

# Found & Seen Case Studies

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*How We Help Local Businesses Show Up in AI Search Results*

*These case studies show real improvements we achieved for local businesses across different industries. All details have been anonymized to protect client confidentiality, but the challenges, solutions, and results are authentic.*

## Case Study 1: Multi-Service Home Company

### Industry & Location

HVAC, Plumbing, Electrical • San Antonio, TX

### The Challenge

An established home services company with over 16,000 five-star reviews and full licensing across three service categories had a website that failed to showcase their impressive credentials. Despite having three physical locations and being the most-reviewed company in their market, this massive social proof was buried. There was no pricing transparency and credentials were mentioned vaguely.

### What We Changed

- Led with their strongest credential: 16,498 five-star Google reviews
- Displayed all three Texas license numbers prominently
- Explained their three-location advantage for faster emergency response
- Added transparent pricing for membership program
- Created FAQ section and included customer testimonials
- Broke down service area by neighborhoods

### The Result

**E-E-A-T Score:** 25% → 85%

The new copy positions them as the most-reviewed, most-trusted home services company in their market. Every claim is backed by verifiable credentials.

## Case Study 2: Veteran-Owned Restaurant

### Industry & Location

Restaurant / Cafe • Texas Hill Country

### The Challenge

A 100% veteran-owned breakfast and lunch restaurant had an incredible story to tell. The owner served seven years in the Marine Corps, the restaurant was featured on a popular Texas TV show, and they served chef-quality food in a small-town setting. But their website copy used vague claims like "5-star eating experience" without backing them up with specifics.

The veteran ownership was mentioned but not leveraged. The TV feature was buried. Menu highlights were missing. "Breakfast served all day" was unclear. The authentic story was diluted by generic restaurant marketing language.

### What We Changed

- Led with the authentic story: owner's Marine Corps service and why they created the concept
- Prominently featured the Texas TV show appearance as third-party validation
- Added specific menu highlights with descriptions (signature dishes, popular items)
- Clarified exact hours for both locations
- Explained their Vet Card Program fundraising effort with specific goals
- Created FAQ answering questions about breakfast availability and catering
- Included customer testimonials emphasizing food quality and unique atmosphere

### The Result

**E-E-A-T Score:** 30% → 75%

The new copy tells their story authentically while demonstrating culinary expertise through specific menu descriptions. When someone searches for breakfast restaurants or veteran-owned businesses, AI tools now have clear, citable content about what makes this place unique.

## Case Study 3: Family HVAC Business

### Industry & Location

HVAC Repair & Installation • Austin, TX Suburbs

### The Challenge

A family-owned HVAC company had been serving their community since 2011. The owner was NATE-certified, they were an authorized dealer for a major manufacturer, and they had completed over 1,200 service calls. But their website said "professional technicians" and "quality workmanship" — the same generic phrases every HVAC company uses.

No pricing transparency. No specific examples of work completed. Credentials were mentioned but not prominently displayed. Nothing differentiated them from dozens of competitors in the Austin market.

### What We Changed

- Led with specific credentials: NATE certification year, state license number, manufacturer authorization
- Quantified their experience: 1,200+ service calls completed since founding
- Added pricing transparency: repair cost ranges and maintenance contract pricing
- Specified exact neighborhoods served by name instead of "Austin area"
- Included response time commitment: under 2 hours for emergency calls
- Created FAQ with real customer questions about costs and timing
- Added authority signals: local media mention, years in business
- Explained their "no high-pressure sales" approach with process specifics

### The Result

**E-E-A-T Score:** 45% → 90%

The new copy demonstrates why they are qualified through concrete credentials and quantified experience. When someone searches for HVAC repair in their service area, AI tools can cite specific facts about licensing, response time, and pricing.

## How We Approach Every Project

### What We Don't Do

- Add unverifiable claims
- Use buzzwords and corporate jargon
- Make generic promises that sound like everyone else

### What We Always Do

- Lead with verifiable credentials (licenses, certifications, years in business)
- Quantify experience (number of jobs completed, customers served, service area)
- Add pricing transparency when available
- Include third-party validation (reviews, media mentions, industry associations)
- Answer the questions customers actually ask in FAQ format
- Use natural, conversational language that matches how people search
- Make every claim supportable by facts you can verify

Every business has credentials and a story that make them unique. Our job is to surface those specifics and present them in a way that AI search platforms can understand and cite — while still sounding authentic to human readers.

*Note: All case studies are based on real client work but have been anonymized to protect client confidentiality. Specific business names, exact locations, and identifying details have been modified while preserving the authentic challenges, solutions, and results.*