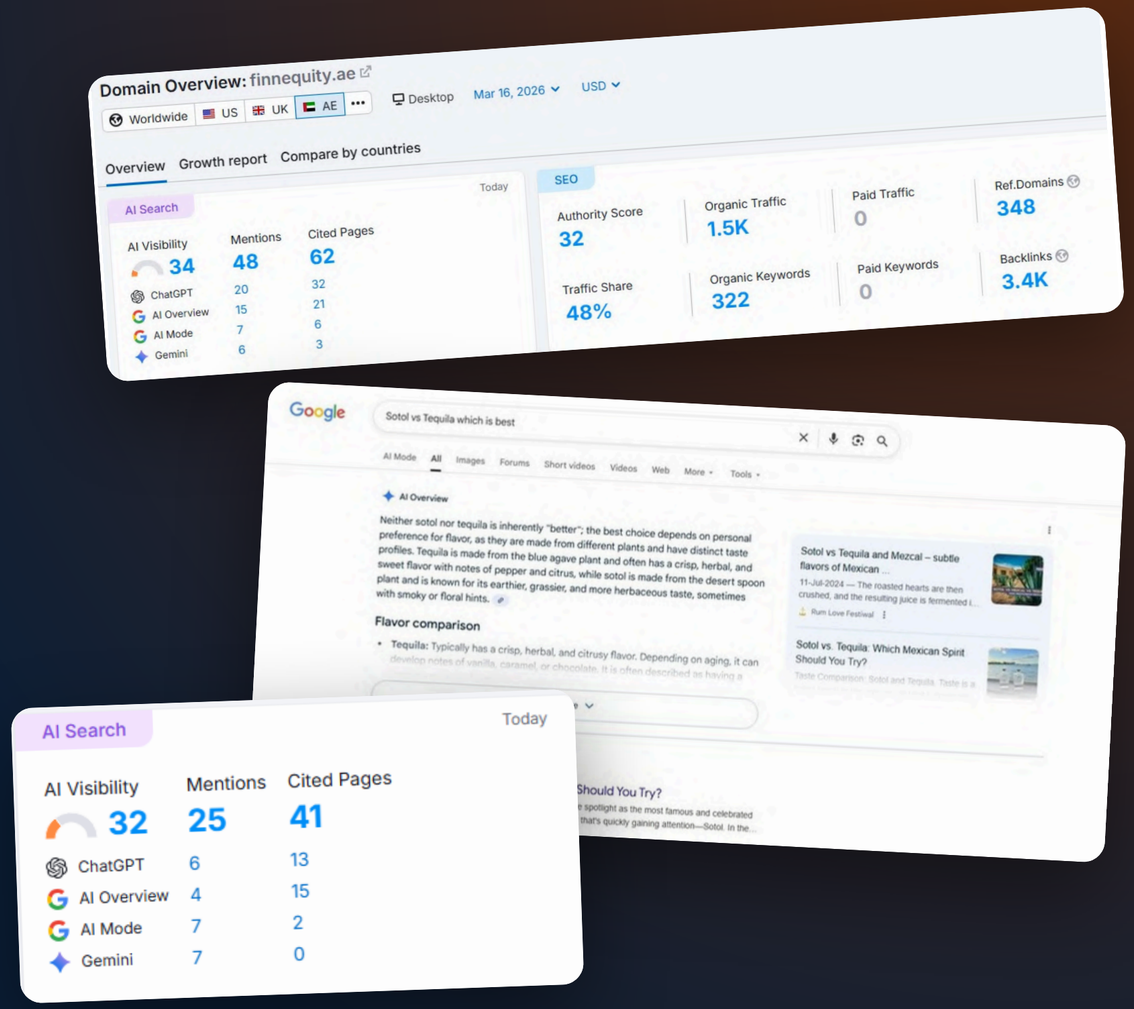
ALPHA DIGITAL · SEARCH RESULTS

SEO and AEO Case Studies

Real search data from some brands in SaaS, ecommerce, and services.

alphadigital.live



ABOUT ALPHA DIGITAL

Helping brands get higher visibility on Google and in AI answers

Alpha Digital is a digital marketing agency. Its search team helps brands rank on Google, show up on Google Maps, and get named by AI tools like ChatGPT and Gemini. Every result in this deck is backed by a Semrush or Search Console screenshot.

5+
Years in business

70+
Clients served

100+
Projects delivered

4
Countries

FINNEQUITY

CASE 01 · SERVICES · UAE

Steady growth in a high-trust money topic

Finnequity is a UAE mortgage consultancy. Alpha Digital built the platform in January 2025 and has run its SEO since. Mortgage advice affects people's money, so Google holds it to a higher trust standard.

