

Case Study

Freedom Debt Relief: Turning Compliant Content Into AI Search Visibility

With An Army of Writers, Freedom Debt Relief grew from a largely invisible brand in AI search results to one of the most frequently cited debt relief companies in Google AI Overviews and ChatGPT, without compromising the compliance standards required in debt settlement marketing.

Overview

Freedom Debt Relief is a leading debt settlement brand, helping consumers resolve unsecured debt as an alternative to bankruptcy. Debt settlement is one of the most heavily scrutinized categories in consumer finance: every claim about outcomes, timelines, credit impact, and tax consequences has to be accurate and defensible, while still speaking to people who are often stressed, embarrassed, or overwhelmed.

Freedom Debt Relief needed content that could do two things at once: earn visibility in traditional search as well as AI Overviews and chatbot answers, while holding up to legal and compliance review every time. An Army of Writers built the editorial process and content library to deliver both.



CHALLENGE 1

Compete for visibility in a category where outcomes can't be overpromised.

SOLUTION 1

Precise, conditional language built into every brief.

An Army of Writers developed house editorial standards specific to debt settlement content, including requiring primary-source verification for every regulatory or financial claim. This lets brand content rank on competitive, high-intent keywords without legal rework.

CHALLENGE 2

Meet Freedom Debt Relief's legal and compliance bar on every asset.

SOLUTION 2

A shared rules library built in close collaboration with stakeholders.

Working directly with legal and compliance stakeholders, An Army of Writers built a single source of truth for brand-specific compliance guidelines, editorial and brand rules, disclosure language, and sourcing standards. That library is now used to train both human editors and AI models. Compliance is built into the drafting process rather than via seek-and-find in review.

CHALLENGE 3

Talk about debt settlement without shame, stigma, or false urgency.

SOLUTION 3

Empathetic, human-centered storytelling.

Content written for Freedom Debt Relief's audience acknowledges the stress of unmanageable debt while positioning the brand as a knowledgeable, trustworthy guide. The goal of the content is to help readers understand their options and make informed decisions rather than push them toward a single outcome. Pushing toward an outcome is not only gratuitous, but also outside legal bounds.

