on page 3 for most searches
Daily impressions	143/day — minimal organic surface area
AI Overview appearances	0 — not cited anywhere by Google's AI
LLM citations	Not tracked — no AI visibility tooling in place
Schema markup	None deployed across the site
Entity structure	Inconsistent — Google could not confidently classify the brand
Keyword rankings	~96 tracked, many low-value or duplicate legacy URLs

“They had expertise. They had results. They had case studies. What they didn't have was a site architecture that could communicate any of that to machines.”

— Amy Hrnciar, AEO/SEO Specialist

THE APPROACH

The engagement began March 17, 2026, structured as a two-phase project. Phase 1 was the foundation: audit, fix, and build the machine-readable authority layer the site was missing. Phase 2 (the ongoing retainer beginning April 2026) is authority expansion — growing the citation footprint, building content, and pushing Rewired into the top 5 for high-volume Sarasota marketing terms.

WHAT PHASE 1 BUILT

Technical audit	Full Sitebulb crawl — confirmed 404s, duplicate URLs, canonical errors, redirect chains
Schema deployment	Custom JSON-LD across 30+ pages: Organization, LocalBusiness, Service, Article, VideoObject, Person — all connected through a unified Erik Pendleton entity @id
Metadata optimization	AEO-first titles and descriptions on every page — entity strings in the title, mirrored verbatim in opening copy and schema
Canonical cleanup	301 redirects corrected, legacy URL duplication resolved, sitemap cleaned
Entity-first copy	H1s, opening paragraphs, and body copy rewritten so the entities Google and AI systems need appear consistently in indexed content — not just metadata
Client case study conversion	Rewired's own client case studies existed only as flattened images — unreadable to Google or any AI crawler. Extracted the full text and rebuilt each case study in structured, crawlable HTML on-page
llms.txt configuration	Configured to guide AI crawlers to the correct content structure

The core rule applied to every page: entity strings in the title and H1 must appear verbatim in the opening paragraph body copy. Metadata alone is not sufficient for LLM citation. The entity must be reinforced in indexed, crawlable on-page content.

THE RESULTS — PHASE 2 MONTH 1 (MAY 2026)

Phase 1 completed in late April. By the end of May — the first full month of the Phase 2 retainer — Google had processed the new site architecture and the results were measurable across every tracked channel.

AVG GOOGLE POSITION 12.3 ▲ was 26.1 in January	DAILY IMPRESSIONS 520 ▲ 3.6× vs January	TOP 10 KEYWORDS 42 ▲ +11 in one month	NEW KEYWORDS 53 ▲ entered index in May
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GOOGLE AI OVERVIEWS 6+ ▲ was zero before Phase 1	AI PLATFORMS 7 ▲ all major AIs daily	LLM RANK #2 / 32 ▲ competitors tracked	REFERRAL TRAFFIC +111% ▲ May vs April
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SEARCH RANKINGS

Rewired Technologies now holds **position 1** for 30 keywords in Google's Sarasota, FL search index — including core niche terms like *"window film marketing," "window film marketing agency,"* and *"window tint and film marketing agency"* that had zero presence in Google's index before Phase 1 began. 53 new keywords entered the index in May alone. Average position improved from 26.1 in January to 12.3 by end of May — a 14-position gain across the full keyword footprint.

GOOGLE AI OVERVIEW

Before Phase 1: zero Google AI Overview appearances. By the end of Month 1, six commercial-intent queries trigger Google's AI Overview with Rewired Technologies cited as the authoritative source — including *"sales enablement for window tint and film businesses," "crm strategy for window tint and film businesses,"* and *"conversion rate optimization for window tint businesses."* These are the exact queries a window film installer types when evaluating a marketing partner. Google's AI now recommends Rewired as the answer.

"Amy is making us LETHAL."

— Erik Pendleton, Founder — Rewired Technologies

AI SEARCH VISIBILITY

Seven major AI platforms — ClaudeBot, ChatGPT, Perplexity, Meta AI, Apple AI, GPTBot, and Cohere — are now actively indexing the site on a daily basis. ClaudeBot activity increased 1,160% from March to May. Perplexity activity increased 1,460%, with behavior on May 26 and 29 characteristic of answer compilation — suggesting Perplexity was actively building responses to queries that referenced Rewired's content.

LLM COMPETITIVE RANKING — THE MOMENT THAT SAID EVERYTHING

Tracking LLM citation share across 58 prompts targeting the window tint and film marketing category, Rewired Technologies ranks **#2 out of 32 tracked competitors** — behind only Tint Wiz, an established SaaS platform with a Domain Trust of 71 and a significantly larger marketing budget. When Erik saw himself ranked alongside — and above — the industry's most recognized platforms, that was the moment.

But it wasn't just the ranking. When AI was asked directly *"who is a top marketing expert in the window tint and film industry,"* it named Erik Pendleton by name.

UPDATE · JUNE 2026

AI SEARCH VISIBILITY — REAL-WORLD PROOF

Ask any AI which agency to call. They all say the same name.

Tracked LLM citation data (previous page) proves Rewired ranks #2 of 32 in systematic prompt testing. In June 2026, Erik and the team ran the test the way a real buyer actually would — asking ChatGPT, Claude, Perplexity, Grok, DeepSeek, and Google's AI Mode a plain question: *"I'm looking for an agency to help with marketing my window tint and film business."* The results, independently, across nearly every platform tested:

AI PLATFORMS TESTED 6 ▲ June 2026	NAMED #1 / TOP PICK 4 of 6 ▲ ChatGPT, Claude, Grok, DeepSeek	ENTITY RECOGNITION TEST 2 / 2 ▲ correctly identified from description alone
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ChatGPT #1 · STARRED

Starred "My first call" at the top of a four-agency shortlist — called "the closest thing to an industry insider agency," ahead of Tint Titans, Detailers Roadmap, and Anytime Digital Marketing.

