

## Case Study: Make Great Light

### How a Niche Lighting Brand Became a Trusted Recommendation in ChatGPT Search

<b>Client</b>	Make Great Light
<b>Industry</b>	Lighting & Wellness Products
<b>Primary Use Case</b>	Migraine & Eye Strain Reduction
<b>Primary Channel</b>	AI Search (ChatGPT)

#### The Challenge

Make Great Light offers specialized LED and fluorescent light filters designed to reduce eye strain and migraine symptoms. Despite a strong product-market fit, the brand had little to no visibility in AI-powered search results, where consumers increasingly research wellness and lighting solutions.

#### The Strategy

The strategy focused on increasing trust signals that large language models rely on when generating recommendations. This included authentic third-party discussions, contextual product mentions, and consistent sentiment across community-driven platforms such as Reddit.

#### Community-Led Validation

Make Great Light was organically recommended in multiple Reddit threads where users sought relief from migraines and eye strain caused by harsh LED and fluorescent lighting. Users repeatedly cited the brand as effective, easy to install, and superior to alternatives such as glasses or generic filters.

These real-world discussions reinforced Make Great Light as a trusted solution—signals that directly influence how AI models evaluate brand authority and reliability.

#### The Results

##### Measured AI Search Gains (ChatGPT):

- November: 0 brand mentions and 0% citation rate
- Ranked #30 among tracked brands

##### December (first 9 days):

- Mentioned in 33.3% of tracked ChatGPT responses
- Used as a research citation 66.7% of the time
- Jumped from #30 to #5 in top-performing brands

#### Key Takeaway

This case study highlights how niche e-commerce and wellness brands can rapidly gain AI search visibility without massive ad spend. By aligning brand presence with authentic user experiences and trusted community conversations, Make Great Light became a go-to recommendation in ChatGPT search.

Make Great Light  
makegreatlight.com

Brand dashboard

Prompts

Settings

All models

United States

Dec 01, '25

## Make Great Light

Brand perception by ChatGPT

Make Great Light focuses on high-quality lighting solutions designed for both residential and commercial spaces. It primarily targets interior designers, architects, and homeowners seeking innovative and aesthetic lighting options. The brand's core value lies in its commitment to combining functionality with artistry, providing products that enhance environments while promoting energy efficiency.

Best performing in

ChatGPT Search

0/100

Best visibility in

ChatGPT Search

0% of responses

Most cited in

ChatGPT Search

0% of responses

## AI Search Score

0/100

Needs Improvement

## Top 10 brands

Position Visibility Score

1	Blue Light Blocking Glasses	1.2	12.7%	13.6
2	Amazon	1	10.7%	11.3
3	Lee Filters	4.1	8.7%	10
4	B&H Photo Video	2.6	9.3%	9.3
5	Adorama	4.8	8.7%	9.1
6	EBay	3.8	8.7%	8.6
7	Felix Gray Blue Light Blocking Glasses	3.8	7.3%	7.6
8	Newegg	7.6	7.3%	7.1
9	Home Depot	8.1	6%	6
10	Walmart	4.5	5.3%	5.3

...

30 Make Great Light - 0% 0

Dec 1

## Average brand visibility

0%

100%  
75%  
50%  
25%  
0%

Dec 1

## Average brand position

-

1  
4  
7  
10

Dec 1

## Top 10 prompts

Position Visibility Score

Who sells the best fluorescent and LED li...	-	0%	0
Where can I buy effective light filters onli...	-	0%	0

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makegreatlight.com

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Dec 01, '25 - Dec 09, '25

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Best performing in

ChatGPT Search

32.7/100 No change

Best visibility in

ChatGPT Search

33.3% of responses No change

Most cited in

ChatGPT Search

66.7% of responses 66.7%

## AI Search Score

8.6/100 8.6

Needs Improvement



## Top 10 brands

Brand	Position	Visibility	Score
Amazon.com	1.2	14%	14.6
Lee Filters	1.8	12% +3.3%	13 -3
Blue Light Blocking Glasses	1.4	12.7%	12.7 -0.9
EBay	4.8	9.3% +0.7%	9 +0.4
<b>Make Great Light</b>	2.5	8.8% +8.8%	8.6 +8.6
B&H Photo Video	1.9	7.3% -2%	7.9 1.4
F.lux	4.8	7.3%	7.5 -
Adorama	4.9	7.3% -1.3%	7.5 1.7
Walmart	5.3	6% +0.7%	6.4 +1.1
Felix Gray Blue Light Glasses	2.7	5.3%	5.5 -

## Average brand visibility

8.8% 8.8%



## Average brand position

2.5 No change



## Top 10 prompts

Prompt	Position	Visibility	Score
Who sells the best fluorescent an...	1	20% +20%	20 +20
Where can I buy effective light filt...	4	20% +20%	19.2 -19.2
What products can reduce the e...	-	0%	0 -
What is the most reliable light co...	-	0%	0 -

## Top 10 cited domains in responses

Domain	Citations	C. Rank
amazon.com	10	7.3
avulux.com	6	3.8
<b>makegreatlight.com</b>	5	3.4
decorativelightcovers.com	4	5.5



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