

Helping more Americans find debt relief across
Google, ChatGPT, and Gemini

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X



A CASE STUDY



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—DEBT RELIEF—

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The Mission

Make NDR a trusted presence in both
AI-powered and traditional search



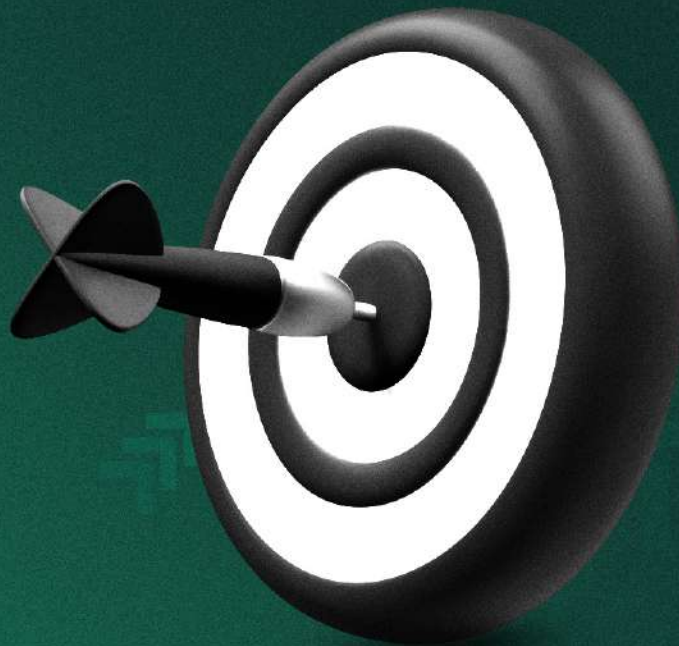
Improve visibility
in AI Overviews



Capture real-life,
non-branded
debt queries

SEO

Scale SEO across
all 50 states





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The audience

Everyday
Americans
asking real
questions

Can debt be
inherited?

Should I use my
401k to pay off
debt?



We built our strategy for
real intent, not just keywords



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The Strategy



Mapped long-tail keywords
to funnel stages



Created geo-targeted,
state-specific content



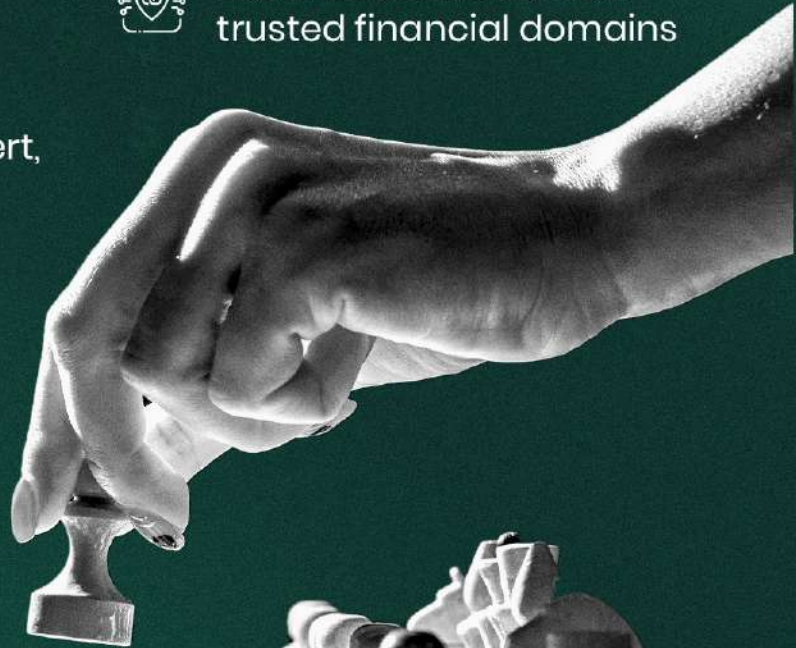
Structured content for AI
and zero-click search



