

Giving You Digital

CASE STUDY

AI SEARCH VISIBILITY

SKYLINE TREE SERVICE



How Giving You Digital Built a Complete Marketing Ecosystem That Helped Skyline Appear in Traditional Search & AI Search Results

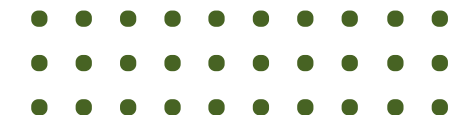
Presented By

Anthony Galizia



INTRODUCTION

The Objective.



- Build a recognizable tree service brand in the Fox Valley and Chicagoland markets
- Increase local organic visibility through SEO and Local SEO
- Create authority signals that influence AI-powered search systems
- Generate qualified leads through Google Ads and content marketing
- Position Skyline Tree Service as a trusted regional authority



CHALLENGES IN THE TREE SERVICE INDUSTRY

The challenges most Tree Service companies face is that they simply do not have the time to focus on marketing especially key skill areas like SEO and AI Optimization. Usually this leads to needing outside help from marketing professionals in this space that specialize in local service businesses.

✓ Knowledge

✓ Time

✓ Investment

✓ Understanding



ARTIFICIAL INTELLIGENCE [AI] IN TREE SERVICES

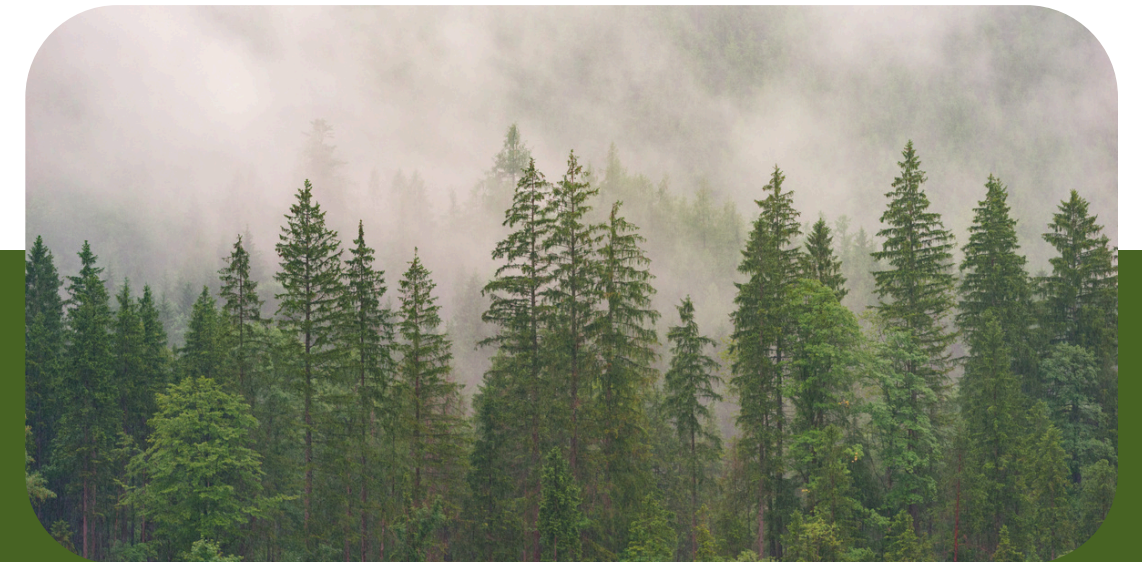
Artificial Intelligence (AI) in Tree Services refers to the application of machine learning, data analysis, and smart algorithms that Google and other search engines are now using to improve various aspects of the users search journey. AI technologies help people choose service providers even faster than before , enhance decision-making leads to lead conversion even quicker than what we previsouly delt with. Now with Search changing, Tree Services need to stay ahead of the game.