Mortgage fintech

Since Feb 2025

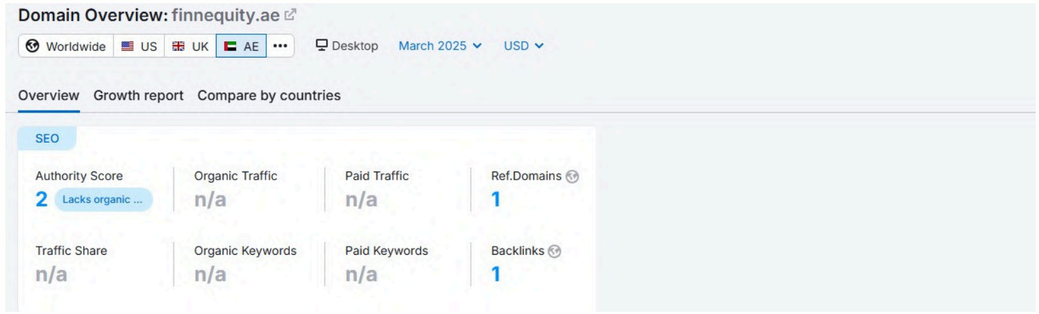


SEO / AEO

FINNEQUITY · BEFORE AND AFTER

One year, from a new domain to 1.5K visits a month

Before · Mar 2025



After · Mar 2026



32

+26% a month

Authority Score, up from 2

1.5K

+27% a month

Monthly organic visits, up from 110 in Apr 2025

322

New

Organic keywords

348

+63% a month

Linking domains, up from 1

48%

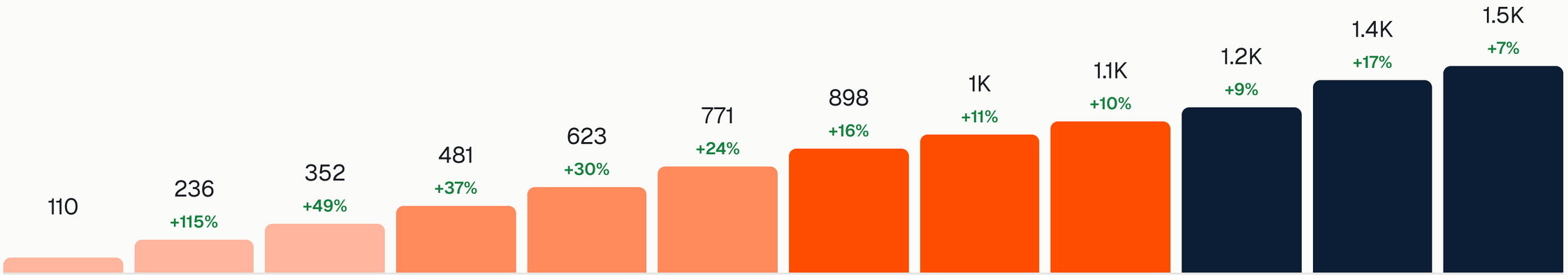
New

Traffic share in niche

Semrush, UAE database, Mar 2025 vs Mar 16, 2026

FINNEQUITY · WHAT CHANGED

Four phases, one steady line



Apr to Jun 2025

+79% a month

Long-tail mortgage terms, how-to guides, GCC finance links

Jul to Sep 2025

+27% a month

Calculator pages, content refresh, internal links, GEO starts

Oct to Dec 2025

+11% a month

Author bios, regulatory disclosures, steady through a core update

Jan to Mar 2026

+12% a month

Full coverage of UAE rates and home loans, Arabic prep

Monthly organic visits, Semrush. Growth uses rounded values.

FINNEQUITY · AI SEARCH

62 pages cited by AI tools

First citations · Sep 2025



Mar 2026



5 → 34

+38% a month

AI Visibility

9 → 48

+32% a month

AI mentions

11 → 62

+33% a month

Cited pages

32

Cited in ChatGPT, 21 in AI Overviews

Semrush AI Search, UAE, Sep 2025 vs Mar 2026

FINNEQUITY · BUSINESS IMPACT

1.5K people a month researching mortgages, with no ad spend

Each visit is someone in the UAE looking into a home loan. Finnequity gets these visits from Google and AI answers, not paid ads, and the number has grown every month for a year.

9.7K

Organic visits, Apr 2025 to Mar 2026

0

Visits from paid ads. All of it came from search

48%

Share of search traffic in its niche

48

Times AI tools named Finnequity in answers

Semrush, UAE. 9.7K is the sum of monthly visits, Apr 2025 to Mar 2026.

CASE 02 · SAAS · SAUDI ARABIA

Hakem AI: getting a new InsurTech platform seen in Saudi search

Hakem AI uses AI to compare insurance policies. Alpha Digital designed and built the platform, launched it in October 2025, then ran technical SEO, on-page SEO, and GEO.

InsurTech SaaS

Since Sept 2025

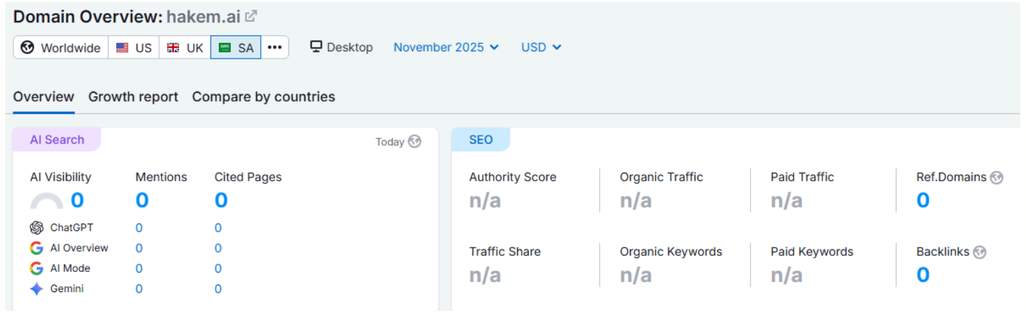


SEO / AEO

HAKEM AI · BEFORE AND AFTER

From launch to AI citations in four months

Before · Nov 2025



After · Mar 2026



0 → 8

New

Authority Score

0 → 46

New

Organic keywords

0 → 17

New

AI Visibility

0 → 9

New

Pages cited by AI

12%

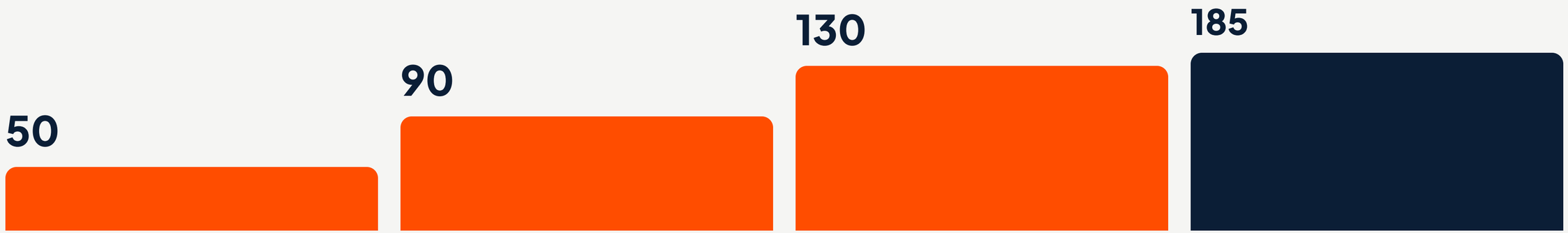
New

Traffic share in niche

Semrush, Saudi Arabia. No data at launch, shown as 0.

