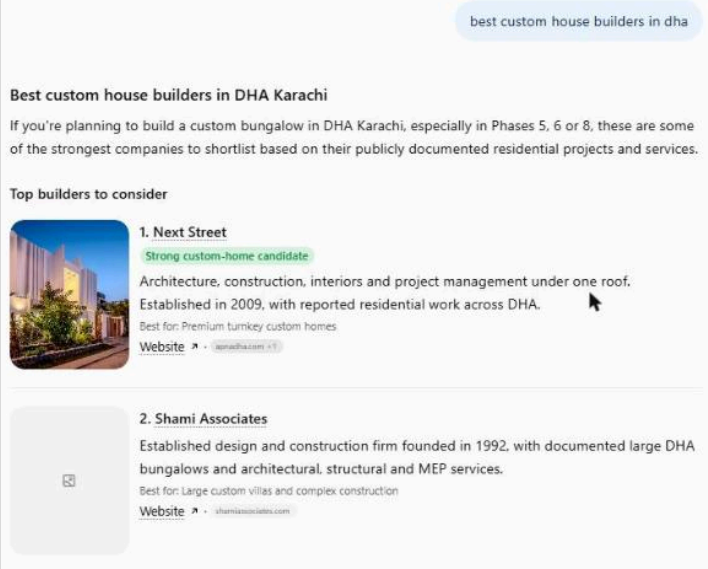
a. hub

CASE STUDY

CASE STUDY

Ask ChatGPT for the best custom house builders in DHA, and Next Street comes first.

LIVE ON CHATGPT, 2 NOVEMBER 2026



We typed “best custom house builders in dha” into ChatGPT. This is its answer, as it appeared on 2 November 2026.

BEFORE AND NOW

MID AUGUST TO LATE SEPTEMBER

AI never mentioned them

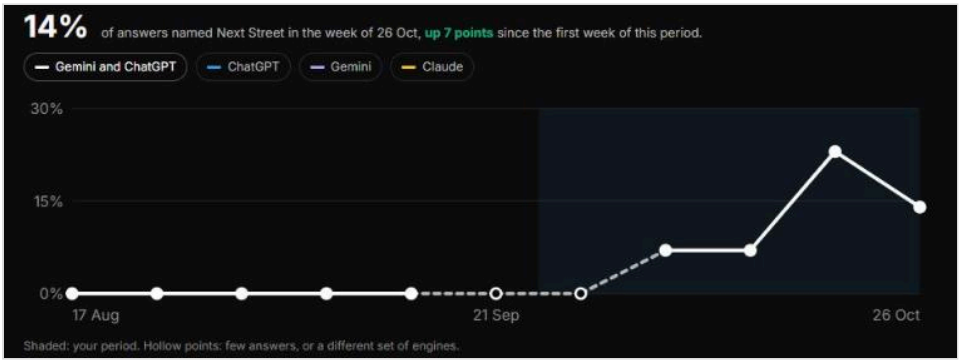
None of the 424 answers we checked named Next Street.

LATE OCTOBER

AI now mentions them

In the last month, 26 of the 50 questions we ask had an answer naming Next Street.

THEIR OWN DASHBOARD, WEEK BY WEEK



Their dashboard: how often AI names Next Street, week by week. It stays at zero until late September.

THEIR DASHBOARD: GOOGLE, 3 TO 30 OCTOBER



Far more people now see them on Google. Google showed their website 1,856 times in October, about 11 times more than the month before. 34 people clicked through, 10% more. Their average Google position is 9.1, which is lower than before, so there is more to do on Google.

AI assistants read their website 212 times in the last month to answer questions.

What we do. Every week we ask ChatGPT, Gemini and Claude the questions your customers ask. Then we publish and improve pages on your website so that the answer is you.

AI answers change from day to day, and nobody can promise a position. This page shows what ChatGPT answered on 2 November 2026 and what the client’s own dashboard recorded. Named with permission.