✔ SEO Architechture

✔ Transparancey and Visibility

✔ Quality Content

✔ Local SEO

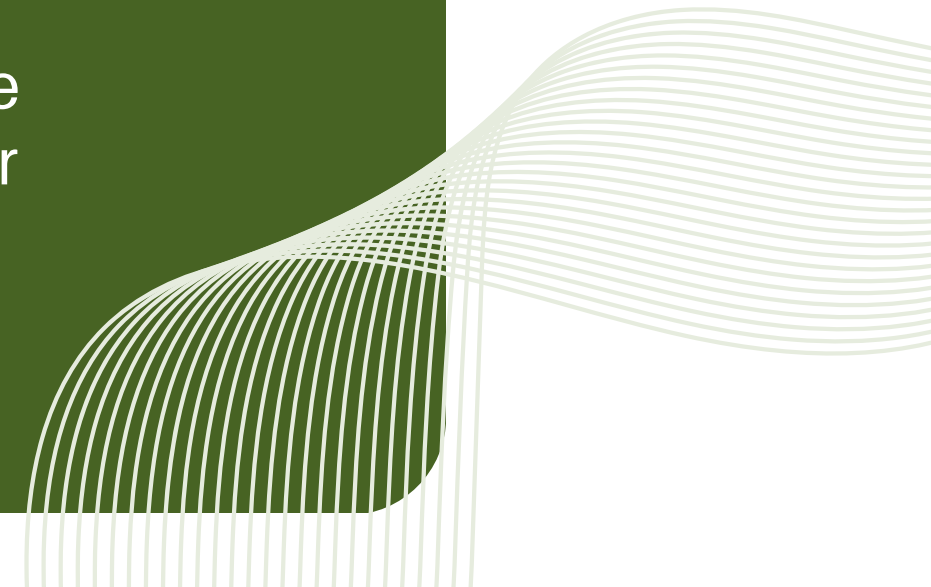




ABOUT GIVING YOU DIGITAL

I started Giving You Digital LLC in my apartment while attending GCU for a Marketing and Advertising Degree in Pheonix, AZ in 2020. Since then, I have moved back to my home in the Chicago area and have worked with 30+ businesses, built 20+ websites, and implemented high-impact strategies that have generated millions in sales and views.

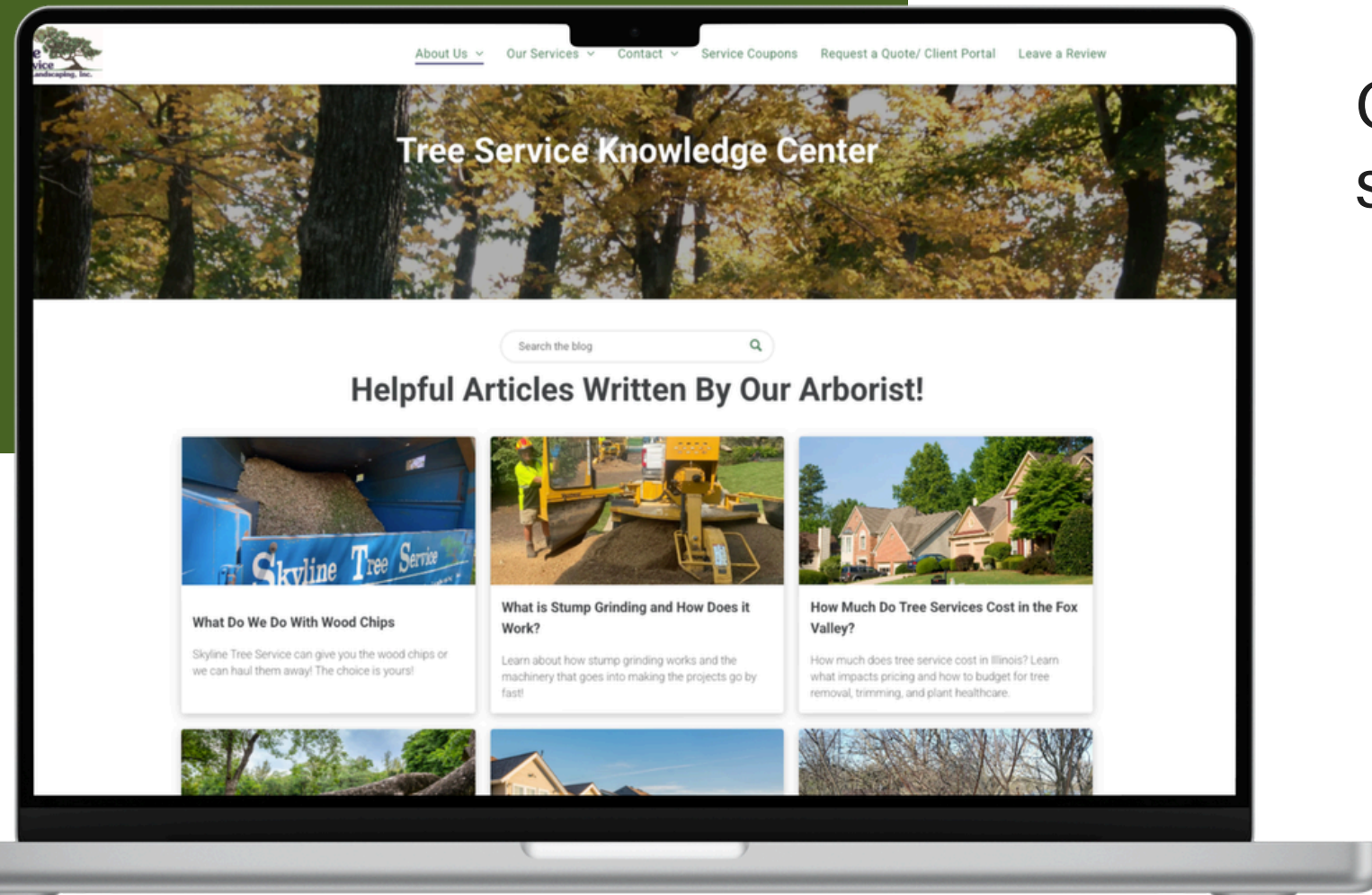
I work in both E-Commerce and Local Service Businesses and I am currently managing over \$1,500,000 in marketing budgets



