Case Study: How a UK Estate Agency Increased Buyer Enquiries by 85% Through AI Search Visibility

AI 60-day Sprint | February 2026

Executive Summary

This case study features a national UK estate agency client that engaged Blue Ocean Media to improve its visibility within AI-powered search platforms including ChatGPT and Microsoft Copilot.

Although the business ranked strongly in Google, it was not cited in AI-generated recommendations — an increasingly important buyer discovery channel.

Following a structured 60-Day AI Search Visibility Sprint:

- AI citation visibility increased **from 0 to 23/50** tracked high-intent queries
- Enquiry volume **increased by 15%** within 60 days
- Enquiry sources shifted **from 90% Google-led to 55% AI-driven**
- Overall **enquiries grew by 85%** from subsequent 12 AI Search optimisation.

This case demonstrates that traditional search rankings alone no longer guarantee discoverability. Structured, AI-ready content materially improves the likelihood of being referenced in AI-generated responses, where prospective clients are now conducting research and shortlisting providers.

Client Profile

Industry: National Estate Agency
Location: UK
Annual Turnover: £200,000
AI Sprint Start: Jan 2025
AI Monthly Service: March 2025

The Challenge

Blue Ocean Media has supported this client since incorporation. Blue Ocean Media has supported this client since incorporation, delivering website strategy, SEO management and digital growth programmes.

The SEO management produced great results - delivering 1 to 2 enquires per day. By 2023 the SEO was delivering up to 50 enquiries per week.

In 2023 Blue Ocean Media began offering AI Search Optimisation to help companies appear on ChatGPT and other LLMs where their customers are making queries.

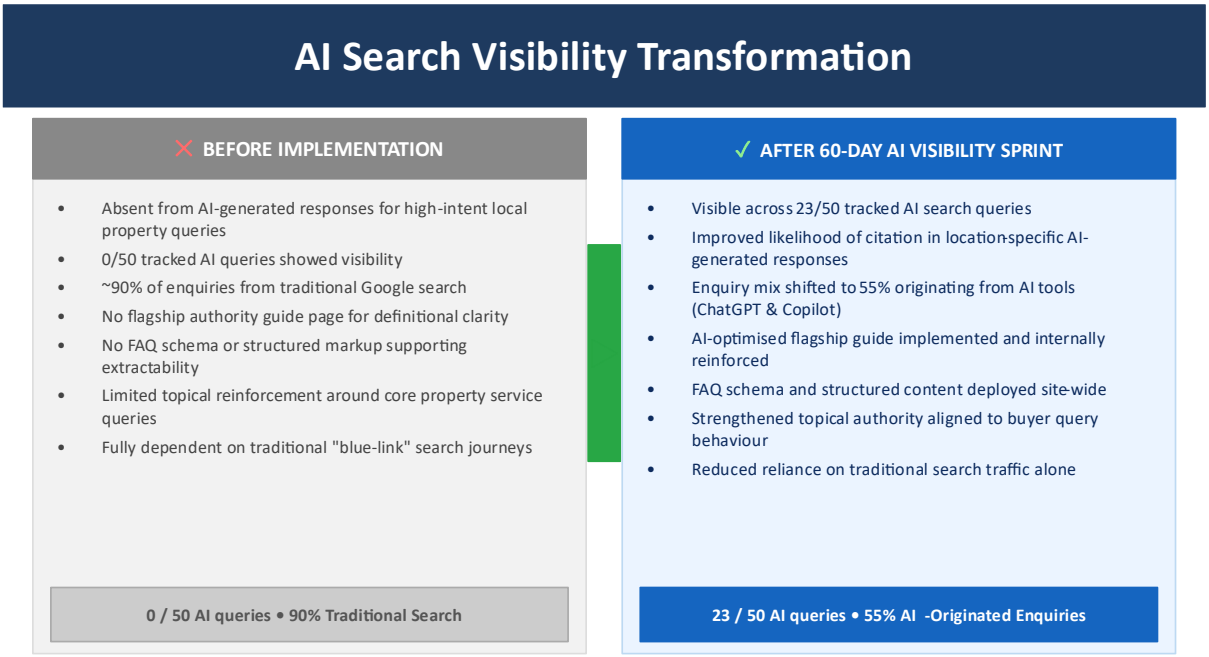
For this client, we identified ChatGPT and CoPilot as the two primary LLMs being used by buyers and sellers making relevant queries.

Despite ranking competitively in Google, the business was largely absent from AI-generated responses.

An additional AI Search Optimisation strategy was implemented to optimise for this new segment in the customer journey.

Strategy Changes

The shift from traditional search dependency to AI-driven visibility occurred within a clearly defined 60-day implementation window.



Transformation achieved within a structured 60-day implementation period.

