

VAULT STUDIO · CALIFORNIA

From invisible to recommended in under 60 days.

How a luxury California design house went from missing in AI answers to named by ChatGPT and Perplexity, with the traffic to prove it.

CLIENT	WHAT THEY DO	MARKET	ENGAGEMENT
Vault Studio	Luxury product design concierge	Santa Barbara · Palo Alto	Local + AI Search

THE SITUATION

A beautiful site the machines couldn't read.

Vault had the look. They had zero presence in AI answers. The site rendered in a way the crawlers couldn't see. GPTBot, ClaudeBot, and PerplexityBot hit the page and came back with almost nothing.

When a buyer asked an AI for a design recommendation, Vault wasn't in the answer. They weren't losing the pitch. They never got invited to it.

THE WORK

Feed the machines the right signals, in the right order.

- Rewrote titles, meta, and structure across **40 plus pages** so every page said something clear and specific.
- Built an **llms.txt** file as a direct delivery line to the AI crawlers, since the platform doesn't render content the old way.
- Published **articles and blog posts** around the exact questions buyers ask, so the AI engines had real answers to pull and cite.
- Earned **backlinks** from sources the machines already trust, and cleaned up the citations so every detail matched.
- Tightened the **Google Business Profile** and the local signals.
- Set the **keyword and buyer-question strategy** the whole effort points at.

THE RESULT

ChatGPT

Names Vault
Still sending traffic

Perplexity

Names Vault
Deep-research visitors

40+

Pages rebuilt
For AI reading

When buyers ask ChatGPT or Perplexity for a California design house, Vault's name comes up. That's the whole game.

Don't take my word for it. The GA4 numbers are on page two.

GOOGLE ANALYTICS 4 · 90 DAYS

The receipts.

What showed up in Vault's analytics once the AI engines started reading the site.

AI IS SENDING
REAL TRAFFIC

21

AI referral sessions
ChatGPT + Perplexity, 90 days

50

Pages viewed
By 2 Perplexity users

20m+

Avg Perplexity session
At a 30% bounce rate

Two Perplexity users ran 10 sessions and 50 page views, averaging over 20 minutes on site. These are deep-research buyers, not tire-kickers.

AI CITES MORE
THAN THE
HOMEPAGE

SOURCE	PAGE THE AI SENT THEM TO	SESSIONS
ChatGPT	Pacific Palisades rebuild-costs blog post	2
ChatGPT	Trade program page (6 page views)	1
ChatGPT	Contact page, linked directly	1
Perplexity	Homepage (46 page views)	8
Perplexity	Quiz landing page	1

The AI isn't just linking the homepage. It's pulling the blog and the service pages. That's the content and the signals doing their job.

IT TURNED INTO
PIPELINE

One contact-form start came straight from a Perplexity referral. That is AI visibility turning into pipeline, not just traffic.

THE WHOLE
JOURNEY,
TRACKED

2,419 users · 3,072 sessions · 5,349 page views over 90 days. 18 lead-form starters, with an 8.1% form-start rate on the contact page.

- The homepage is the front door. 67% of leads land there first before heading to contact.
- The About page is the top internal path to the form. 28 users went About to Contact, more than any other page.

GA4 tracks form starts today, not submissions. Submit tracking is the next switch to flip, so we measure completed leads. Track it or it didn't happen.

THE TAKEAWAY

AI is the new front door, and Vault is already getting waved through. Feed the engines the right signals and they name you, send traffic, and put buyers on your form. Wait, and a competitor gets the call.

Want these numbers for your brand?

Book a call. Bring your site. I'll show you exactly where you stand across local and AI search today.

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