THE STRATEGY

Giving You Digital developed a multi-layered digital marketing strategy combining:

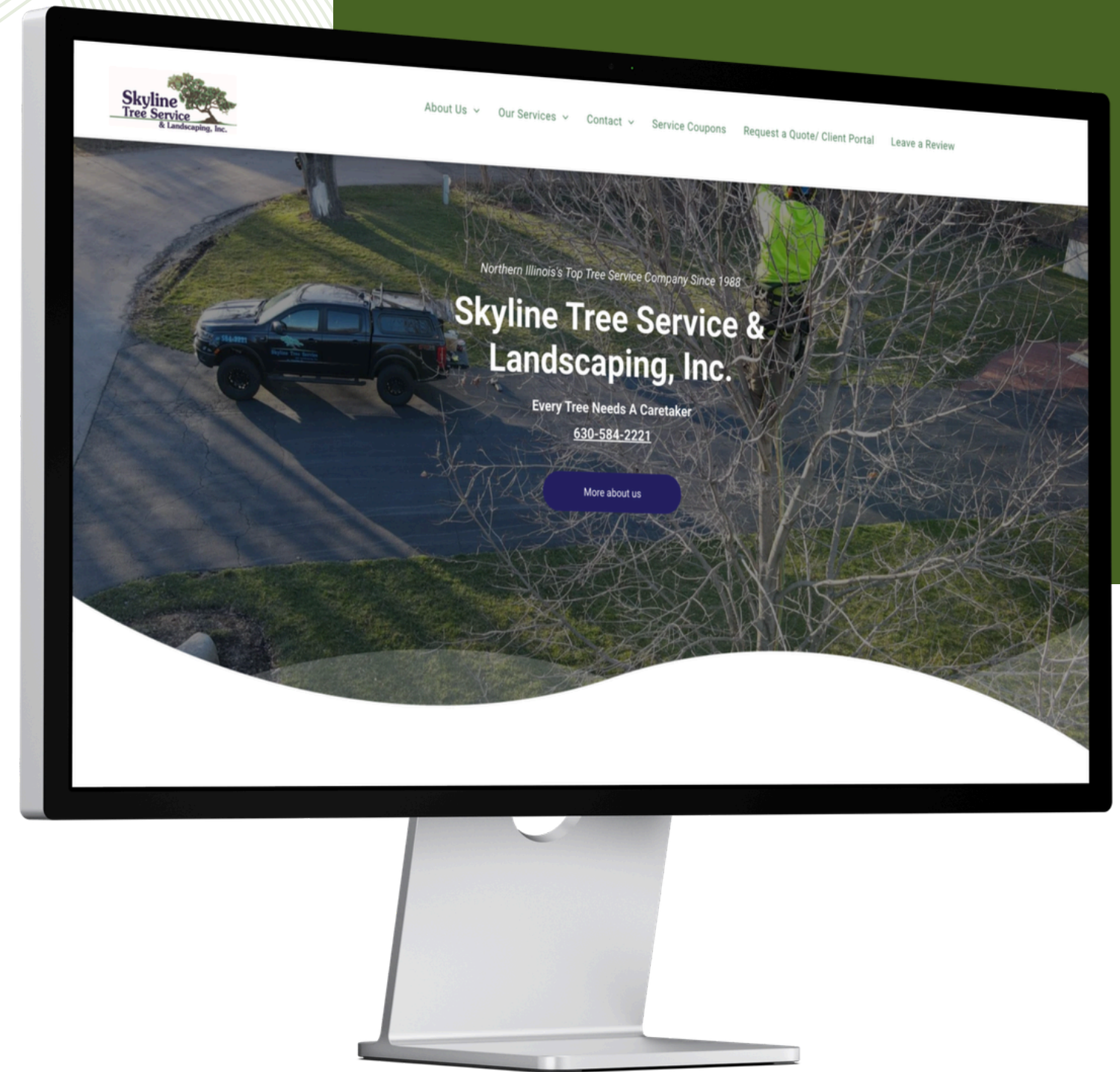
- Website Architecture & SEO Structure
- Google Ads Campaigns
- Local SEO Expansion
- AI Search Optimization
- Knowledge Center Content
- Project Case Studies
- YouTube Video Marketing
- E-E-A-T Content Development
- Geographic Authority Building



WEBSITE AND SEO INFRASTRUCTURE

The website was designed to become more than a brochure site.