Results

1

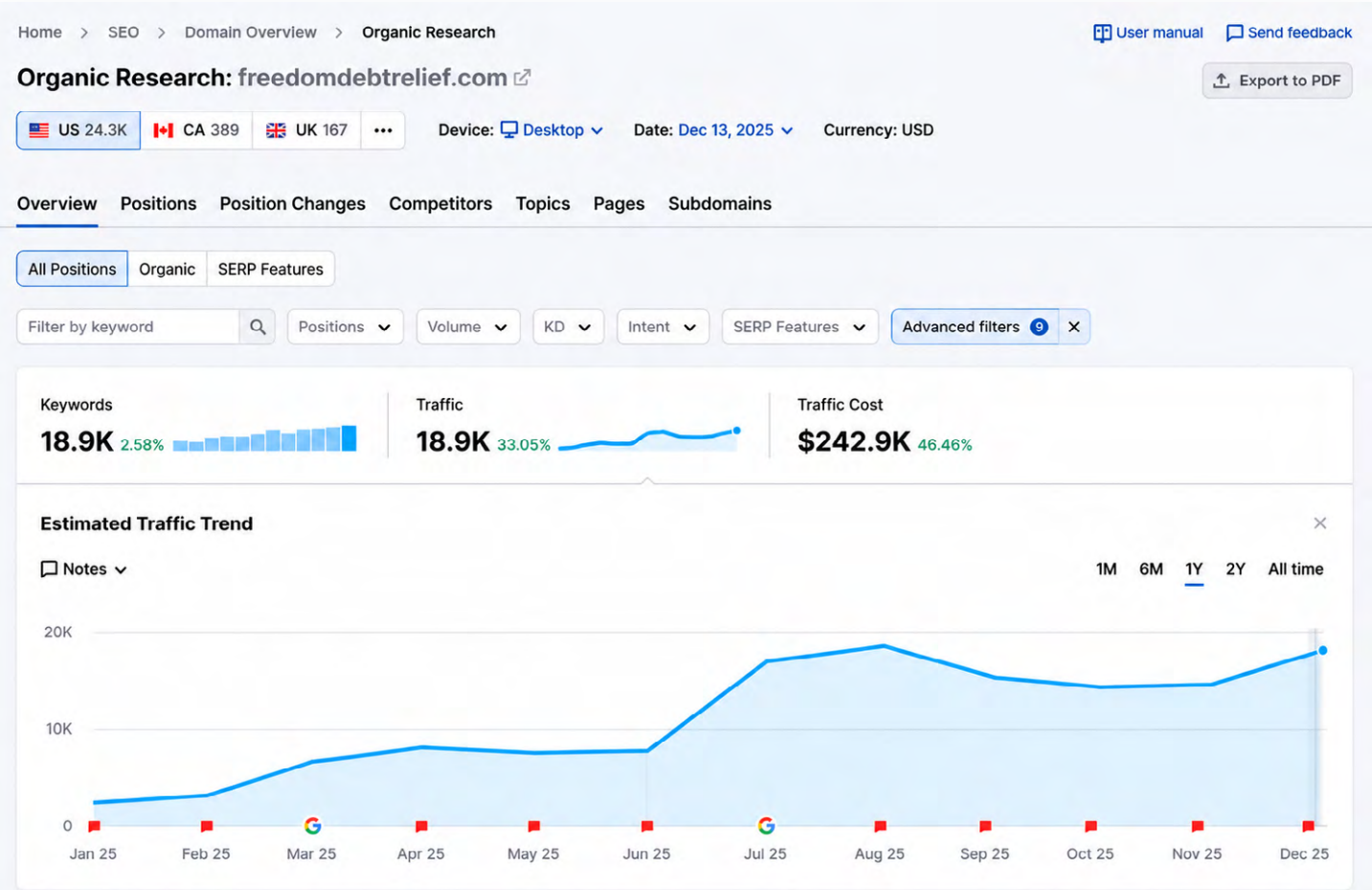
Freedom Debt Relief's site-wide close rate rose by nearly 50% YoY, with content as a core part of the strategy

