AEO VISIBILITY CASE STUDY

From Invisible to Answer-Ready

A measured AEO case study: Sin City Tour Guide

STORED BASELINE	LATEST STORED RUN
29/100	65/100
September 14, 2026	October 19, 2026

THE MEASURED RESULT

Sin City Tour Guide’s stored AEO score rose from 29/100 to 65/100. Schema & Structured Data moved from 5 to 76/100.

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1 Executive summary

OVERALL AEO SCORE

BASELINE	LATEST	CHANGE
29	65	+36

Composite visibility foundation

SCHEMA & STRUCTURED DATA

BASELINE	LATEST	CHANGE
5	76	+71

Machine-readable entity graph

ANSWER-READINESS

BASELINE	LATEST	CHANGE
5	75	+70

Direct, extractable answers

Sin City Tour Guide is a Las Vegas tour business operated by Laura Davidson. Click Elevate used the business as a real-world case study for a measured Answer Engine Optimization (AEO) workflow: establish a baseline, identify the evidence an answer engine can read, implement approved changes, and run the same scoring process again.

The stored baseline run on September 14, 2026 scored 29/100. A later run on October 19 scored 65/100. The change was not presented as proof that one isolated edit caused every point of improvement. Several changes were made between measurements, and AI visibility also depends on changing platform retrieval and interpretation. The useful conclusion is narrower and more defensible: after the implementation period, the same measurement system found a substantially stronger technical and answer-readiness foundation.

The owner reported a 300% increase in tour bookings from AI after the implementation period. It is included because qualified business action is the result that matters, but it is labeled as a first-party report. The available evidence does not independently verify the referral path or isolate which AEO changes contributed to the bookings.

What this case study proves: the work can turn a vague visibility concern into dated, repeatable evidence. It does not prove a guaranteed ranking, citation, lead volume, booking, or revenue outcome.

REPORTED AI BOOKING LIFT

300% increase in tour bookings from AI

EVIDENCE TYPE

OWNER-REPORTED first-party outcome

ATTRIBUTION STATUS

NOT CAUSAL independently verified

2 The business and the problem

Sin City Tour Guide serves visitors to Las Vegas with private and customized tour experiences. The business already had genuine experience and a real customer-facing website. The AEO problem was not simply that the site was unreachable. At baseline, the site was crawlable, but important machine-readable and answer-ready signals were incomplete.

The first measurement showed three practical gaps:

- Schema & Structured Data was scored at 5/100, leaving the business entity and its relationships difficult for machines to interpret.
- Content Answer-Readiness was scored at 5/100, indicating that the page did not consistently present the practical answers a traveler needs in a form an answer engine can extract.
- AI Citation Presence was scored at 34/100, while Authority & Citations was scored at 35/100. The site needed stronger corroboration and clearer alignment with customer questions.

AI Crawler Access was already 100/100 in the baseline. That distinction mattered: improving visibility required more than allowing crawlers in. It required giving them a clearer business entity, usable answers, and corroborating sources.

3 AI-search proof of work

This record is intentionally explicit so a human reviewer and an answer engine can distinguish the business facts, the implementation work, and the evidence used to measure the change.

Proof layer	Recorded evidence
Business entity	Sin City Tour Guide is operated by Laura Davidson in Las Vegas, Nevada. The business provides private and customized tour experiences through sincitytourguide.com.
Implementation	A connected entity and service graph, answer-ready customer information, clearer ownership and service relationships, and consistency work across relevant external profiles and sources.
Crawler evidence	The site was reachable in both stored runs. AI Crawler Access measured 100/100 at baseline and 100/100 in the latest run, so the primary opportunity was interpretability and corroboration rather than access repair.
LLM measurement	The same business URL was measured across five AEO areas with dated baseline and latest runs. Platform answers and citation behavior are treated as evidence to review, not as guaranteed rankings or endorsements.
Business outcome	The owner reported a 300% increase in tour bookings from AI after implementation. This remains a first-party, non-causal report.

Why this matters for AI search: an answer engine needs a consistent entity, direct answers, machine-readable relationships, and independent corroboration before it can confidently identify, describe, cite, or recommend a business.

4 Observed GA4 signals

The private Google Analytics 4 property adds a useful website-activity layer to the case study. These selected favorable signals are from the visible **Reports snapshot** for September 29–October 26, 2026. They show that AI-assistant traffic reached the site, but they do not independently prove that AEO work caused a purchase.

Signal	Observed	Interpretation
ChatGPT / AI-assistant sessions	22	AI-assistant referral traffic was present in the selected 28-day window.
ChatGPT / AI-assistant active users	18	The AI-assistant source reached distinct active users, not only repeat sessions.
Google organic sessions	66	Organic search remained a meaningful acquisition source.
Google organic active users	46	Organic search activity reached distinct active users in the same window.

Attribution boundary: these GA4 values are traffic signals from the selected 28-day window. Booking outcomes remain separately labeled as owner-reported because many bookings are completed through personal processor invoices after client calls and are not represented as a complete GA4 dataset.

5 Measurement design

The score is a composite of five areas. It combines technical page signals with AI-oriented evidence rather than treating a traditional keyword position as the entire result. The same business URL was used for the baseline and later runs.