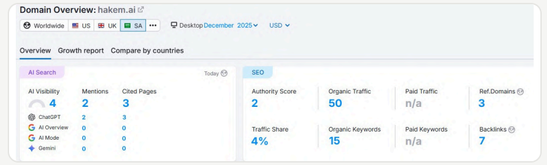
HAKEM AI · MONTH BY MONTH

Organic visits grew every month



Dec 2025

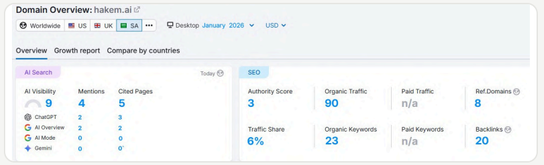
Starting point



Technical fixes done.
First ChatGPT mentions.

Jan 2026

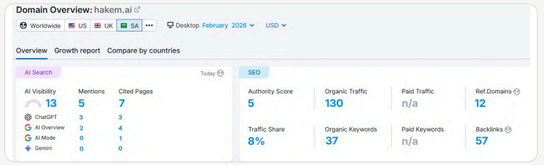
+80% vs Dec



On-page work shows.
Cited in ChatGPT and AI Overviews.

Feb 2026

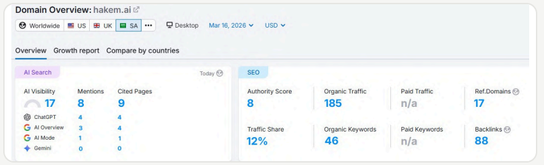
+44% vs Jan



Link building.
12 referring domains.

Mar 2026

+42% vs Feb



185 visits a month.
9 pages cited by AI.

Monthly organic visits, Semrush estimate. Next: Arabic site.

HAKEM AI · BUSINESS IMPACT

Found by Saudi insurance buyers within four months of launch

New platforms usually wait a long time to be seen. Hakem AI was getting visits from people comparing insurance, and showing up in ChatGPT and Google AI answers, within its first four months.

455

Organic visits, Dec 2025 to Mar 2026

+55%

Average growth in visits each month, Dec 2025 to Mar 2026

12%

Share of search traffic in its niche

9

Pages AI tools show to buyers

Semrush, Saudi Arabia. 455 is the sum of monthly visits, Dec 2025 to Mar 2026.

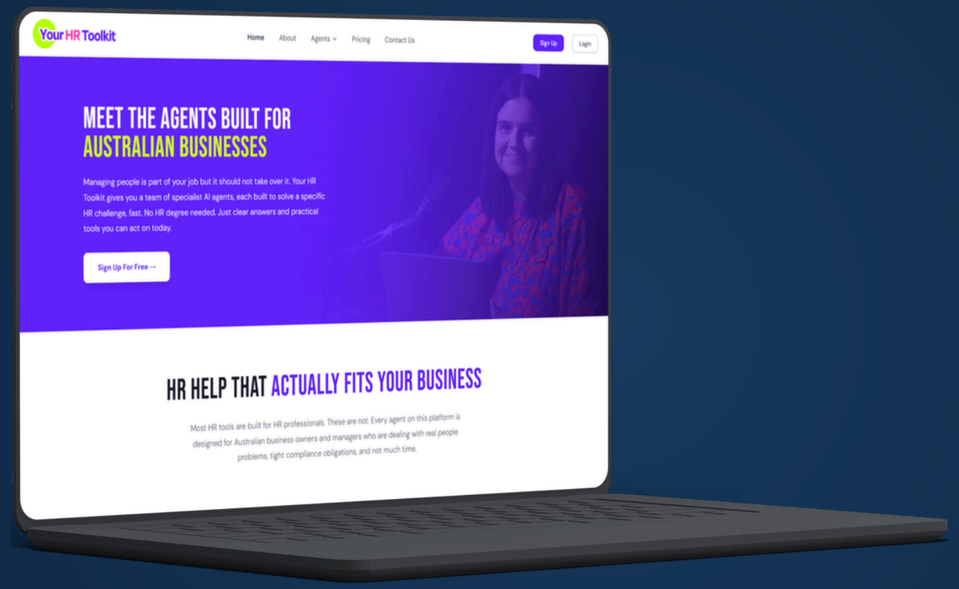
CASE 03 · SAAS · AUSTRALIA

Your HR Toolkit: search presence for a brand new HR platform

AI HR software for small and mid-sized businesses in Australia. Teams get AI agents for hiring, onboarding, and managing underperformance. The site launched in February 2026.

