

# 350% Citation Growth on ChatGPT, Gemini, and Claude

Service rendered: GEO, AEO, and Google  
Overviews optimization

Client industry: Towing & Recovery



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# CLIENT OVERVIEW

Brisbane Towing & Recovery is one of Brisbane's leading towing providers, offering emergency towing, machinery transport, accident recovery, container towing, and specialty vehicle transport.

On seeing growth of AI models, Brisbane Towing & Recovery engaged us for AEO, GEO, and Google Overviews visibility to dominate ChatGPT, Gemini, Claude, and other LLMs.





# PROJECT GOALS

The primary objective was to increase AI visibility and get citations for towing related searches in Brisbane region. Here are major goals we worked with:

- Increase citations on ChatGPT, Gemini, Claude and other AI models
- Prepare website for AI visibility
- Build trust signals through structured content





# INITIAL ANALYSIS

Before implementing the strategy, we audited the website using an AI-first SEO framework.

Key findings:

- Strong Google rankings but limited AI authority
- Missing entity signals for several towing services
- Insufficient topical depth across services
- Opportunities to improve structured data
- Limited citation consistency across the web
- Need for stronger internal knowledge architecture



# AI CITATION STRATEGY

We refined SEO strategy to cover AEO, GEO, and SXO so that language models better understand, trust, and recommend the business. Activities initiated:

- Structured data overhaul
- FAQs integration throughout website
- Semantic internal linking
- EEAT integration
- Advanced Schema markup deployment
- Optimizing content for conversational search





# WORK APPROACH

Instead of targeting keywords alone, we optimized the website for topics, entities, and user intent.

Key improvements included:

- Comprehensive FAQs
- Natural language content
- Service comparison pages
- Location-specific expertise
- Clear authoritativeness signals
- Consistent business information

This enabled AI engines to better understand the business and recommend it confidently.