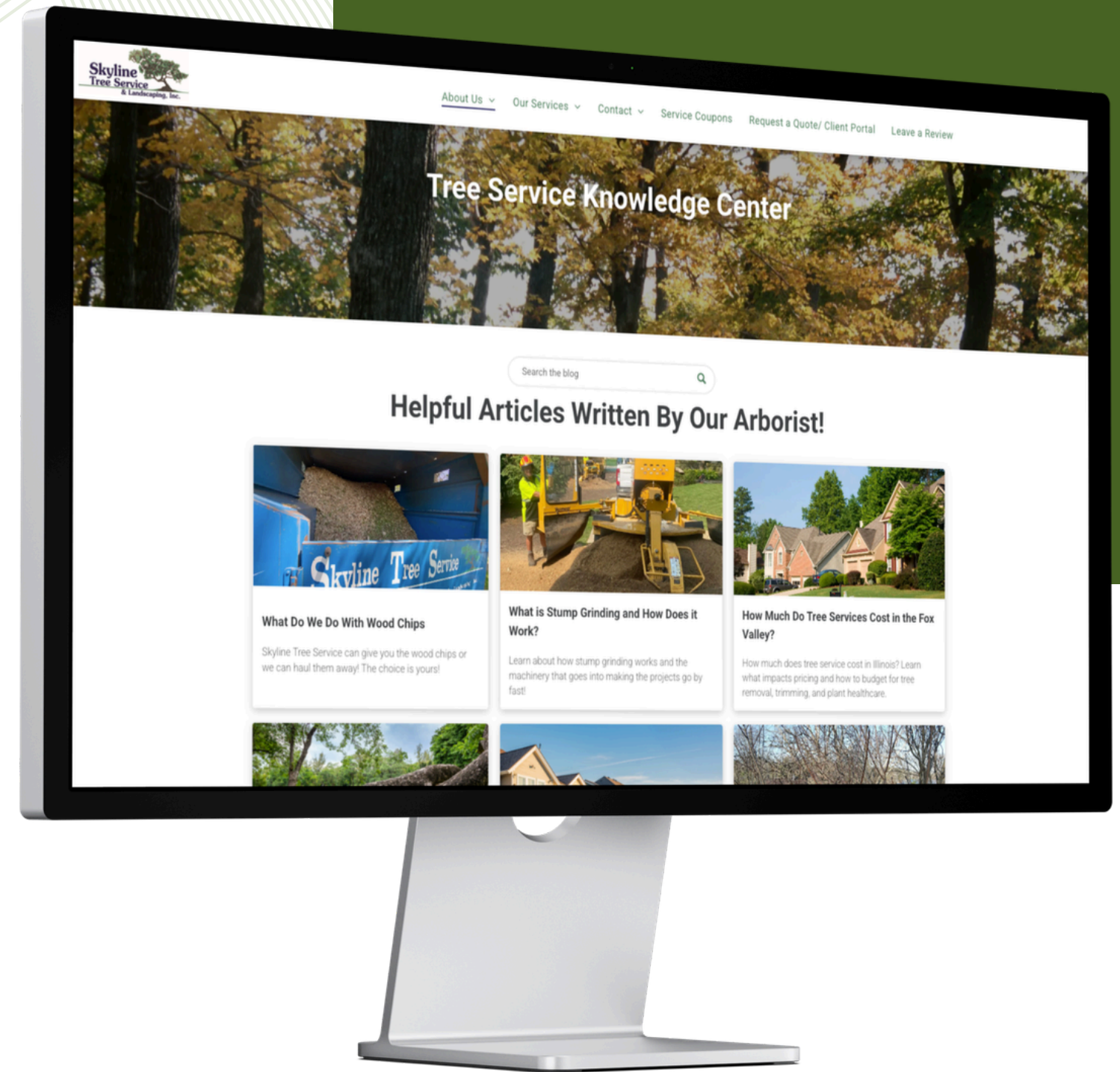
- It became a marketing ecosystem built to:
- Rank for local service searches
- Build authority through educational content
- Showcase real projects in target cities
- Support AI search discovery
- Improve conversion rates and user trust