Secured backlinks from
trusted financial domains



Designed content to convert,
not just inform





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AI Optimization Results



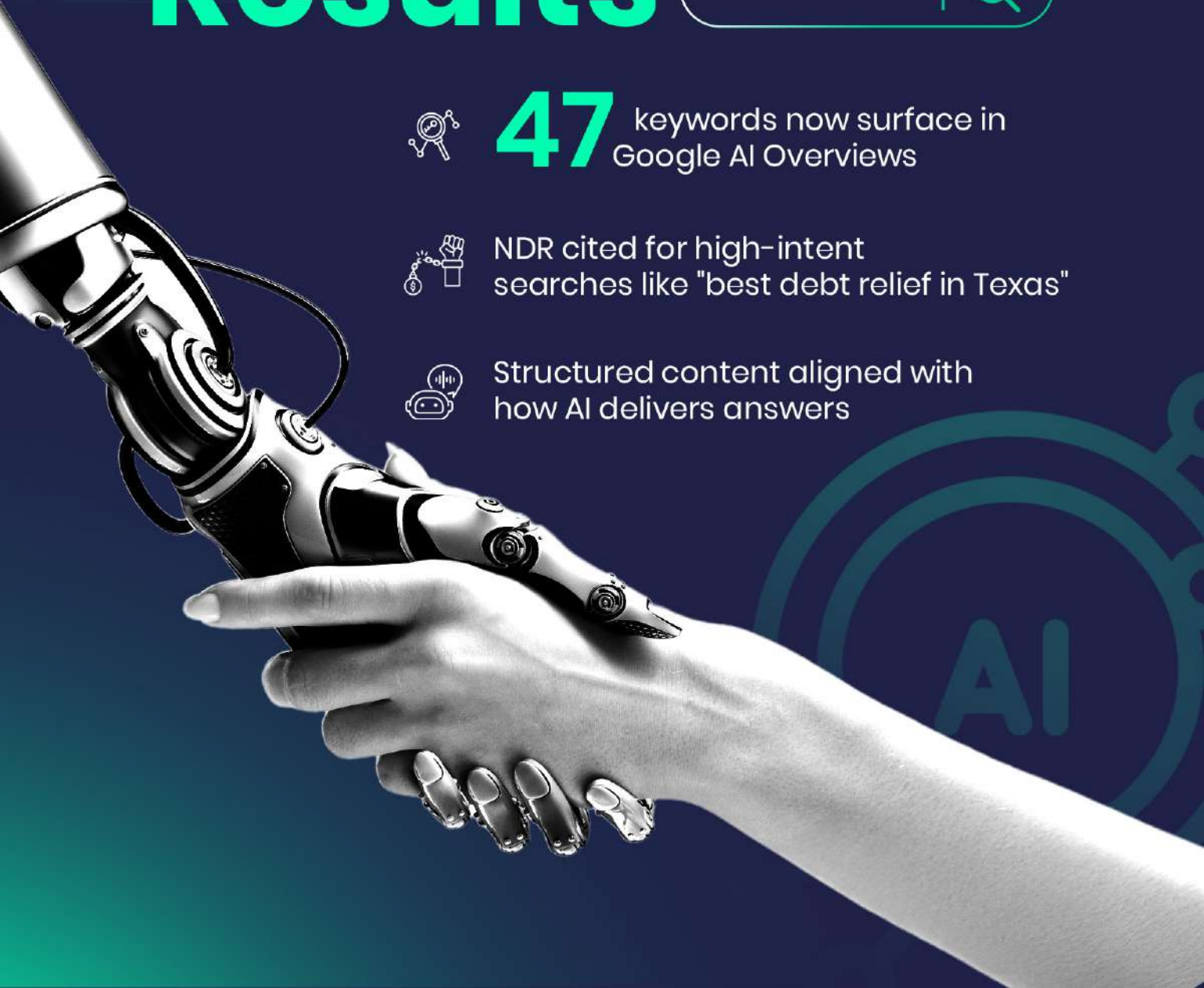
47 keywords now surface in
Google AI Overviews



NDR cited for high-intent
searches like "best debt relief in Texas"



Structured content aligned with
how AI delivers answers





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Search

Performance



42%

growth in sessions from
informational content



53%

increase in non-branded
impressions



35%

rise in blog-to-form
conversions



Geo pages like California
and Texas now top converters



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Execution at Scale



10

Content hubs created with expert authorship and citations



Core Web Vitals improved for faster, more user-friendly pages



1,000+

low-value pages removed to reduce index bloat



SEO aligned with empathy, user needs, and AI evolution





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What Set It Apart

- » This campaign redefined SEO for the AI age
- » It was not just about rankings
- » It was about relevance, accessibility, and human-first answers
- » Built for the future of search, rooted in real-world impact



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The Impact That Matters



Helping millions of Americans find answers, not just rankings.



From AI Overviews to state pages, NDR became the trusted voice for debt relief



SEO built for empathy, scale, and the AI future



Real results: more visibility, more conversions, more lives changed



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Redefining Search. Restoring Hope.



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