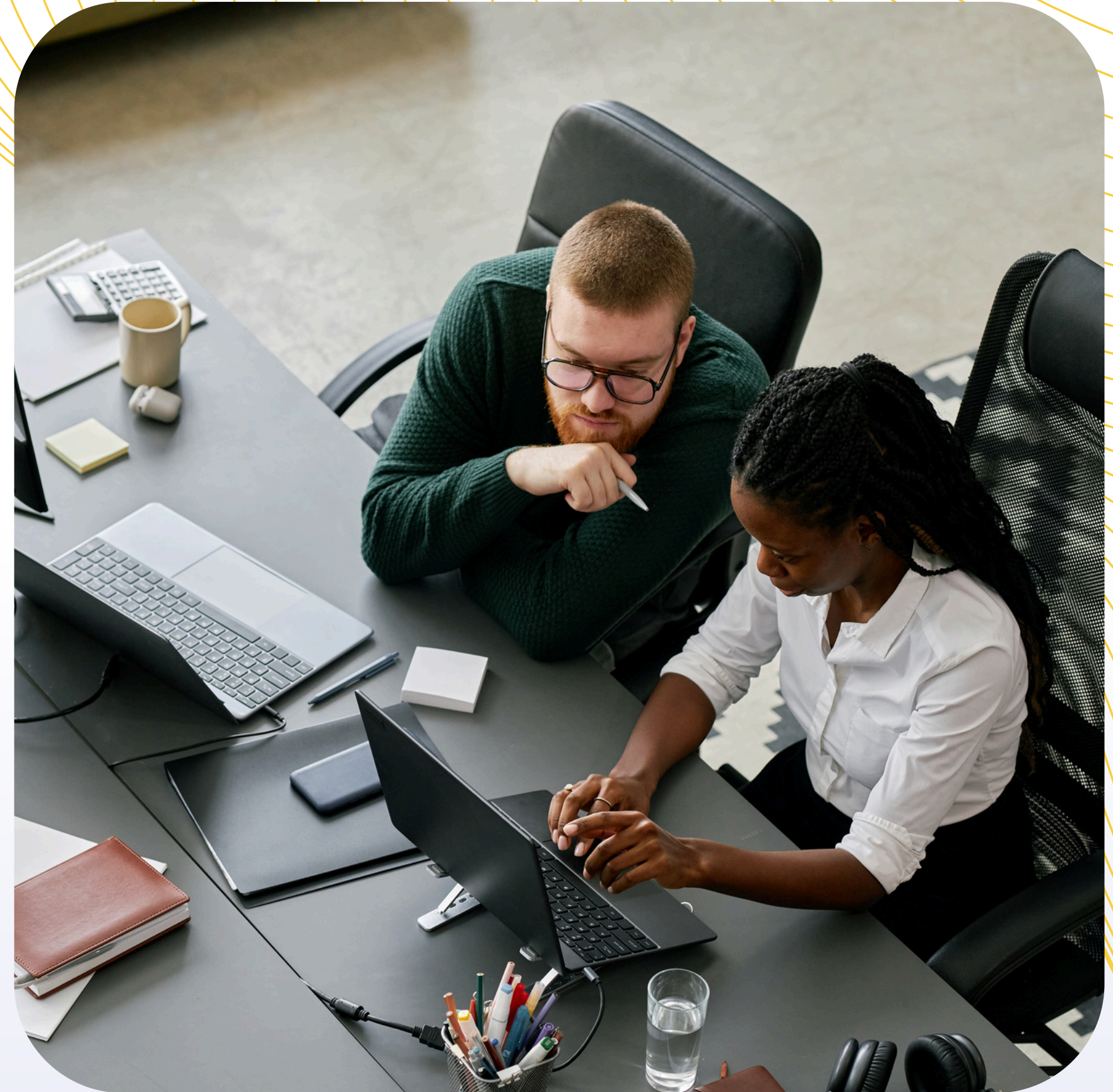
# WORK APPROACH

We strengthened the website's technical foundation for AI search.

Optimizations included:

- Advanced structured data
- LocalBusiness Schema
- Service Schema
- FAQ Schema
- Improved crawlability
- Better page hierarchy
- Faster page performance

Continuous monitoring ensured the site remained optimized as AI search evolved.





# WORK RESULTS

After 4 months of work, Brisbane Towing & Recovery began appearing in ChatGPT, Google Overviews, Claude, and Gemini.

Google

how much to tow a car

X

AI Mode

All

Shopping

Images

Forums

Videos

Short videos

More

Tools

AI Overview

Towing a car in Brisbane generally costs **between \$100 and \$250** for a local tow. Your total price depends on three main things: **base call-out fee, distance traveled, and vehicle size.**

Brisbane Towing & Reco... +1

Brisbane Towing Costs Breakdown

Local Tow (0-15 km):

Base rates start around \$90 to \$120. plus \$3.50 to \$6 for each

TOW IN COST IN BRISBANE

BASE TOWING COSTS

Starting Fee: \$90 (up to 15km)

Additional Distance: \$3.50 per km after 15km

Example:

Local tow (10km): \$90 + (\$3.50 x 10) = \$125

Local tow (20km): \$90 + (\$3.50 x 20) = \$160

Distance of 15 km or more

Local towing:

Starts at \$120 per hour

\$120 per hour (includes 15km)

Distance to towing point:

Additional fee (vehicle weight, from a tow point)

\$100 to \$150 (vehicle weight, after tow cost is ready for towing)