KNOWLEDGE CENTER BLOG EXPANSION

A dedicated Knowledge Center was developed to target informational searches and long-tail keywords. Content Included:

- Tree care education
- Stump grinding explanations
- Wood chip disposal FAQs
- Tree service pricing content
- Seasonal tree care guidance
- Project-based educational content

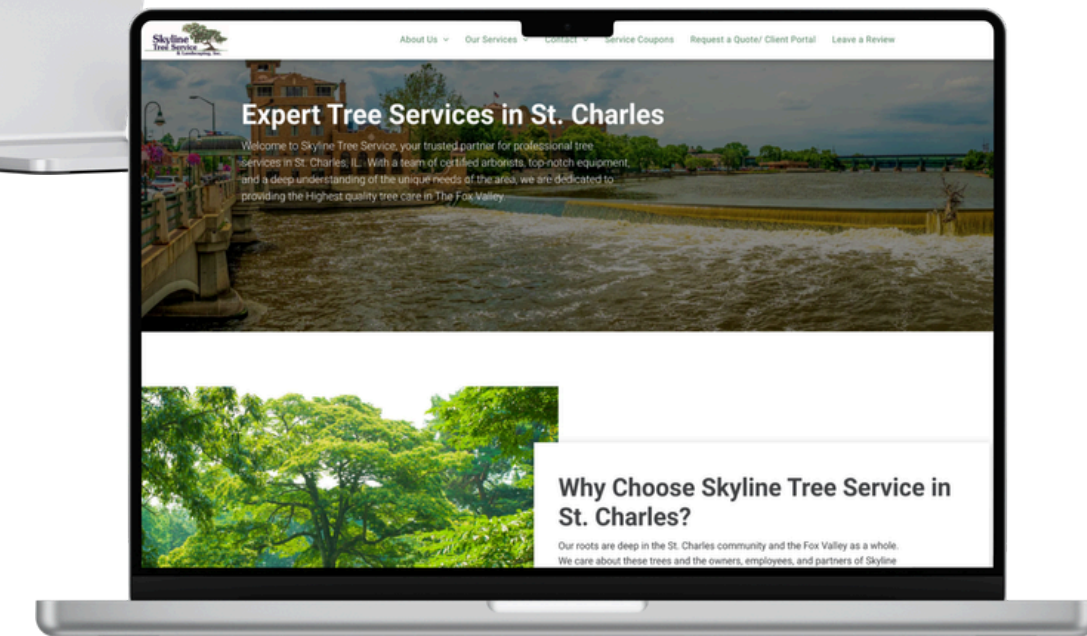
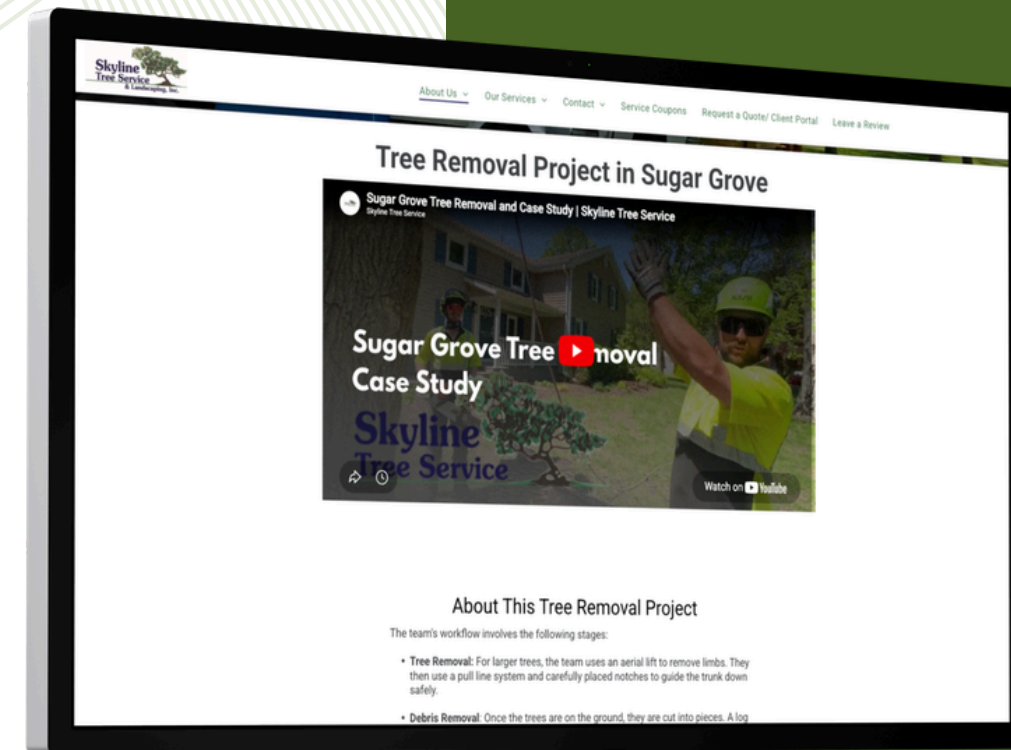