HR SaaS

Since Feb 2026

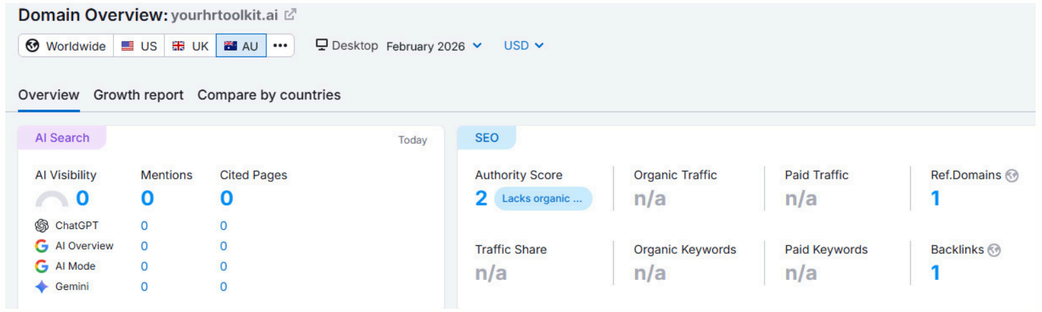


SEO / AEO

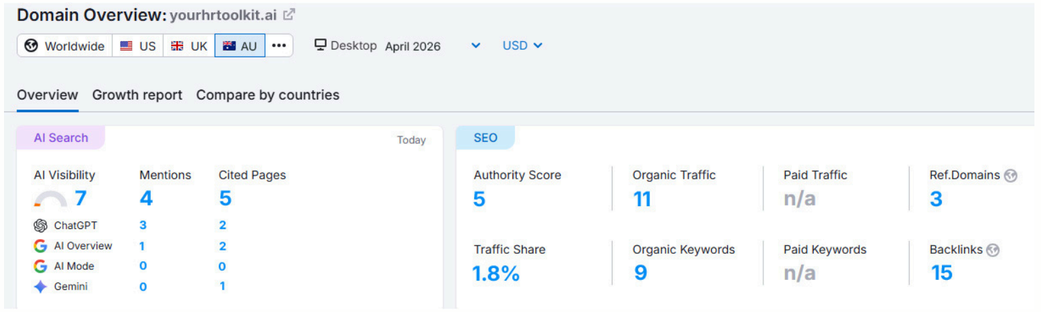
YOUR HR TOOLKIT · BEFORE AND AFTER

Cited by AI tools within two months

Before · Feb 2026



After · Apr 2026



2 → 5

+58% a month

Authority Score

0 → 9

New

Organic keywords

1 → 15

+287% a month

Backlinks

0 → 7

New

AI Visibility

0 → 5

New

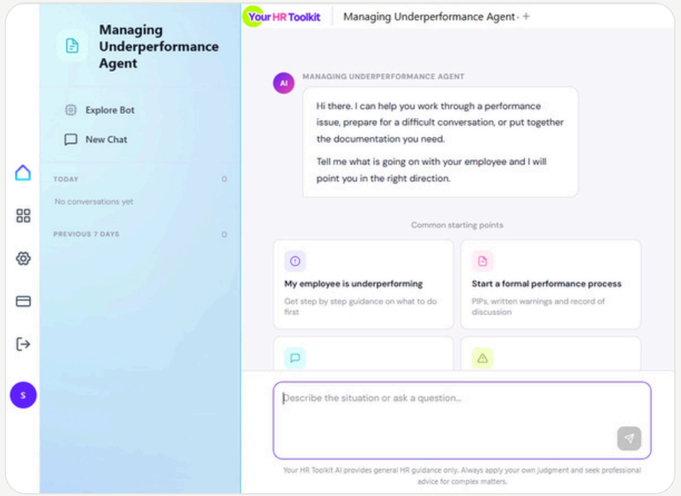
Pages cited by AI

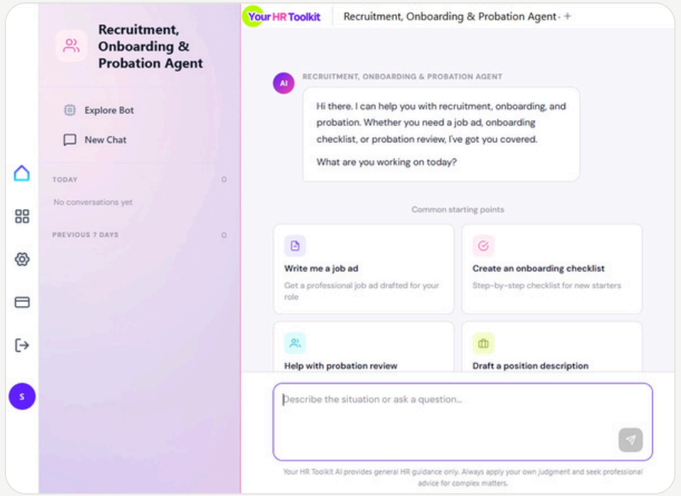
Alpha Digital · SEO and AEO Case Studies

Semrush, Australia. Keywords had no data at launch, shown as 0.

YOUR HR TOOLKIT · AI SEARCH

Clear answers to real HR problems





Pages cited by AI, April 2026

ChatGPT · **2**

AI Overview · **2**

Gemini · **1**

4 AI mentions: ChatGPT 3, AI Overview 1.

Pages answer the HR problems managers search for, like hiring, onboarding, and performance issues. AI tools quote that kind of clear answer.

YOUR HR TOOLKIT · BUSINESS IMPACT

On the shortlist when HR buyers ask AI for help

Business owners now ask ChatGPT and Google how to fix hiring and staff problems. Two months after launch, Your HR Toolkit was part of those answers, so buyers meet the brand before they compare tools.

2

Months from launch to first AI citations

4

AI answers that mention the brand

15x

More backlinks, which builds trust with Google

5

Pages AI tools quote

Semrush, Australia, Feb 2026 vs Apr 2026

Inktel
CONTACT CENTER SOLUTIONS

CASE 04 · SERVICES · SOUTH FLORIDA

Turning a corporate site into a trusted BPO source

Inktel is a contact center and BPO company. Buyers compare vendors for a long time, so trust and visibility on buying terms matter more than raw traffic.