9 sites

Cost of Towing a Car in Brisbane: All Pricing Angles Covered

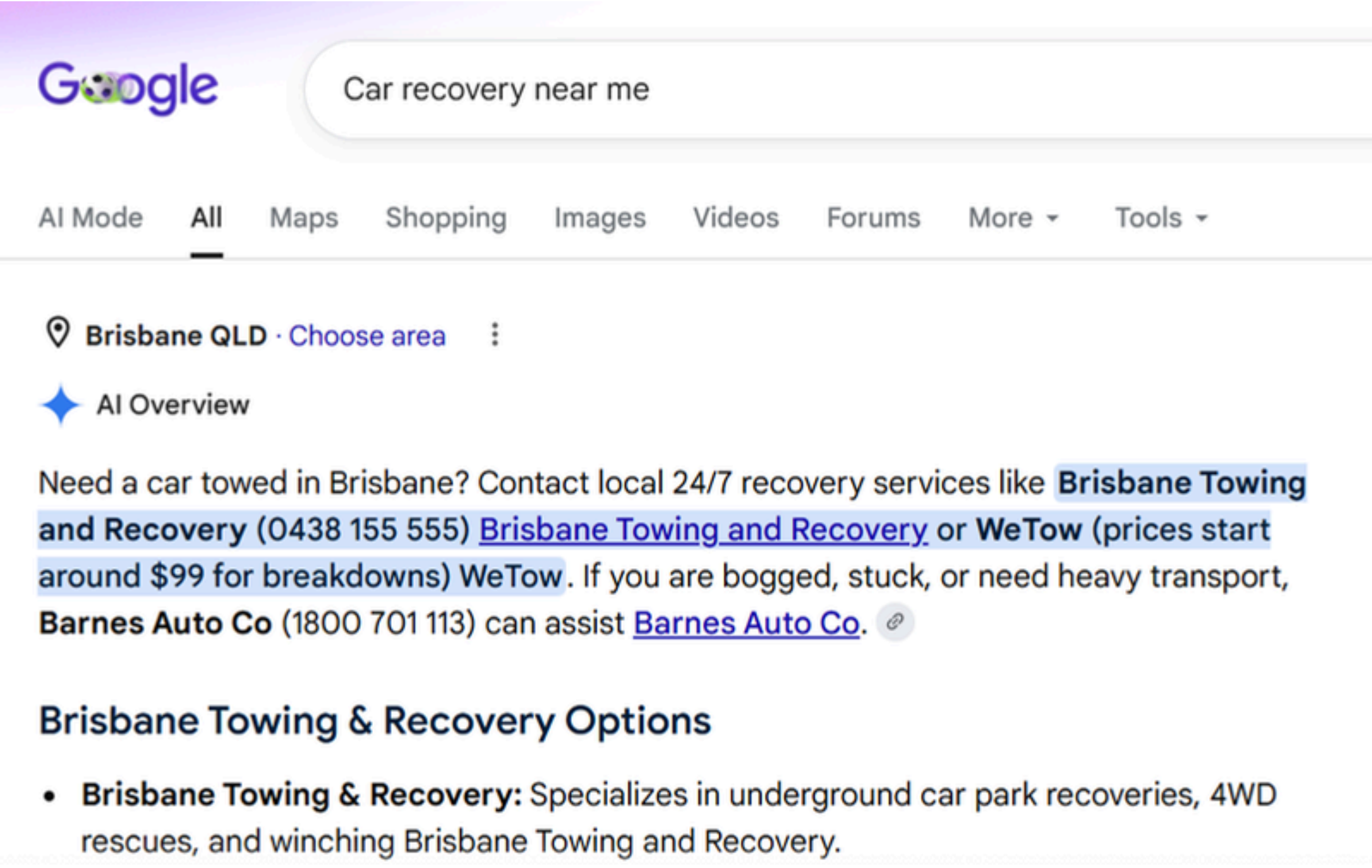
11 Nov 2025 — From the heart of the CBD to the backroads of Logan, Brisbane's towing...