PROJECT PAGES AND GEOGRAPHIC RELEVANCE

Project pages were created around real jobs completed in local service areas.

These pages helped:

- Build local geographic relevance
- Expand Understanding of Service Areas
- Increase trust through visual proof
- Support Local SEO rankings
- Feed AI systems with highly relevant local content
- Reinforce E-E-A-T signals

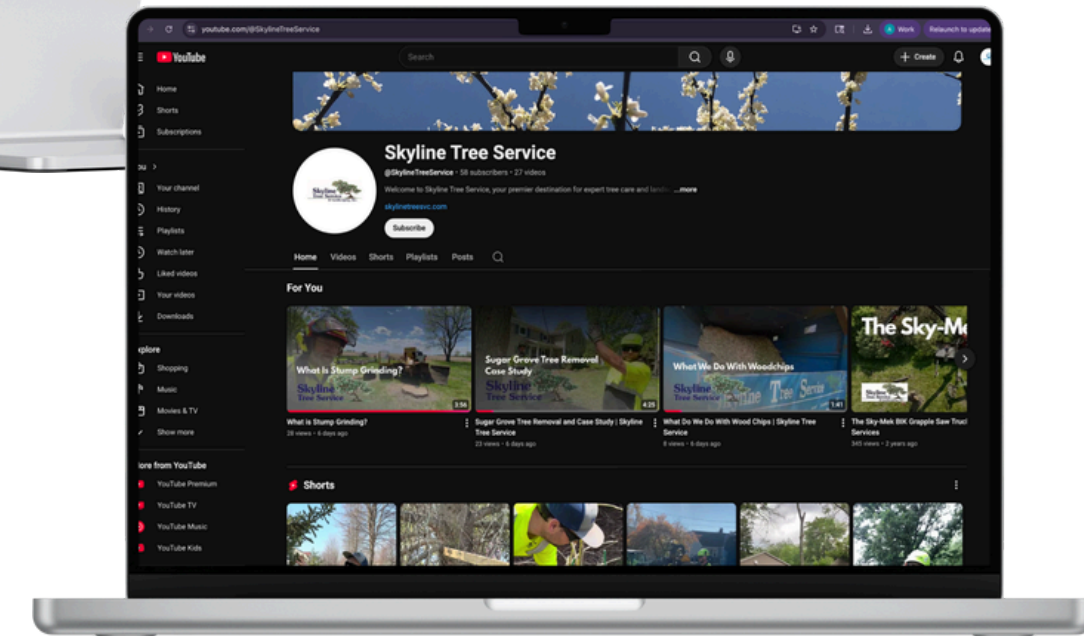


YOUTUBE AND VIDEO CONTENT

Video content was integrated directly into the website and project pages.

This strategy:

- Increased engagement time on site
- Improved content depth and authority
- Created multi-platform search visibility
- Reinforced local branding
- Supported AI systems with multimedia context