BPO and contact centers

Since Jan 2025

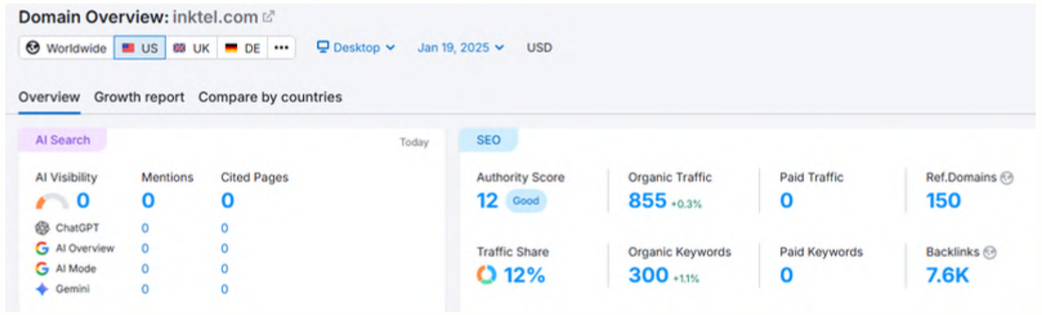


SEO / AEO

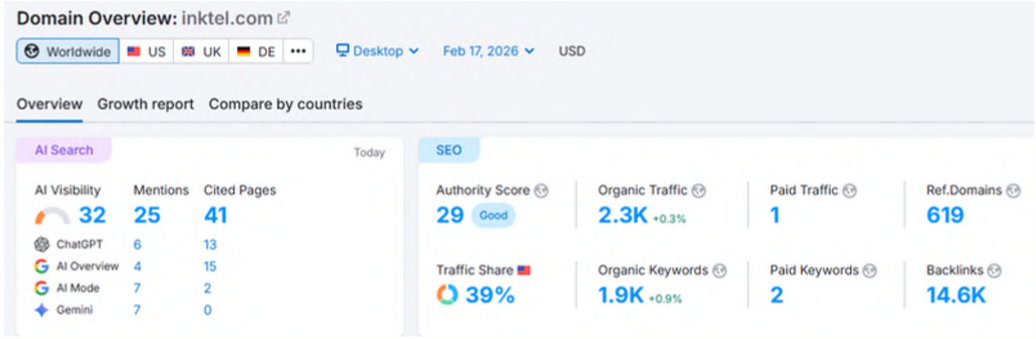
INKTEL · BEFORE AND AFTER

Thirteen months of growth

Before · Jan 2025



After · Feb 2026



29

+7% a month

Authority Score, up from 12

2.3K

+8% a month

Monthly visits, up from 855

1.9K

+15% a month

Keywords, up from 300

619

+12% a month

Linking domains, up from 150

39%

+9% a month

Traffic share, up from 12%

Semrush, US database, Jan 2025 vs Feb 2026

INKTEL · AI SEARCH

From no AI presence to 41 cited pages

Jan 2025

AI Search

AI Visibility	Mentions	Cited Pages
0	0	0
ChatGPT	0	0
AI Overview	0	0
AI Mode	0	0
Gemini	0	0

Feb 2026

AI Search — Today

AI Visibility	Mentions	Cited Pages
32	25	41
ChatGPT	6	13
AI Overview	4	15
AI Mode	7	2
Gemini	7	0

32

New

AI Visibility

25

New

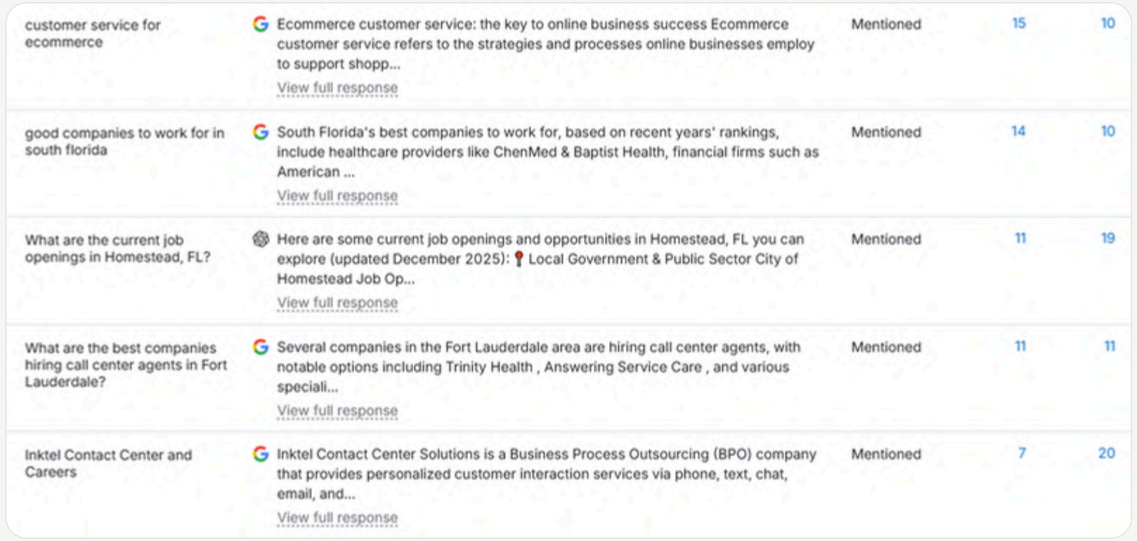
AI mentions

41

New

Cited pages

Cited pages by tool: AI Overview 15, ChatGPT 13, AI Mode 2.



customer service for ecommerce	Ecommerce customer service: the key to online business success Ecommerce customer service refers to the strategies and processes online businesses employ to support shopp... View full response	Mentioned	15	10
good companies to work for in south florida	South Florida's best companies to work for, based on recent years' rankings, include healthcare providers like ChenMed & Baptist Health, financial firms such as American ... View full response	Mentioned	14	10
What are the current job openings in Homestead, FL?	Here are some current job openings and opportunities in Homestead, FL you can explore (updated December 2025): Local Government & Public Sector City of Homestead Job Op... View full response	Mentioned	11	19
What are the best companies hiring call center agents in Fort Lauderdale?	Several companies in the Fort Lauderdale area are hiring call center agents, with notable options including Trinity Health , Answering Service Care , and various speciali... View full response	Mentioned	11	11
Inktel Contact Center and Careers	Inktel Contact Center Solutions is a Business Process Outsourcing (BPO) company that provides personalized customer interaction services via phone, text, chat, email, and... View full response	Mentioned	7	20

AI tools name Inktel in answers about contact center services and call center jobs in South Florida.

