Case study

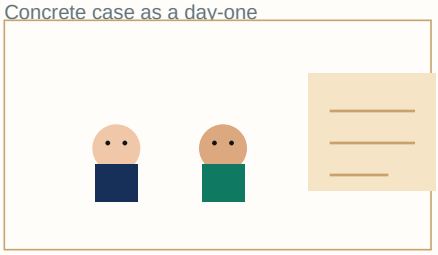
Summit Concrete: a named baseline for a Utah concrete contractor

Summit Concrete is an onboarding-stage New Reward client. A live prospect SEO audit in June 2026 put four honest numbers on summitconcreteutah.com â SEO 87, AI visibility 16, AI readiness 66, AI opportunity 55 â and ...

Case-specific proof visual

Summit Concrete baseline board

This image shows the Summit Concrete case as a day-one



- Summit Concrete baseline board
- Named baseline measurement
- The proof boundary remains explicit.

New case-specific illustration. It is not a private client screenshot or outcome proof.

Measured proof

87/100

SEO Score: Strong SEO foundations, measured by the June 2026 prospect SEO audit.

Client

a Utah concrete contractor

Industry

Concrete contractor and local construction services

Timeframe

Baseline measured June 2026 (live prospect SEO audit)

Outcome

Named baseline measurement

Evidence at a glance

Measured result

Four starting scores, named and...

The useful return is a shared starting line: Summit Concrete's search...

Return proof

Outcome lift not claimable yet

The engagement is onboarding-stage. Lead, call, ranking, traffic, ...

Next evidence

Named baseline audit

Shipped citation, partner-link, and authority-proof work

Proof boundary

This proves a named, source-backed baseline measurement on a real client domain. It does not claim lead growth, call growth, ranking improvement, traffic lift, AI citation lift, revenue, or ROI â no delivery work has shipped yet.

Evidence appendix

Evidence, limits, and source notes.

Problem

Summit Concrete builds concrete work for Utah custom homes, and its SEO foundations are strong â but nobody had measured whether buyers asking AI naturally, ...

What New Reward did

New Reward ran the live prospect SEO audit on summitconcreteutah.com, recorded the four baseline scores, and flagged the finding that sets the work plan: the br...

Result

The June 2026 audit recorded an SEO Score of 87 (strong), AI Visibility of 16 (the gap), AI Readiness of 66, and AI Opportunity of 55. Direct brand prompts...

Why it matters

Contractor work is won by the company buyers can find and trust. This baseline makes the gap honest: the SEO foundation is already strong, so the work ahead is...

Measured signals

SEO Score	87/100
AI Visibility	16/100
AI Readiness	66/100
AI Opportunity	55/100
Measurement cadence	Weekly

Work performed

- Ran the live prospect SEO audit on summitconcreteutah.com (June 2026).
- Recorded the four baseline scores: SEO 87, AI visibility 16, AI readiness 66, AI ...
- Recorded the prompt evidence behind the gap: 100% mention rate on 6 direct bran...
- Flagged natural-language AI visibility as the gap the engagement exists to close;...
- Put the domain on a weekly SEO/GEO visibility time series (2026), so futur...

Caveats

- Do not claim lead growth, call growth, ranking improvement, traffic lift, AI citation lift, ...
- The June 2026 scores come from a live outside-in prospect SEO audit; review data and GEO/SEO ...
- The AI-visibility work plan is drafted, not shipped; no delivery outcomes exist yet.

What remains bounded

- This proves a named, source-backed baseline measurement on a real client ...
- Do not claim lead growth, call growth, ranking improvement, traffic lift, AI ...

Source notes and download path

Download URL:
https://www.newreward.com/cases/summit-conc...
Public URL:
https://www.newreward.com/cases/summit-concre...

Proof visual: Summit Concrete baseline board

Proof image source:
https://www.newreward.com/marketing...
Prospect SEO audit: New Reward Search Score prospect SEO audit for ...