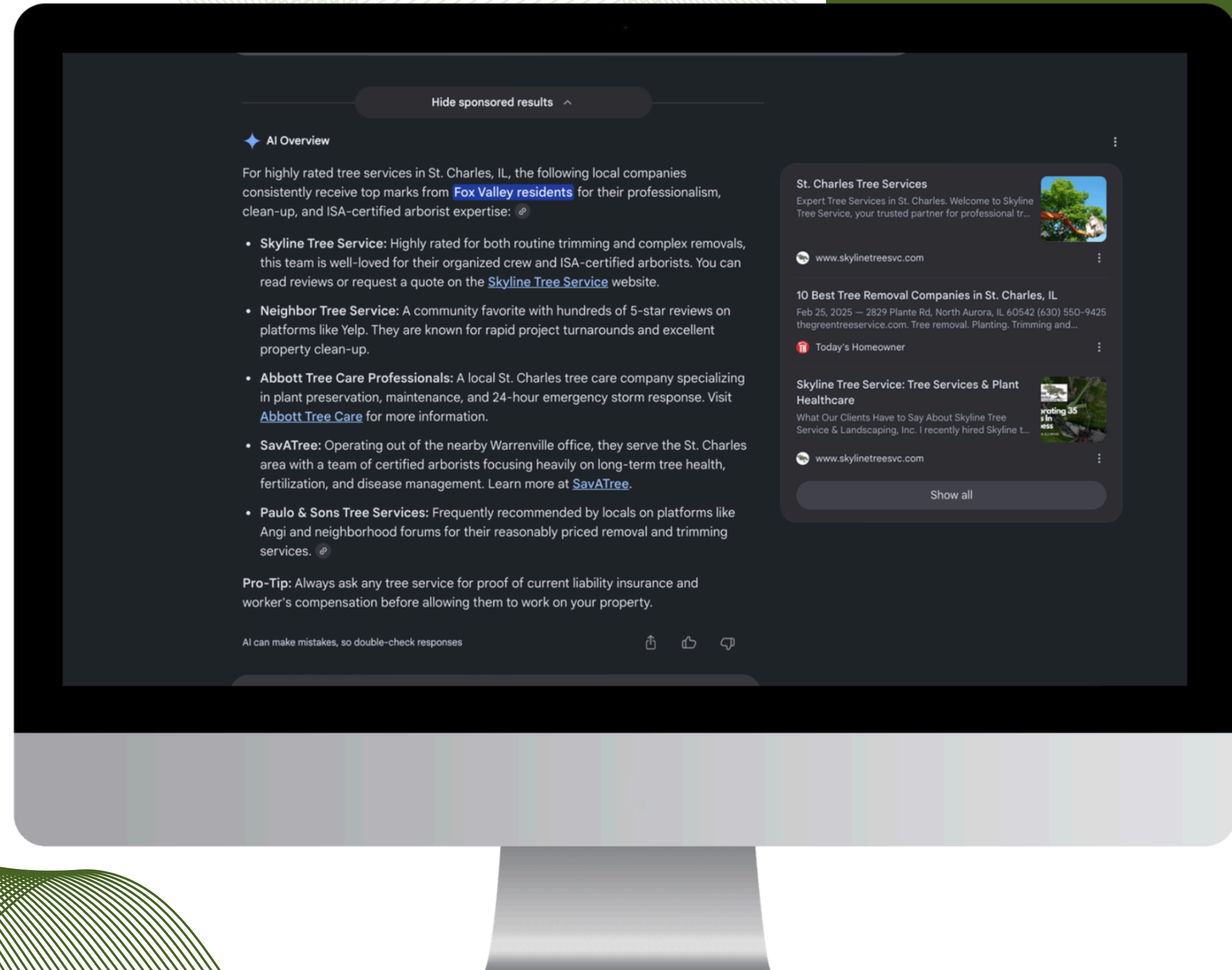


AI SEARCH OPTIMIZATION RESULTS

Through strategic SEO, content architecture, local relevance, and authority building, Skyline Tree Service began appearing in AI-generated search results.

Example Query: "Who are the best tree services in St. Charles IL?"

Skyline Tree Service appeared #1 in Google AI Overview results due to the strength of the digital ecosystem created.

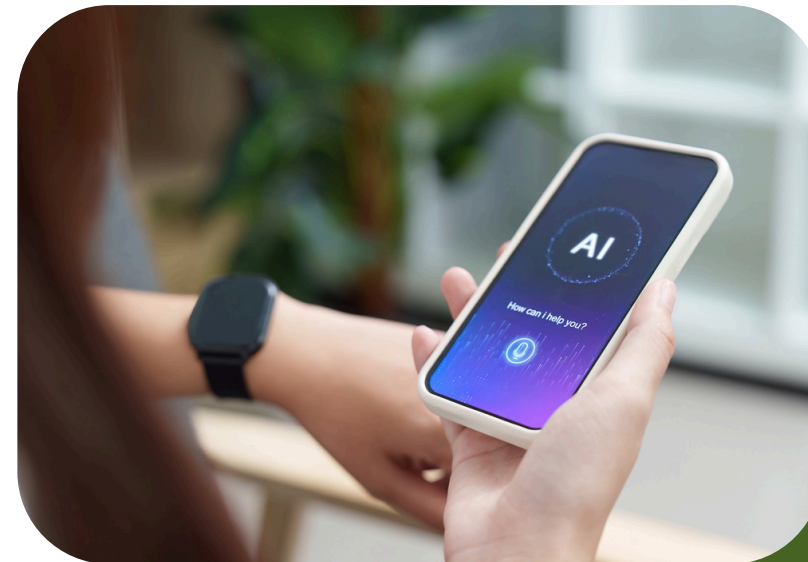


WHY THIS WORKS???

