

Overdrive Interactive Achieves 710% Growth in AI Overview Citations with BrightEdge

Overdrive Interactive, a full-service digital agency serving retail, franchise, and multi-location clients, faced a critical challenge: establishing authoritative expertise signals in an AI-driven search landscape. By leveraging BrightEdge's comprehensive SEO platform and AI-powered capabilities to launch "The Authority Project," Overdrive not only improved their search rankings but positioned themselves as a cited source in AI-generated responses, achieving a 710% increase in AI Overview mentions in just three months.

I The Business Challenge

Establish Authority in an AI-Driven Search Landscape

As AI increasingly influences how businesses select digital agency partners and even helps build RFPs, Overdrive Interactive recognized they needed more than traditional SEO visibility. The agency needed to:

- Be discoverable and recommended by AI systems when businesses search for digital partners
- Strengthen expertise signals following Google's E-E-A-T and helpful content updates
- Compete against agencies with higher domain authority scores
- Build topical authority that would resonate with both search engines and AI systems

“We saw the writing on the wall - our clients were increasingly using AI to find and evaluate agency partners. We needed to be more than just visible in search results; we needed to be the authoritative voice that AI systems would reference and recommend

— Tyler Rouwhorst, Associate Director SEO & AI, Overdrive Interactive

With clients across retail, franchise, and multi-location industries relying on AI for vendor selection, Overdrive needed a comprehensive strategy to establish themselves as the authoritative voice in their space.

| The BrightEdge Solution

The Authority Project: Building Expertise at Scale

Overdrive leveraged BrightEdge's full platform of AI-powered capabilities to help execute their Authority Project:

- **STRATEGIC INSIGHTS WITH BRIGHTEDGE GENERATIVE PARSER** Early analysis using BrightEdge Generative Parser revealed opportunities to strengthen author expertise signals, informing the creation of comprehensive author profiles featuring education, experience, and accolades.
- **PROMPT INTELLIGENCE WITH DATA CUBE X** The team conducted thorough keyword research using Data Cube X, ensuring each article targeted the right search terms for maximum authority impact and competitive positioning.
- **CONTENT OPTIMIZATION WITH COPILOT** BrightEdge's Copilot for Content Advisor powered the creation of SEO-focused articles, ensuring comprehensive coverage of topics Overdrive needed to own for authoritative positioning.
- **PERFORMANCE MONITORING** BrightEdge's platform tracked citations and mentions of Overdrive across the web, providing clear insights into what strategies generated the most traction and authority signals.
- **TECHNICAL IMPLEMENTATION** Using all the insights gleaned from Data Cube X and BrightEdge's AI-powered capabilities, Overdrive built programmatically generated author pages with Person schema markup, enhanced blog architecture with flexible byline options, and implemented relational widgets to deepen topical connections.

| Results

Exceptional Rankings and AI Visibility in Record Time

When Google expanded AI Overviews in May, Overdrive was perfectly positioned to capitalize on the opportunity. The Authority Project delivered immediate and impressive results:

By July, Overdrive achieved a 710% increase in AI Overview mentions compared to April, competing successfully against brands with much higher domain authority scores.

New content secured top rankings within hours of publication:

- **#1 position** (featured snippet) for "Top SEO trends 2025"
- **#3 ranking** for "Google core update November 2024"
- **#3 ranking** for "March core update 2025"
- **#4 ranking** for "OpenAI shopping" — outranking TechCrunch, Search Engine Land, and even OpenAI itself

The November publications alone generated a **66% month-over-month increase in clicks**, while the March Core Update POV drove a **14% lift in overall site clicks**.

Key Metrics

- **710%** - AI Overview Growth (April to July)
- **66%** - MoM Click Increase (November)
- **#1** - Featured Snippet Rankings Achieved

| What's Next?

Exceptional Rankings and AI Visibility in Record Time

With The Authority Project establishing Overdrive as a recognized expert in the digital agency space, the team is now leveraging BrightEdge AI Catalyst to track mentions and citations across all AI platforms. AI Catalyst's newly launched recommendation for AI enables Overdrive to further automate refinements while preserving the crucial E-E-A-T facets of their content, ensuring they stay ahead of the competition in the evolving AI landscape.

“We saw the writing on the wall - our clients were increasingly using AI to find and evaluate agency partners. We needed to be more than just visible in search results; we needed to be the authoritative voice that AI systems would reference and recommend

— Tyler Rouwhorst, Associate Director SEO & AI, Overdrive Interactive

Overdrive continues to expand their Authority Project using BrightEdge's evolving AI-powered capabilities to identify new opportunities for authority building and monitor their growing influence in AI-generated responses across the digital marketing landscape.