2

135 top-priority content refreshes doubled LLM citations once published

3

Organic traffic remained on steady upward trajectory



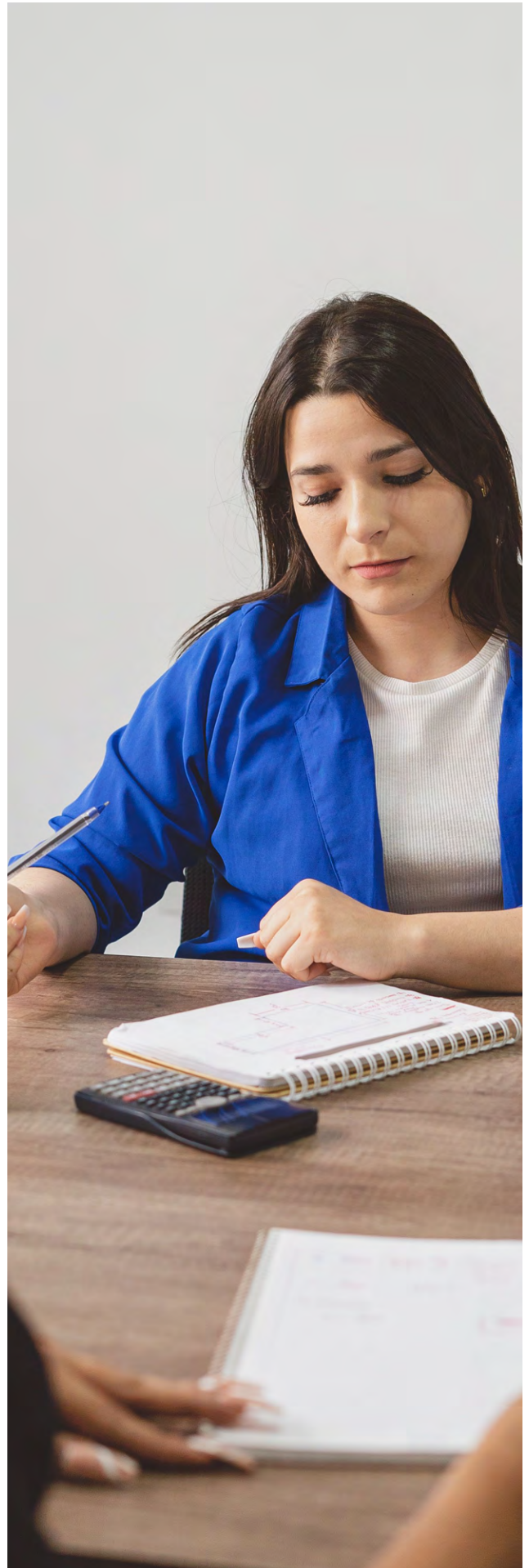
LLM Search and AI Overview Gains

Debt settlement is exactly the kind of high-consideration topic people now ask AI tools to summarize and compare. Freedom Debt Relief's gains have been strong.

- 5x growth in Google AI Overview citations and a 40% month-over-month increase in ChatGPT citations.
- Nearly 20x growth in LLM brand mentions, from roughly 8.3 million to more than 117 million in approximately ten months.



- Grew LLM citations 5X in Google AI Overviews and +40% on ChatGPT. Current citation volume: 657 AI Overview citations across 148 pages, and 149 ChatGPT citations across 87 pages.
- Key wins in AIO for high value search phrases such as "debt relief programs" and "best debt relief companies".



- As part of the brand's broader content platform, the site grew from zero tracked keywords to more than 30,000, with over 4,300 SERP features and 5,700+ page-one results, including AI Overviews and People Also Ask.

Google best debt relief companies

Top-Rated Debt Settlement Companies

Debt settlement companies negotiate with creditors to reduce the total amount you owe. This process can damage your credit score, so you should understand its risks making payments to creditors while saving money in a dedicated account.

Here are some highly-rated options based on various consumer metrics:

- Accredited Debt Relief:** Noted for high customer satisfaction scores across review platforms like the Better Business Bureau and Trustpilot. They work with unsecured debts, typically requiring a minimum of \$7,500.
- Freedom Debt Relief:** Offers unique, in-house legal assistance for all clients, which can provide peace of mind if a creditor decides to sue. They have resolved billions in debt and require a minimum of \$7,500 in unsecured debt.
- Pacific Debt Relief:** Distinguished by a fee structure based on a percentage of the settled debt amount (15% to 25%), rather than the original amount owed, potentially saving clients money.
- National Debt Relief:** Recommended for its capacity to significantly lower client debt loads and for top-notch customer service.

Non-Profit Credit Counseling Options

How to Choose a Debt Settlement Provider - CNBC

Oct 9, 2025 — Plus a \$2500 debt requirement. Is lower than many competitors. * Customer...

CNBC

Choosing the Right Debt Relief Company & Program

Guides for Choosing the Best Debt Relief Company. The agency should be certified by...

Debt.org

Best Debt Relief Companies of December 2025 - CNET

Dec 5, 2025 — Pays a fee based on settled debt. * High customer satisfaction scores. * ...

CNET

Show all

Business Impact

Freedom Debt Relief is now showing up where its future customers are looking, whether that's a page-one Google result, an AI Overview summarizing debt relief options, or an LLM chat comparing ways to resolve unsecured debt. That visibility feeds directly into the company's growth strategy and helped lift the close rate nearly a point and a half in a year.

About An Army of Writers

An Army of Writers writes expert-level content for companies in complex, regulated industries. Vetted, expert writers take projects from start to finish, blending subject matter expertise with brand storytelling and strategy to support business growth.

Book your strategic consultation [now!](#)