

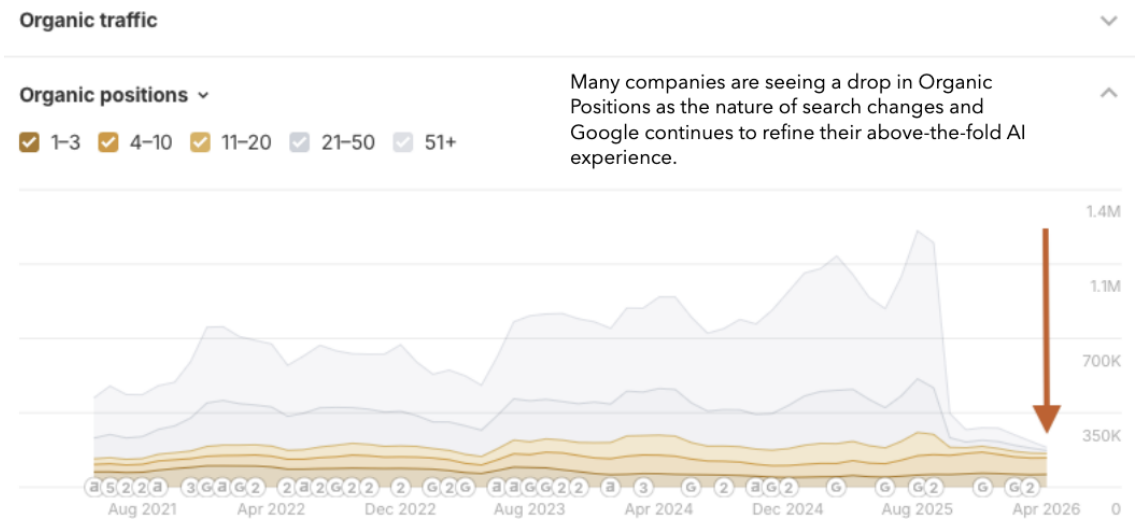


iSpot

Winning the AI Era: iSpot.tv with Huckabuy Technical SEO & GEO

THE PROBLEM

- Across search, many brands are seeing material declines in visibility and demand capture as search behavior shifts to AI summaries.
- Being discoverable is no longer enough; brands must be citeable by AI engines with explicit technical context and machine-readable signals.
- Without scalable schema and bot-first delivery, critical commercial data can be under-indexed or inconsistently interpreted.

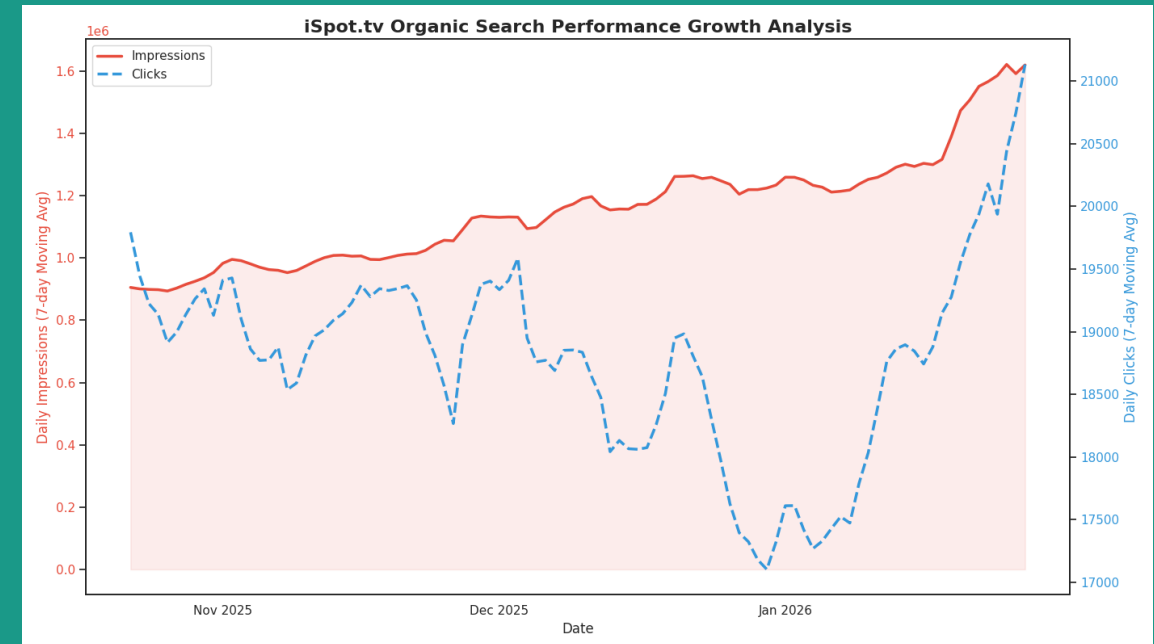


THE SOLUTION

- Huckabuy's GEO strategy positioned iSpot.tv as a primary authority for AI systems such as Google AI Overviews, Perplexity, and ChatGPT.
- Automated schema generation established a semantic knowledge layer for TV advertising entities, relationships, and metadata.
- Cloud-based bot delivery reduced JavaScript execution friction and improved crawler access to information-dense page content.
- This supports zero-click environments by increasing the likelihood that iSpot data is selected and cited in AI-generated answers.

THE RESULTS

- From Oct 2025 to Jan 2026, total impressions grew +45.76% and average daily impressions rose from 952k to 1.38M+.
- Rich-result visibility exceeded 41.6M impressions, with video appearances contributing 39.8M and product snippets 1.6M.
- Mobile represented 65.6% of organic traffic, supported by technical optimization for high-frequency second-screen behavior.
- The directional outcome: stronger authority signals, broader non-branded visibility, and future-ready infrastructure for AI-era search.



ABOUT HUCKABUY



Huckabuy's software automates the most complex aspects of technical SEO and GEO. We enable enterprise teams to execute structured data, cloud performance, and bot-first delivery with consistency at scale.

