

SEO & AI VISIBILITY CASE STUDY

Lodestar Marketing Group helped an online installment lender launch a coordinated SEO and GEO program, growing organic click-through rate and becoming one of the most-cited brands in AI-generated answers within its category.

RESULTS



242%

**GROWTH IN CITATIONS
IN AI-ANSWERS**

~5x

AI REFERRAL SURGE

Sessions from AI assistants jumped in a single month and have held near 3x the prior baseline.

**STRONGER
LOAN
QUALITY
SIGNAL**

61.3%

of organic visitors go on to finalize a loan, with engagement above the site average.

**CTR
GROWTH**

117%

Organic click-through rate nearly doubled, from 4.1% to 8.9%.

INTRODUCTION

An online installment lender serving borrowers turned down by banks and credit unions wanted a proactive program covering both classic search results and the AI-generated answers increasingly standing in for them. The brand's visibility in AI answers had never been tracked before this engagement.

PROBLEM

Search is splitting between traditional rankings and AI-generated answers, and few lenders in this category were being tracked or optimized for the AI side yet. Building both disciplines together, rather than as separate workstreams, created an early lead ahead of competitors.

STRATEGIC SOLUTIONS

- Search infrastructure: Implemented and maintained XML sitemaps for Google and Bing, structured data across key pages, and schema markup aligned with the brand's live assets, so search engines and AI crawlers read the site correctly.
- Canonical URL strategy: Established clear canonical, indexing, and crawl rules so authority concentrates on the pages meant to represent the brand, keeping both rankings and AI citations pointed at the right destinations.
- AI-citation strategy: Paired traditional rank tracking with AI-visibility monitoring to see which pages AI engines actually cite, and which high-intent borrower questions still need owned content answering them.
- Ongoing optimization: Content and technical priorities are set around the pages and questions carrying the most citation and click-through potential, and revisited as AI platforms evolve.

CONCLUSION

Our search specialists built this lender's SEO and GEO programs together from the ground up, pairing search infrastructure work with AI-visibility monitoring. The brand became the most-cited name in its tracked competitive set, while organic search kept driving funded loans.

"Since 2000, Lodestar Marketing Group has been providing digital marketing services to some of the world's leading brands and favorite local companies. We know digital and we have the results to prove it."

SARAH SCHWITTERS
Lodestar Marketing Group