Brisbane Towing & Recovery



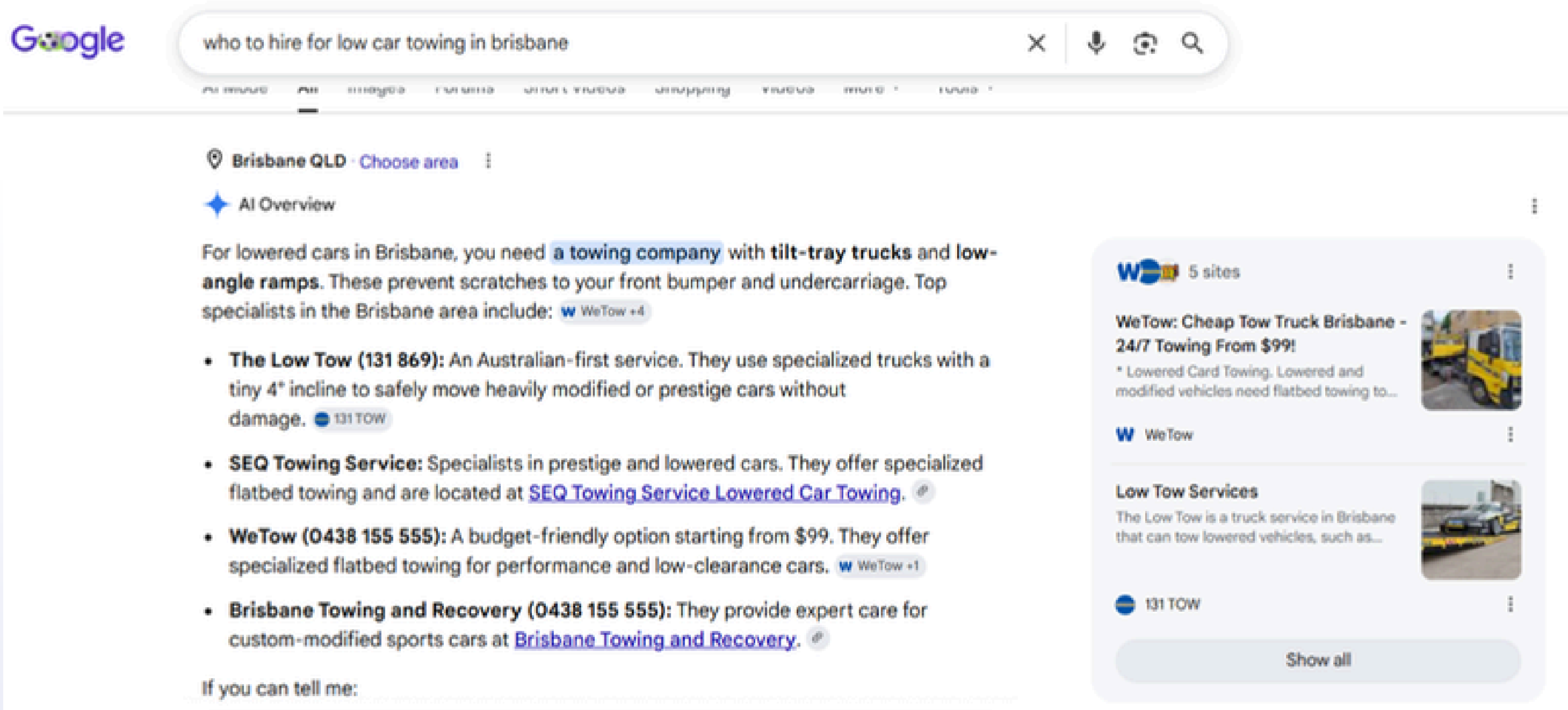
# WORK RESULTS

Google Overviews citation screenshot:



# WORK RESULTS

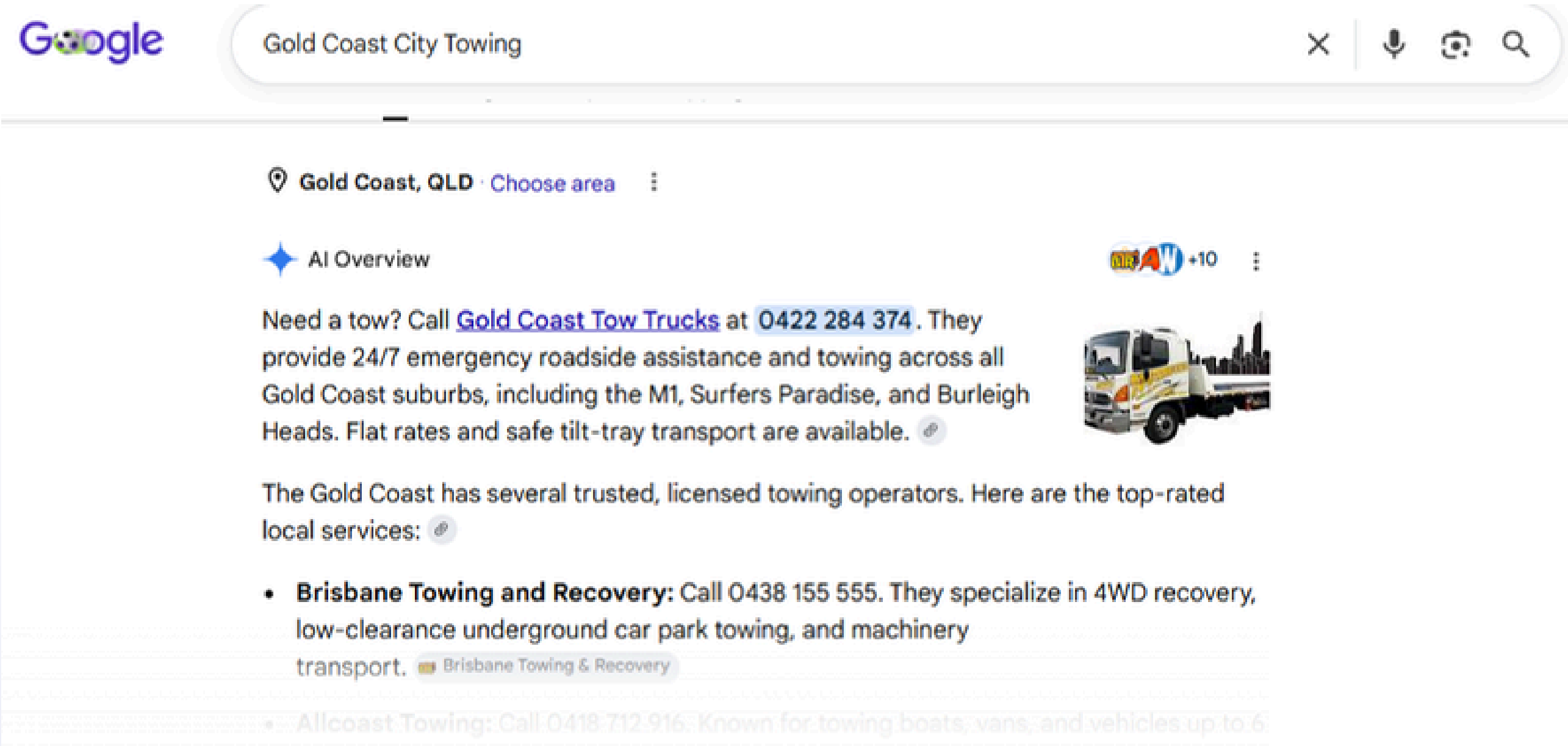
Google Overviews citation screenshot:





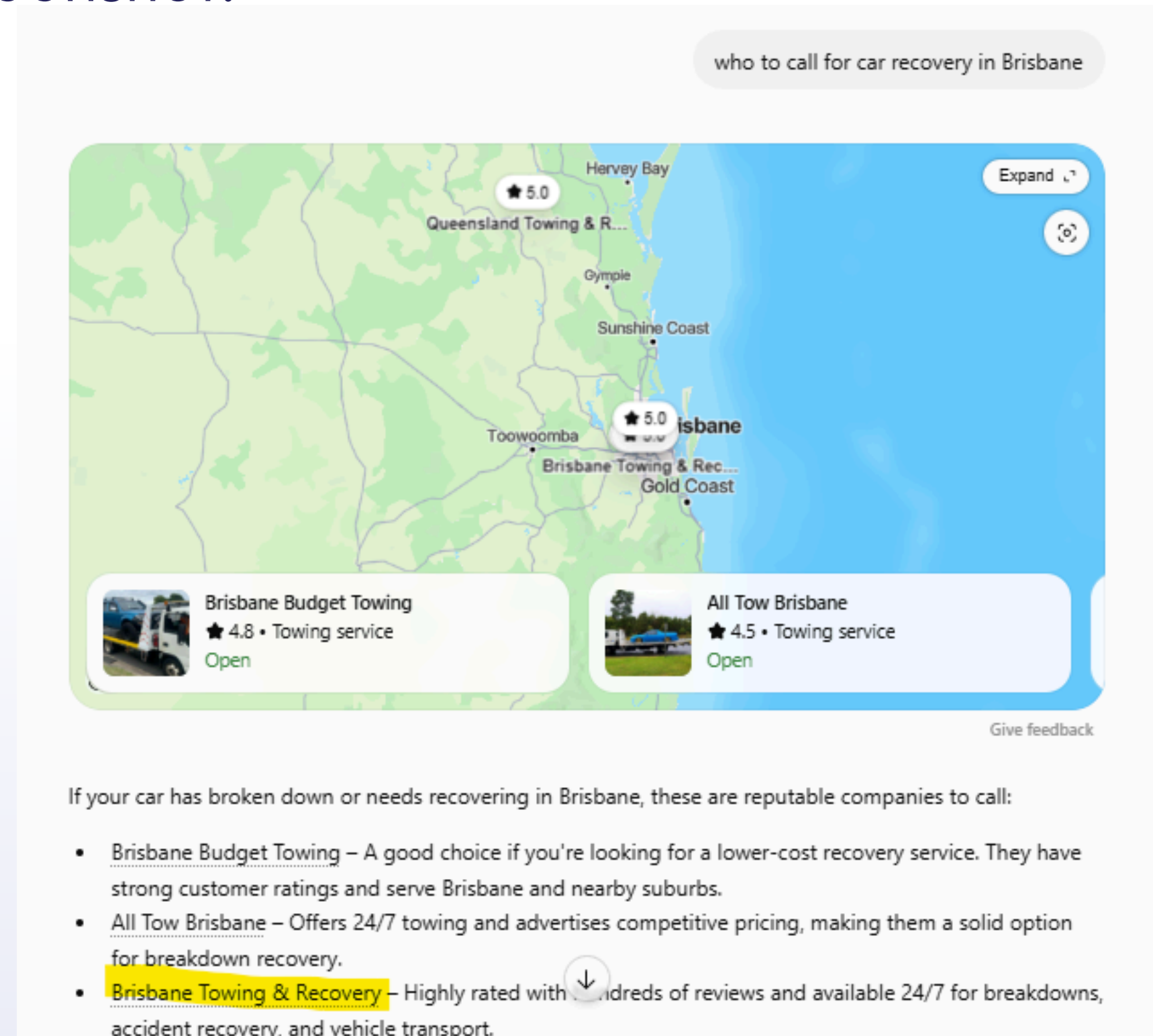
# WORK RESULTS

Google Overviews citation screenshot:



# WORK RESULTS

ChatGPT citation screenshot:







# WORK RESULTS

Claude citation screenshot:

most affordable towing company in brisbane

Searched the web

These results are mostly SEO-heavy company pages that all claim to be "cheap" or "affordable" — none give hard, comparable pricing, so there isn't one clear winner I can confirm as truly the cheapest. A few names come up repeatedly across Brisbane towing directories/reviews:

- **Ezy Cash for Cars** - towing quoted from around \$100, based on distance and vehicle size
- **Bris Towing (Brisbane Towing Service 24/7)** - long-serving, mentioned frequently in reviews as good value, covers a wide range of southside/Logan suburbs
- **131 TOW** - large, long-established fleet (since 1964), advertises cheap towing but is more of a big-fleet operator, so pricing may be less flexible than a small independent
- **Brisbane Discount Towing and Brisbane Towing and Recovery (BTR)** - both market themselves specifically on price





# WORK RESULTS

Gemini citation screenshot:



who is good at underground towing in brisbane

Towing a vehicle from an underground car park or basement garage requires specialized low-clearance tow trucks, specialized wheel-lift or winch equipment, and drivers experienced with tight ramps and low ceilings.



Brisbane Towing & Recovery

5.0 ☆

 Services

Open



# TEAM INSIGHTS

A team of 3 professionals were assigned to the advertising project:

- **AI SEO Strategist:** Entity optimization, semantic architecture, technical planning
- **Technical SEO Specialist:** Schema implementation, crawl optimization, indexing improvements
- **Content Writer:** Topical authority, AI-focused content creation, knowledge expansion





# WORK REPORTS AND COLLABORATION

Throughout the project, we shared regular progress reports including:

- AI visibility tracking
- Organic performance updates
- Entity growth monitoring
- Technical SEO improvements
- Content publishing reports
- Future optimization recommendations

This ensured complete transparency and continuous improvement.





# PROJECT SUMMARY

By combining AI SEO, entity optimization, structured data, and authoritative content, Brisbane Towing & Recovery established a strong presence across emerging AI search platforms.

As AI search continues to grow, Brisbane Towing & Recovery is well positioned to earn visibility beyond traditional search rankings.





# WANT A SIMILAR SUCCESS STORY?

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today.

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