Area	Baseline	Latest	Delta	What it means
Overall AEO score	29	65	+36	Composite visibility foundation
AI Citation Presence	34	52	+18	Whether AI systems recognize and connect the business to its offers

Area	Base-line	Latest	Delta	What it means
Schema & Structured Data	5	76	+71	Machine-readable entity and service information
Content Answer-Readiness	5	75	+70	Whether pages provide direct, extractable answers
Authority & Citations	35	46	+11	Independent corroboration and trust evidence
AI Crawler Access	100	100	0	Reachability, robots policy, and crawl orientation



Baseline: September 14, 2026. **Latest stored run:** October 19, 2026. Scores are recorded system measurements, not third-party certifications.

6 What changed

6.1 The entity became more machine-readable

The implementation work addressed the structured-data gap by building a connected entity graph rather than adding isolated markup fragments. The target was not to decorate the page with schema; it was to make the business, its owner, its services, site, contact details, and external profiles easier to understand as related facts.

The stored schema score moved from 5 to 76. This is the clearest technical movement in the case study. It also illustrates why a single headline score can hide the useful work: the overall score rose, but the individual area tells the operator which foundation changed.

6.2 The site was organized around answer readiness

AEO content needs to answer the questions that come before a booking decision. For a tour business, those questions include who the experience fits, what is included, where the experience operates, how long it takes, how pickup or meeting works, what makes the guide different, and what a traveler should know before booking.

The content-readiness score moved from 5 to 75. That movement should be read as a measured improvement in page signals, not as a promise that every AI platform will quote every page. A stronger answer format gives systems better material to interpret; it does not control their final response.

6.3 Authority work was treated as evidence, not decoration

The workflow separated first-party copy from independent corroboration. A business can describe itself accurately and still be difficult for an AI system to trust if relevant profiles, directories, reviews, and expert references are missing or inconsistent.

Authority & Citations moved from 35 to 46, and AI Citation Presence moved from 34 to 52. These gains were smaller than the schema and content gains, which is expected: external corroboration accumulates on the timetable of each source and cannot be manufactured by editing one page.

6.4 Crawler access was not the bottleneck

AI Crawler Access remained at 100 in both the baseline and latest stored run. This is an important negative finding. The business did not need a dramatic access repair before the rest of the work could matter. The opportunity was to improve what a crawler could understand and what independent sources could confirm.

7 The before-and-after result

The overall movement from 29 to 65 is meaningful because the score was not lifted by changing the crawler-access component. The largest gains came from the areas that describe interpretability and answer quality: schema and content readiness. The authority and citation areas also improved, but more gradually.

This pattern is commercially useful. It tells an operator what to do next instead of presenting a single unexplained number:

1. Make the business and services machine-readable.
2. Give answer engines direct, accurate responses to customer questions.
3. Build and correct independent evidence across relevant sources.
4. Re-test the same prompts and record whether the business is named, accurately described, cited, or replaced by a competitor.

LARGEST MOVEMENTS

+71 Schema & Structured Data

+70 Content Answer-Readiness

WHAT DID NOT MOVE

0 AI Crawler Access delta

Access was already strong; the opportunity was interpretability and corroboration.

8 What the case study does not claim

This case study does not claim that Sin City Tour Guide now ranks first in Google, appears in every ChatGPT answer, receives a guaranteed number of bookings, or generated a specific amount of revenue from the measured changes. The reported 300% increase in tour bookings from AI is an owner-reported outcome, not an independently verified causal finding. It also does not claim that one edit caused the entire score change.

AI platforms retrieve different sources, use different systems, and change their answers. Search Console, analytics, booking systems, and CRM records are needed to connect visibility to qualified action. The AEO score is an operating measurement of the evidence and visibility signals tested at the dates shown.

9 A repeatable playbook for other businesses

The Sin City workflow can be adapted to other local and service businesses, but the prompts and evidence must be specific to each one. A generic checklist is not a substitute for a business-specific baseline.

Stage	Question	Evidence to save
Baseline	What do the site and AI platforms say today?	Dated score, exact URL, tested prompts, platform answers, competitors, and source observations
Prioritize	Which gaps affect a real customer decision?	Ranked work by commercial intent, visibility opportunity, severity, and effort
Implement	What exact page, schema, source, or profile should change?	Approved copy, structured data, deployment location, and acceptance test
Remeasure	Did the same evidence improve?	New score, changed area scores, prompt-level movement, citations, and a dated change log
Connect	Did visibility create a qualified action?	Search Console clicks, engaged sessions, calls, forms, bookings, and CRM outcomes when available

10 Conclusion

The first lesson from Sin City Tour Guide is that external visibility is not one switch. A site can be crawlable and still be hard for an answer engine to understand, quote, and trust. The second lesson is that technical improvements and authority work move on different clocks. The third is that a case study is only useful when the baseline, the method, and the limits are visible.

Sin City Tour Guide moved from a 29/100 stored baseline to a 65/100 latest stored score, with the largest improvements in schema and answer readiness. That is a strong foundation for the next phase: continue building corroborating sources, test commercial prompts consistently, and connect visibility changes to qualified traveler actions.

THE NEXT MEASUREMENT

Turn visibility into qualified action.

The next reporting cycle should connect the measured score to prompt-level citations, Search Console activity, calls, forms, and booking outcomes wherever the source data is available.

RETEST Same prompts and URL **CONNECT** Clicks, calls, forms, bookings **DECIDE** Prioritize the next gap

Click Elevate — measured AEO and GEO implementation

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