INKTEL · BUSINESS IMPACT

In front of more BPO buyers while they compare vendors

Companies choose a contact center partner after weeks of research. Inktel now gets a much bigger share of that research on Google, and AI tools name it when buyers ask about contact center services in South Florida.

+1.4K

More visits a month than in Jan 2025

3.3x

Bigger share of search traffic, from 12% to 39%

6x

More search terms the site ranks for

41

Pages AI tools cite to buyers

Semrush, US, Jan 2025 vs Feb 2026

CASE 05 · SERVICES · MIAMI

Building a Miami agency’s search presence from zero

In June 2025 the custom-coded site had no search presence. Alpha Digital moved it to WordPress and built its SEO from the ground up.

Marketing agency

Since Jun 2025

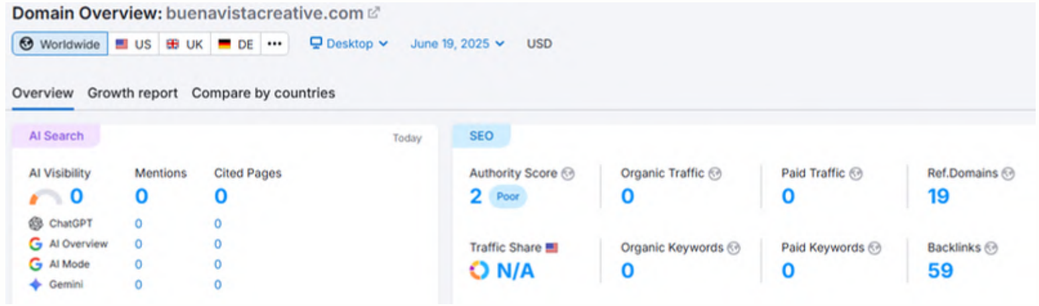


SEO / AEO

BUENA VISTA CREATIVE · BEFORE AND AFTER

Eight months, starting from nothing

Before · Jun 2025



After · Feb 2026



14

+28% a month

Authority Score, up from 2

172

New

Keywords, up from 0

91

+22% a month

Linking domains, up from 19

25

New

AI Visibility, up from 0

10

New

Pages cited by AI

Semrush, Jun 2025 vs Feb 2026

BUENA VISTA CREATIVE · RANKINGS

Ranking for people ready to hire

Top Organic Keywords 172

Keyword	Intent	Pos.	Volume	CPC (U...	Traffic
affordable seo management	I	8	260	0.00	66.66
miami ppc	C	7	90	0.00	22.22
affordable seo miami fl	C	3	50	0.00	11.11
web development company in florida	C	28	260	13.39	0.00
web development company in florida	C	36	260	13.39	0.00

marketing agency	< 15
marketing agency miami	< 15
marketing agency miami 33122	< 15
miami marketing agency	< 15
miami marketing agency companies	< 15

Google Business Profile shows for Miami agency searches

#3

“affordable seo miami fl”

#7

“miami ppc”

#8

“affordable seo management”

Semrush, Feb 2026. About 45 visits a month so far.

BUENA VISTA CREATIVE · BUSINESS IMPACT

Showing up when Miami businesses want to hire an agency

The site went from no search presence to ranking for searches made by people ready to buy. Its Google Business Profile now shows for Miami agency searches, which puts its phone number in front of local buyers.

#3

On Google for “affordable seo miami fl”

45

Visits a month from search, up from 0

172

Search terms it ranks for, up from 0

10

Pages AI tools cite

Semrush, Jun 2025 vs Feb 2026

ACRONIMO

CASE 06 · ECOMMERCE · USA AND MEXICO

Teaching a new audience about sotol, then selling to them

Acronimo makes premium Mexican sotol and gin. Many drinkers have never heard of sotol, so they search to learn before they buy. Search content does that teaching.