Results After 60 Days

Following implementation:

• Improved presence across tested AI search queries (50 top search queries – presence increased to 23/50)
• Overall enquiries **increased 15%** within 60 days.
• Enquiries shifted from 90% Google to 45% Google and 55% from ChatGPT and CoPilot. This shift is based on tracked enquiry source reporting and client feedback over a the 60-day sprint period.

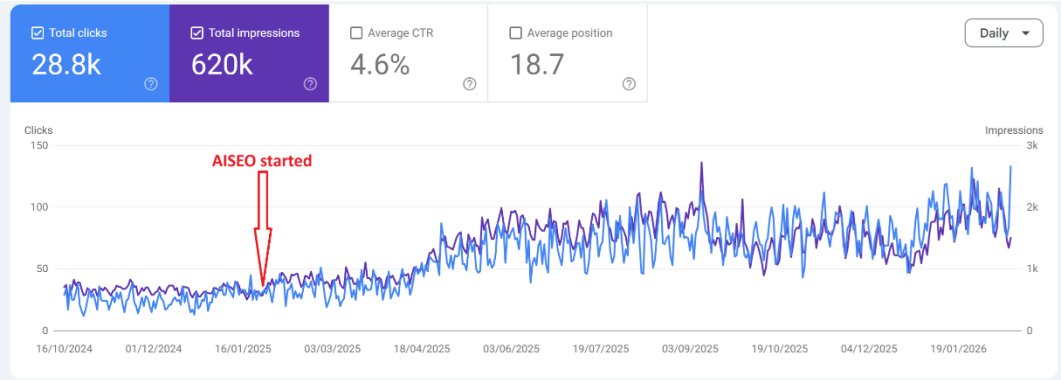
Client Feedback

"*ChatGPT and CoPilot now* ***make up the majority of our enquiries***. *We don't need any reports from Blue Ocean to tell us that,* ***our clients tell us weekly that they found us on CoPilot or ChatGPT*** *and proceed to complement us on how well we are doing with our online marketing!*"

Gemma, Managing Director

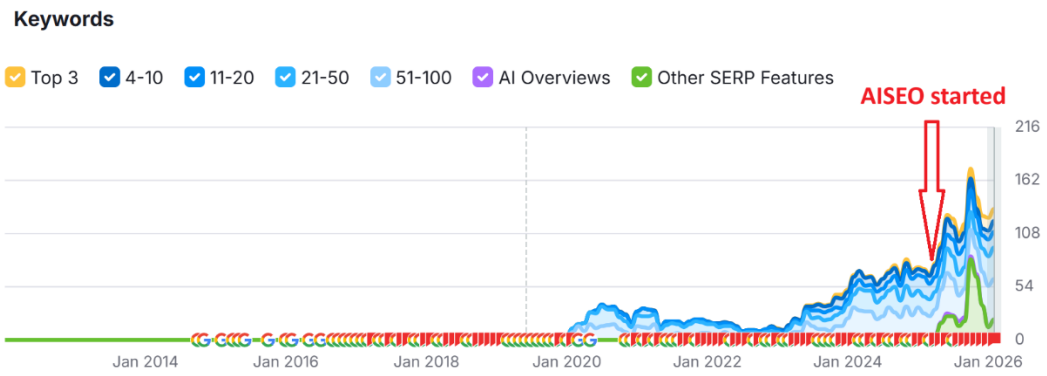
12 Month Growth Snapshots

Google Search Console graph following AI Search Optimisation



This graph shows the increase in clicks and impressions for the website after implementing AI Search optimisation monthly in April 2025

Google SERPs and Google AI overviews following AI Search Optimisation



This graph shows the increase in visibility in SEO on Google AI overviews since January 2025.

About “GEO” Geoff Parker, MD

Geoffrey “GEO” Parker is the founder and MD of Blue Ocean Media and one of the UK’s most experienced specialists in SEO and AI Search Optimisation. With a career in digital marketing and information retrieval dating back to 2005, Geoff has guided businesses of all sizes — from start-ups to global brands such as Allianz, Hills Pet Nutrition, Zoggs and Sports Direct — through significant growth in online visibility and commercial performance.

He was among the first Google Ads-qualified PPC managers in the UK and has decades of hands-on experience mastering SEO, paid search and digital innovation. In 2023 he pivoted his expertise into AI search optimisation, applying generative search strategies that have driven measurable results for clients — including measurable increases in enquiry volume from ChatGPT.

Geoff’s work combines analytical rigour with practical implementation, helping B2B clients adapt to structural changes in search behaviour driven by AI. He holds a Mechanical Engineering degree, an MBA and additional qualifications in blockchain development from the University of Oxford.

Want to Assess Your AI Visibility?

AI-powered discovery is no longer emerging — it is already influencing buyer decisions across B2B and consumer markets.

We run structured 60-Day AI Search Visibility Sprints for UK B2B firms seeking to improve discoverability in ChatGPT and AI-powered search tools.

0800 002 9017
geoff@blueoceanmedia.co.uk