



Captevrrix

DIGITAL MARKETING & SOFTWARE DEVELOPMENT

Sanders Housing: Leveraging AI with Strategic Digital Marketing

CASE STUDY

MANUFACTURED HOME DEALER

PENSACOLA, FL

Sanders Housing, a leading manufactured home dealer, partnered with Captevrrix Digital Marketing and Software Development to transform their online presence. Facing inconsistent messaging and limited visibility in AI-powered search, they needed a bold, comprehensive digital strategy to connect with modern homebuyers and dominate both traditional and AI-driven search results.

The Challenge

Sanders Housing had built a strong local reputation, but their digital footprint told a different story. Their online presence lacked consistency, impact, and the technical foundation needed to compete in today's AI-driven search environment.

Outdated Digital Presence

The existing website was outdated, lacked relevant content, and was not optimized for local search, making it difficult for AI algorithms to recognize and recommend Sanders Housing to prospective buyers.

Missed AI Search Opportunities

Potential customers increasingly used AI tools like ChatGPT to research local businesses. Without a presence in these results, Sanders Housing was invisible to a fast-growing segment of motivated homebuyers in the Pensacola, FL area.

Sporadic Social Media

Their social media activity was inconsistent and lacked a cohesive strategy, further diluting brand messaging and reducing trust with online audiences.

The Solution: A Comprehensive Digital Transformation

Captevrax implemented a four-pillar digital marketing strategy designed to elevate Sanders Housing across every major digital touchpoint, from traditional search engines to emerging AI platforms.

1

Website Redesign

A complete overhaul created a modern, mobile-friendly, SEO-optimized site featuring model details, high-quality images, virtual tours, and customer testimonials, structured for easy crawling by search engines and AI algorithms.

2

Consistent Social Media Strategy

A defined content calendar ensured regular, engaging posts showcasing available models, homebuying tips, and community stories, building brand authority and audience trust across key platforms.

3

Regular Website Updates

New model listings, and community news were published on a consistent schedule, keeping the site relevant and authoritative for both human visitors and AI algorithms.

4

Local SEO and Google Business Profile

A rigorous local SEO campaign optimized the Google Business Profile with accurate information, managed online reviews, and built local citations across relevant directories to dominate local search results.

The Results: Top-of-Mind in AI Search

The strategy delivered measurable, transformative outcomes for Sanders Housing, most notably establishing a dominant presence in AI-powered search platforms and driving a significant uptick in qualified leads.



AI Search Visibility

When local users queried AI platforms like ChatGPT about manufactured homes, Sanders Housing consistently appeared as a top recommended provider, capturing leads from an entirely new and growing channel.



Increased Website Traffic

The website redesign and SEO efforts drove a significant increase in organic traffic. Visitors spent more time browsing models and engaging with content, reflecting a markedly improved user experience.



Improved Lead Generation

The combined effect of all four strategic pillars produced a substantial increase in qualified leads. More potential customers connected with Sanders Housing and moved forward in the homebuying process.



Enhanced Brand Reputation

Consistent online messaging and active social media engagement solidified Sanders Housing's standing as a trusted, reliable manufactured home dealer in the Pensacola, FL community and surrounding region.

Positioned for the Future of Search

Sanders Housing's success demonstrates the growing importance of optimizing for AI search. A proactive, comprehensive digital strategy is now essential for any business that wants to remain top-of-mind for modern buyers.

By partnering with Captevrix, Sanders Housing transformed a fragmented digital presence into a powerful, cohesive marketing engine. Their investment in website quality, content consistency, and local SEO/AEO not only improved traditional rankings but secured a leadership position in AI-driven search, a channel that will only grow in importance. Sanders Housing, proudly serving the Pensacola, FL area, is now positioned for continued growth in the evolving digital landscape.

- ✔ Sanders Housing now appears as a top AI-recommended manufactured home dealer when local buyers search on platforms like ChatGPT, delivering qualified leads from the frontier of digital discovery.

Captevrix Digital Marketing and Software Development

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