Spirits ecommerce

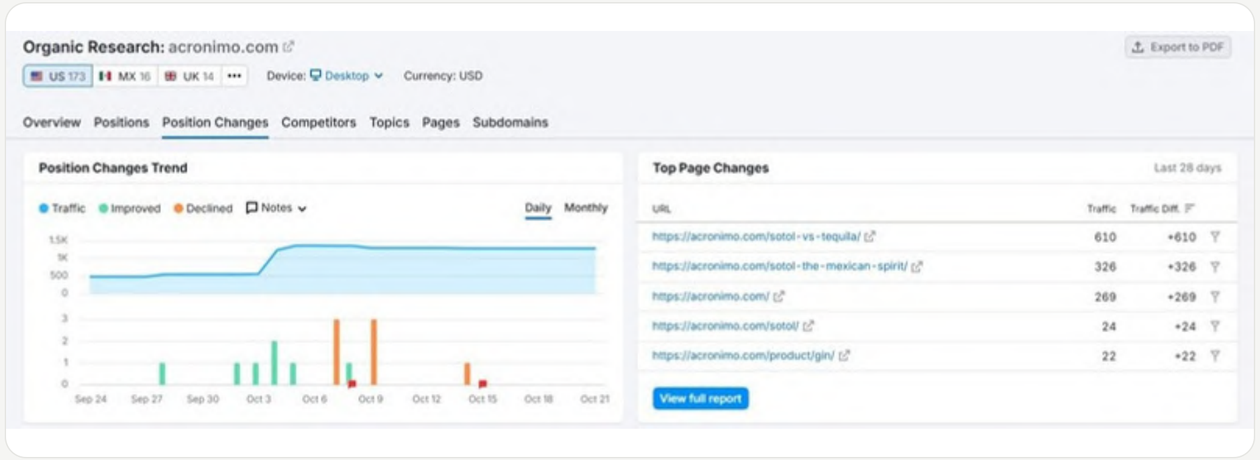
US 66% · Mexico 25%

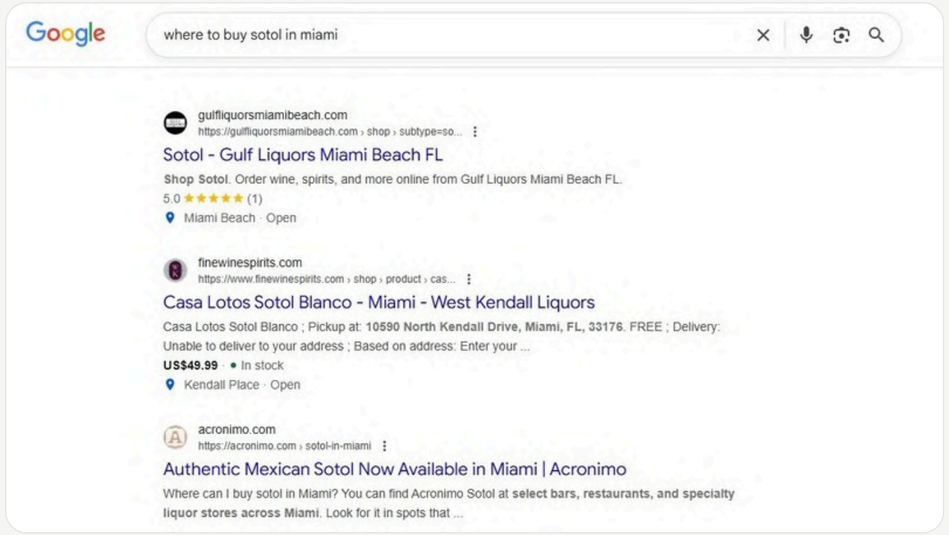


SEO / AEO

ACRONIMO · CONTENT

Guides became the top traffic pages





+610

Visits to the Sotol vs Tequila guide

+326

Visits to Sotol: The Mexican Spirit

Page 1

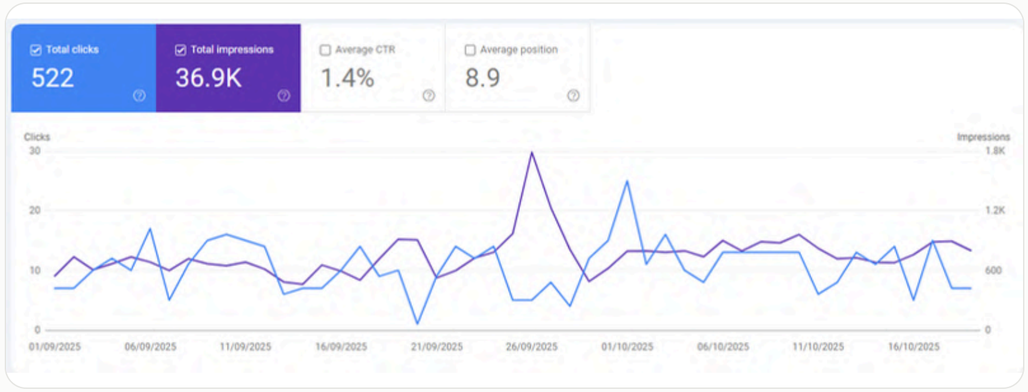
“where to buy sotol in miami”

Semrush top page changes, last 28 days, Oct 2025

ACRONIMO · WHERE IT STANDS

2K monthly visits from search





2K

+141%

Monthly organic visits

308

Organic keywords

33

Pages cited by AI, AI Visibility 20

522

Google clicks from 36.9K impressions

8.9

Average position in Google

66%

Of traffic from the US

Semrush and Search Console, Oct 2025 snapshot

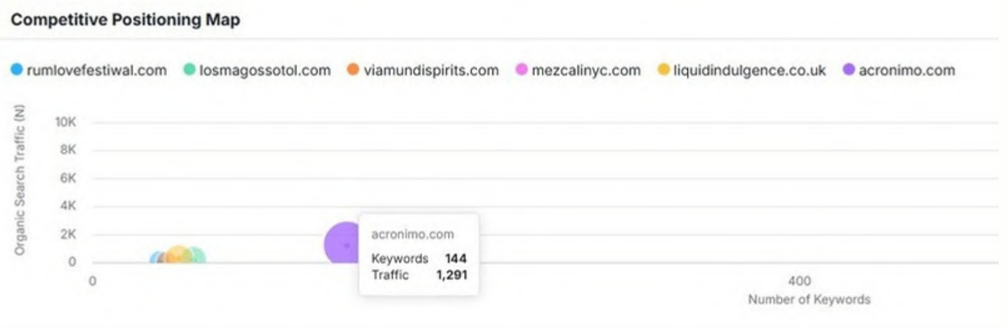
ACRONIMO · COMPETITORS

Ahead of Los Magos Sotol in search

Acronimo



Los Magos Sotol



144 vs 57

+153% more

Organic keywords, vs Los Magos

1,291 vs 242

+433% more

Monthly organic visits, vs Los Magos

197

Backlinks from 101 sites, incl. msn.com

Semrush competitive positioning map, Oct 2025

ACRONIMO · BUSINESS IMPACT

Search content that turns curious drinkers into buyers

People learn about sotol from Acronimo’s guides, then search for where to buy it. Acronimo ranks on page 1 for those buying searches and gets far more search traffic than its closest sotol rival.

Page 1

For “where to buy sotol in miami”

5.3x

More monthly visits than Los Magos Sotol

+141%

Growth in monthly organic visits

+936

Extra visits to two guides in 28 days

Semrush and Search Console, Oct 2025

RAYSEEN

CASE 07 · ECOMMERCE · PAKISTAN

Rayseen: more shoe sales from search, less spend on ads

Rayseen sells shoes online through its own store. Paid ads were cutting into margins, so the goal was to bring more shoppers in through Google.