AI SEARCH SYSTEMS

AI search systems evaluate businesses based on:

- Website authority
- Consistent local signals
- Educational content
- Brand mentions and recognition
- Multimedia content
- Review signals
- Service relevance
- Structured website architecture



AN INVESTMENT NOT A SHORTCUT

Building AI visibility and long-term search dominance is not a one-step process.

It requires:

- Professional website development
- SEO strategy and architecture
- Content writing and editing
- Video production and optimization
- Local SEO implementation
- Google Ads management
- Conversion optimization
- Brand authority development

Businesses that invest early into AI search positioning will have a major competitive advantage as AI-powered search adoption continues to grow.



AN INVESTMENT NOT A SHORTCUT

Skyline Tree Service originally partnered with Giving You Digital in **2023** to develop a scalable marketing and search infrastructure designed to support long-term growth across the Fox Valley and surrounding Chicagoland markets.

The initial investment of over **\$37,000** included **website development, SEO architecture, content systems, service area expansion strategy, and marketing infrastructure** designed to support future campaigns and long-term search visibility.

fast forward to **2026**, as the company continued to grow, Skyline expanded the partnership through an additional **\$10,500** investment into **ongoing campaign-style marketing services** focused on **seasonal campaigns, search visibility expansion, content strategy, AI visibility positioning, and long-term customer acquisition systems.**

In total, Skyline Tree Service invested nearly **\$50,000** into building a modern marketing ecosystem and growth infrastructure, **still significantly less than the long-term cost of hiring and managing a full-time senior marketing employee or department internally.**

This investment allowed Skyline to build a scalable foundation focused on search visibility, authority positioning, operational marketing systems, and long-term growth across multiple digital channels. Revenue during this time period has gone from around **\$700,000 to \$1,400,000**





GROWTH INVESTMENT SNAPSHOT

A STRATEGIC INVESTMENT IN GROWTH INFRASTRUCTURE

POWERED BY



INVESTMENT OVERVIEW

PHASE	INVESTMENT	FOCUS AREA
 PHASE 1 FOUNDATION 2023	\$37,000+	Website & Marketing System Build <ul style="list-style-type: none"> ✓ Custom Website Development ✓ SEO Architecture & Technical Setup ✓ Service Area & Location Strategy ✓ Content Systems & Authority Building ✓ Lead Generation Infrastructure ✓ Scalable Marketing Foundation
 PHASE 2 GROWTH Ongoing	\$10,500	Campaign-Style Marketing Services <ul style="list-style-type: none"> ✓ Seasonal Campaign Management ✓ SEO & Search Visibility Expansion ✓ Content Marketing & Video Strategy ✓ AI Visibility & Local Authority ✓ Customer Retention & Remarketing ✓ Ongoing Growth Operations
 TOTAL INVESTMENT	~\$50,000	Long-Term Growth Infrastructure & Marketing Ecosystem

BUSINESS IMPACT




THE BOTTOM LINE

“ Skyline Tree Service invested in building a scalable marketing infrastructure that drives visibility, authority, and consistent growth.


Nearly \$50,000 invested.
\$700K to \$1.4M in revenue growth.

A SMARTER INVESTMENT THAN HIRING
A FULL-TIME MARKETING EMPLOYEE.


”




STRONGER SEARCH VISIBILITY
Dominating high-intent search results



GREATER AUTHORITY & TRUST
Building brand trust across Google, AI, and social platforms



MORE QUALIFIED LEADS
Consistent lead flow through optimized systems



OPERATIONAL EFFICIENCY
Streamlined marketing systems and processes



LONG-TERM SCALABILITY
A foundation built to grow with the business

STRATEGY. INFRASTRUCTURE. EXECUTION. **GROWTH.**



WORK WITH GIVING YOU DIGITAL

Giving You Digital helps businesses build complete marketing systems designed for both traditional search and AI-powered discovery.

Services Include:

- AI Search Optimization
- SEO & Local SEO
- Website Development
- Fractional CMO Services
- Content Marketing
- Video Strategy
- Paid Advertising
- Marketing System Development

Start with an SEO and AI Search Audit

Find out how your website ranks against your competition for SEO keywords and if you show up on AI Search Results.

This Audit will be credited back to you if you choose to work with Giving You Digital for your marketing services.

\$300



Giving You Digital

THANK YOU FOR YOUR ATTENTION



I hope this Case Study provides valuable insights into Innovative Solutions in the Tree Service Industry and beyond.



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