MEASURED AEO CASE STUDY

Atomic Television

From 30/100 to 61/100 — with GA4 traffic evidence

STORED SCORE

30 → 61

September 16 to October 22, 2026

CRAWLER ACCESS

75 → 100

Reachability, robots policy, and llms.txt

Executive summary

Atomic Television strengthened its measured AI-visibility foundation across entity clarity, schema, authority, and crawler access. The connected GA4 property then showed sharply higher AI-assistant referral activity and modest positive organic-search growth in the latest 90-day comparison. These are separate evidence layers: GA4 records traffic, while the AEO score records the tested website and visibility foundation.

Prepared by Click Elevate · October 27, 2026 · atomic-tv.com

1 Executive summary

Atomic Television is a Las Vegas video broadcast and live-event production company serving the Southwestern United States. Its public website describes corporate, sports, music, live-event, broadcast, streaming, audio/visual, and multi-camera capabilities.

The stored Click Elevate score moved from 30/100 on September 16, 2026 to 61/100 on October 22, 2026. AI Crawler Access moved from 75/100 to 100/100, Schema & Structured Data moved from 40/100 to 65/100, and Authority & Citations moved from 17/100 to 50/100. Content Answer-Readiness remained 51/100 and is the next measured constraint.

OVERALL AEO SCORE

61/100

Latest stored run

AI CITATION PRESENCE

58/100

Latest stored run

CONTENT ANSWER-READINESS

51/100

Next constraint

The traffic layer

In the July 29–October 26, 2026 GA4 window, AI-assistant active users were 26, up 550.0% versus April 30–July 28, 2026. AI-assistant sessions were 32, up 540.0%. Google-organic active users were 457, up 2.9%, and Google-organic sessions were 659, up 0.9%.

HOW TO READ THE EVIDENCE

The score measures Atomic Television's tested AI-visibility foundation, while GA4 adds a separate traffic and acquisition signal. Together, the evidence shows stronger discoverability and increased AI-assistant site activity. Qualified enquiries, booked productions, and revenue should be confirmed with their own measurement records.

2 Measured AEO score movement

The score is a Click Elevate system measurement of the visible evidence available to AI answer systems. The September and October scans used different scanner generations, so the comparison is directional rather than a controlled experiment.

AEO area	Baseline	Latest	Change	What it represents
Overall AEO score	30	61	**+31**	Composite visibility foundation
AI Citation Presence	4	58	**+54**	Recognition and connection to the business
Schema & Structured Data	40	65	**+25**	Machine-readable business and service facts
Content Answer-Readiness	51	51	0	Direct, extractable answers for customer questions
Authority & Citations	17	50	**+33**	Independent corroboration and trust evidence
AI Crawler Access	75	100	**+25**	Reachability, robots policy, and llms.txt delivery

LARGEST MEASURED MOVEMENT

+54

AI Citation Presence: 4 → 58

VERIFIED DELIVERY EVIDENCE

200 OK

llms.txt served as text/plain with authoritative links

What the next measurement will add

Repeat the same prompt set, retain the GA4 source comparison, and connect qualified enquiries or booked calls as explicit events. This will extend the evidence from visibility and traffic into measurable business impact.

3 GA4 traffic evidence

The private Google Analytics 4 property adds a separate website-activity layer. The comparison covers July 29–October 26, 2026 versus April 30–July 28, 2026. The strongest result is AI-assistant referral growth; organic search also increased, but at a much smaller rate.

AI-ASSISTANT ACTIVE USERS

26 **+550.0%**

Compared with April 30–July 28, 2026

AI-ASSISTANT SESSIONS

32 **+540.0%**

Compared with April 30–July 28, 2026

GOOGLE-ORGANIC ACTIVE USERS

457 **+2.9%**

Compared with April 30–July 28, 2026

GOOGLE-ORGANIC SESSIONS

659 **+0.9%**

Compared with April 30–July 28, 2026

How to read these numbers

AI-assistant traffic is a meaningful visibility signal because it shows users arriving through an AI-assistant referral source. The organic numbers show that Google search remained positive in the same comparison. Neither result identifies the exact prompt, page change, or business outcome that caused a visit.

NO KEY-EVENT DATA IN THIS VIEW

The GA4 snapshot showed no platform-level key-event data. This section therefore reports traffic and acquisition only. Qualified enquiries, booked productions, offline invoices, and revenue require connected event or CRM tracking.

4 What changed in the AEO foundation

Entity clarity and schema

Structured business and service facts were made more legible to machine readers, supporting the move from 40/100 to 65/100 in Schema & Structured Data.

Authority and corroboration

The work separated independent corroboration, partner proof, service-specific content, and consistent identity from first-party claims, supporting the move from 17/100 to 50/100.

Crawler access

The latest live check found /llms.txt at 200 OK, text/plain, 2,248 bytes, with business identity, services, contact details, location, and authoritative page links.

Answer-readiness remains next

Content Answer-Readiness remained 51/100. Commercial service pages should answer who Atomic serves, what the production includes, where the team operates, how the process works, and how a buyer starts a conversation.

Recommended next measurement

Run the same prompt set again, retain GA4 source/medium comparisons, and connect qualified enquiries or booked calls as explicit events. This creates a stronger visibility → traffic → qualified-action record without overstating what any one data source proves.

5 Methodology and limitations

Evidence layer	Used for this case study
AEO scanner	Public website pages, rendered HTML, metadata, JSON-LD, robots.txt, llms.txt, and stored AEO area scores from September 16 and October 22, 2026.
GA4	Private Reports snapshot for July 29–October 26, 2026, compared with April 30–July 28, 2026.
Search Console	Not used in this case study.
CRM and revenue	Not used in this case study. Offline invoices and qualified actions require a separate connected record.
AI prompt testing	Required to connect traffic signals to whether AI systems mention, cite, or recommend Atomic Television.

Bottom line

Atomic Television has a stronger measured AEO foundation and a pronounced increase in AI-assistant referral traffic in the latest GA4 comparison. Organic search also grew modestly. The evidence supports saying that visibility and traffic signals improved; it does not support claiming guaranteed rankings, causal attribution, leads, bookings, or revenue.