Footwear ecommerce

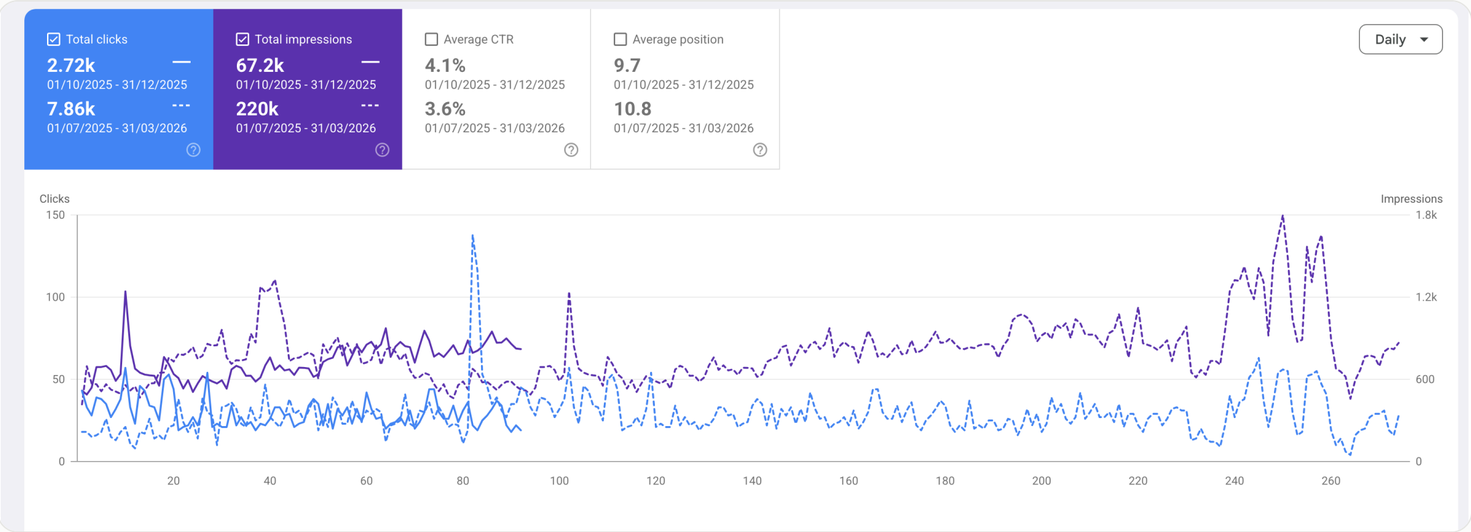
Since Jun 2025



SEO / AEO

RAYSEEN · GOOGLE SEARCH CONSOLE

Steady clicks from Google, no ad spend behind them



About 20 to 35 clicks a day for nine months. Impressions roughly doubled in late February and early March 2026.

7.86K

Clicks, Jul 2025 to Mar 2026

220K

Impressions

4.1%

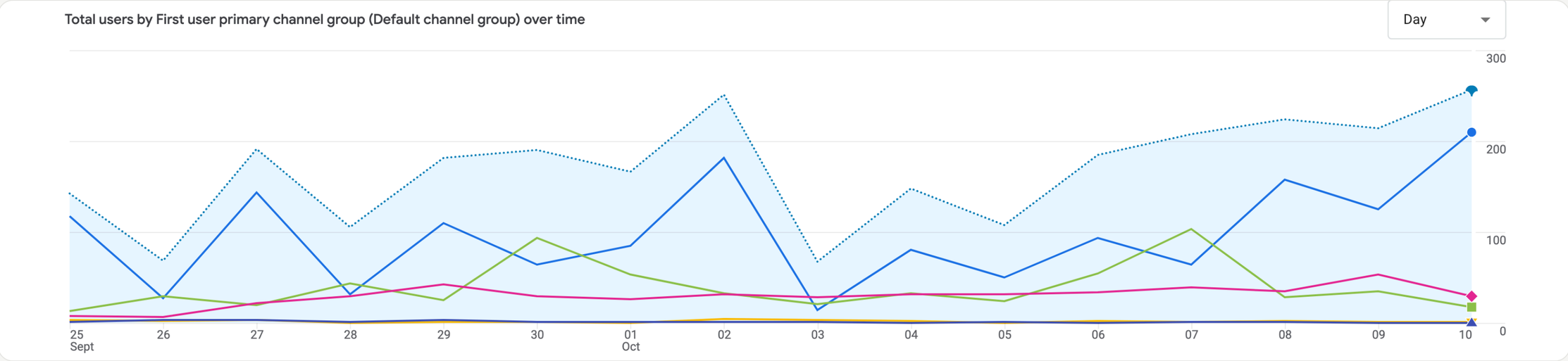
Best CTR, Q4 2025

9.7

Best average position, Q4 2025

RAYSEEN · GOOGLE ANALYTICS

Daily visitors nearly doubled in two weeks



142 → 256

+80%

Daily users, Sept 25 to Oct 10

200+

Users every day, Oct 7 to 10

80%

Of Oct 10 users from the top channel

5

Channels sending visitors

GA4, users by first channel. Values read from the chart.

RAYSEEN · BUSINESS IMPACT

Shoppers from Google, without paying for each click

Paid ads were cutting into Rayseen’s margins. Every click from Google search is a shopper Rayseen did not pay an ad platform for, which protects the profit on each pair sold.

7.86K

Free clicks from Google in nine months

220K

Times its pages showed in Google search

+80%

More daily visitors in two weeks

20 to 35

Clicks a day from Google, for nine months straight

Google Search Console and GA4

MORE WORK

Some of our other notable projects

Vikk AI

KeyFree

Appiell AI

Airtasker

iFIT

Voicecenta.ai

Autocalls.ai

Clipper AI

Deejo’s Cafe

Patientory

Rankd

Sensely

enso

Levity

Matchmap

ALPHA DIGITAL

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Want results like these?

Book a free review of your site. We will show you where you rank on Google today, where AI tools name your competitors instead of you, and what to fix first.

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