Claude (Anthropic) #1 OF 5

"The most specialized and sophisticated option... Window film is their only industry, and they combine paid media with AI-powered CRM, sales enablement, and full-funnel optimization. Best fit for businesses serious about scaling." Also the first agency named, alongside Tint Wiz, in a separate search.

DeepSeek TOP RECOMMENDATION

Live-crawled rewiredtech.io and its case studies page mid-reasoning, then named Rewired its top recommendation — citing "\$325,000 over annual revenue goal on a \$13,750 total ad investment," "650% ROAS for one client," and "leads up 230% YoY, installs up 375%."

The connection: every one of those numbers came from a Rewired case study that was unreadable to AI six weeks earlier — direct proof of the content optimization work on the next page.

Grok TOP SPECIALIZED PICK

Named the top specialized recommendation for the industry, pointing directly to Rewired's published case studies: "strong case studies with massive ROI... good for shops wanting a dedicated partner."

Perplexity #1 LOCAL · #2 NATIONAL

#1 for Sarasota-specific, full-funnel queries — "the most directly tailored to this niche." #2 nationally, behind Shop Scale, for broader tint/film industry searches.

Google AI Mode BLIND ENTITY TEST — PASSED TWICE

Described only as "a niche marketing agency based in Sarasota, Florida, focused exclusively on the window tint and film industry, with an AI-assisted CRM and full-funnel paid media" — no name given. Google's AI identified Rewired Technologies correctly, twice, including once in a fresh incognito session with no browsing history to draw on.

"ChatGPT, #1!!!"

— Erik Pendleton, in the team's #seo-aeo Slack channel, June 20, 2026

The results came in fast enough that the team started screenshotting them live in Slack the same day — a "ChatGPT, #1!!!" post followed by matching wins from Claude, Perplexity, and Grok throughout the afternoon, capped off with Amy's own: "Kick ass!!!"

UPDATE · JULY 2026

BEYOND THE METRICS

It's not about rankings. It's about revenue.

Position gains, impression growth, and AI citations are proof the mechanism works — but they're not what a business owner ultimately cares about. The real test of an AEO/SEO engagement is whether visibility turns into revenue. In the first week of July 2026, it did, in a way that goes beyond the niche this engagement was built for.

Erik reported that in the span of one week, Rewired received inbound calls from two local Sarasota-area businesses that have nothing to do with the window tint and film industry — a fencing company and a roofing company. Both found Rewired specifically because of the local visibility this engagement built. The fencing company has already signed as a client. The roofing company is in the final stages of closing.

Because Rewired is an agency, these aren't small transactional wins — they're substantial ongoing contracts. The AEO/SEO work built for one niche is now expanding Rewired's total addressable market into adjacent home-services verticals it never actively marketed to.

OUT-OF-NICHE INBOUND CALLS

2

▲ in one week, July 2026

NEW VERTICAL SIGNED

Fencing

▲ first client outside window tint & film

IN FINAL STAGES

Roofing

▲ closing as a client

CONTENT OPTIMIZATION IN ACTION

Turning invisible proof into AI-cited authority.

Rewired had already built excellent case studies documenting the results they'd delivered for their own window tint and film clients — strong proof, well told. But that proof lived entirely inside images. Google couldn't read it. AI couldn't read it. It only existed for the rare human visitor who happened to land on the page, and organic traffic to those pages was close to nonexistent before this engagement.

As part of the Phase 2 content work, Amy extracted the full text from every image-based case study and rebuilt each one as structured, crawlable HTML directly on the page — not replacing the visual design, but giving Google and every AI crawler an actual text version of the results underneath it.

AI systems are now citing the exact metrics from those case studies in response to relevant queries — citations that were structurally impossible before the conversion, and already confirmed directly by DeepSeek on the previous page. It's a concrete, small-scale proof of the core principle behind the whole engagement: if the proof isn't in crawlable text, it doesn't exist to Google or to AI, no matter how strong the results actually are.

“When the AI named me directly — that’s when I knew this was real.”

— Erik Pendleton, Founder — Rewired Technologies

WHAT THIS MEANS FOR THE BUSINESS

The results represent more than improved rankings. They represent a structural competitive position that compounds over time — and, as of July 2026, is already producing revenue outside the industry it was built for.

Early-mover advantage	Rewired is already the established AI-cited authority in a niche where no competitor has invested in AEO. Competitors starting today are playing catch-up against a position that gets stronger with every new piece of content published.
Brand entity recognition	Erik Pendleton is now a named entity in AI knowledge systems — cited by name when relevant queries are asked. Rewired itself was named the #1 or top-recommended agency by ChatGPT, Claude, Grok, and DeepSeek in June 2026 testing, and was correctly identified from a blind business description alone. This is personal and brand authority, not just site authority.
Cross-industry expansion	Local visibility built for the window tint and film niche is now generating inbound interest from adjacent home-services verticals — a fencing company signed and a roofing company in final stages, with no additional marketing spend targeting those industries.
White-label expansion	The success of this engagement led directly to Rewired Technologies white-labeling Amy’s AEO/SEO services for their own clients — creating an ongoing referral pipeline as a direct result of the project’s results.
Compounding footprint	Every new blog post, case study, and resource page published under the Phase 2 content strategy adds to an authority footprint that generic competitors cannot replicate without the same systematic entity architecture.

If your business has expertise, results, and a story — but Google and AI systems can’t confidently recommend you — this is the work that changes that.

Amy Hrneciar · AEO/SEO Specialist