

CASE STUDY

Safety Training Organisation



GEO

SEO Evolution: From SERPs to AI Answer Engines

Business Overview

An Australian Registered Training Organisation delivering nationally recognised training programs focused on workplace safety, compliance and vocational skills development. With over two decades of industry experience, the organisation has trained hundreds of thousands of students and supports both individuals and businesses with practical, outcome-driven education solutions across Australia.

The Challenge: Competing for Visibility in AI Search



This client was already working with us for their SEO, with a strong focus on improving performance across traditional SERPs. However, as AI-powered search experiences began reshaping how users discover information online, their objective evolved. Along with maintaining and growing their presence in search engine results, they also wanted their business to be cited, referenced and surfaced within AI-generated answers across emerging platforms.

Their earlier SEO strategy was built primarily to increase website sessions, impressions and click-through rates from conventional search listings. But with users increasingly turning to AI tools for instant answers, the client recognised a new visibility gap that traditional SEO alone could not address. To stay ahead of this shift in search behaviour, the client prioritised adapting their strategy to ensure their business remains discoverable regardless of how users search. Their updated objectives were:

- To have their business recognised, referenced and included within AI-powered search models and answer engines
- To preserve and strengthen their visibility in traditional organic search results
- To maintain a consistent flow of qualified leads despite changes in the search landscape

The challenge was no longer limited to ranking on search engines. It expanded to building presence across the entire search ecosystem - ensuring the business appears not only on SERPs, but also within the responses generated by modern AI platforms.

The Solution: Engineering the Website for AI- Powered Discovery



What We Did and Why

Strengthening Authority and Trust Signals

To improve the client's visibility across both traditional search engines and AI-driven platforms, we refined on-page content to reinforce authority and trust signals, helping AI models more accurately recognise the business as a credible source.

Guiding AI Crawlers with LLMs.txt

In parallel, we implemented LLMs.txt guidance to direct AI systems toward the most relevant and up-to-date pages, ensuring better alignment between business priorities and AI-generated responses.

Enhancing Structured Data with Schema Markup

We also improved schema markup to help search engines and AI tools better interpret key business information, strengthening overall content clarity and discoverability.

Expanding FAQ Content for User Intent Alignment

Additionally, we expanded and optimised FAQ content to better match real user queries, increasing the likelihood of the brand being surfaced in AI-generated answers

Impact

Increased Visibility in AI-Generated Results

These improvements significantly strengthened the client's presence in AI-generated search results, increasing visibility across emerging discovery channels.

Future-Proofed Search Performance

As a result, the business is now better positioned to sustain engagement and conversions, even as user behaviour shifts toward AI-driven search experiences that reduce reliance on traditional click-through journeys.

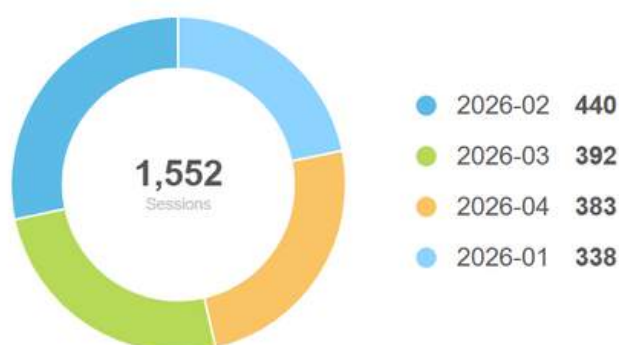
From AI Visibility to Quantifiable Growth

What has been Achieved

Sessions

When we started working on the client's campaign, the website was not receiving any sessions from AI platforms. As we began implementing GEO-related strategy, the website started gaining traffic from AI-driven platforms. Over the span of four months, the client's website received 1,552 sessions from AI platforms, which clearly demonstrates that the website is now attracting traffic not only from conventional search engines but also from AI search engines. This means the client's target audience has expanded beyond traditional search engine users to include AI platform users as well.

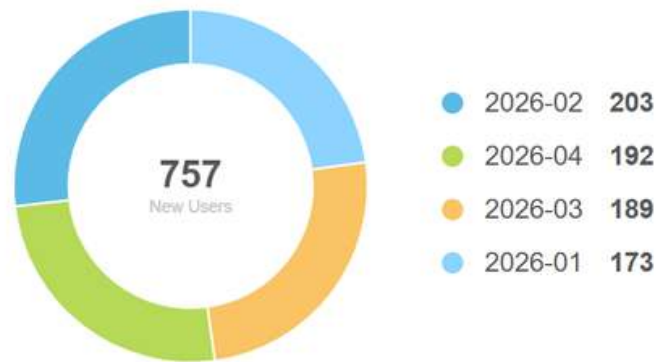
Sessions



New Users

The website also gained **757** new users in the last 4 months. These results indicate that, due to the GEO strategy, the number of new users coming from AI platforms is increasing every month. This is a positive sign, as all of these metrics contribute significantly toward improving conversions.

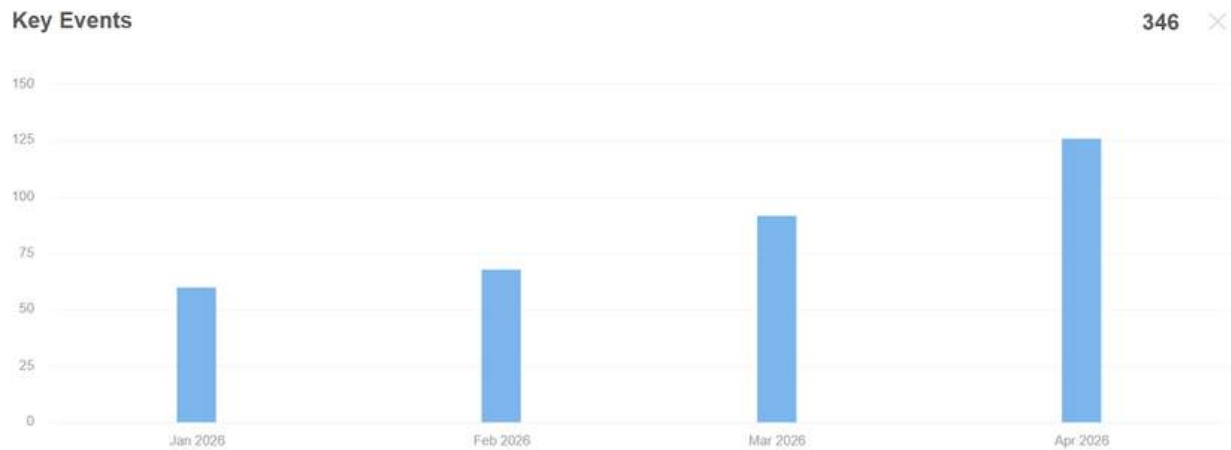
New Users



Key Events

The campaign generated **346** key events, marking a significant increase. This growth indicates that the website is gaining stronger visibility and citation presence across AI platforms.

Key Events

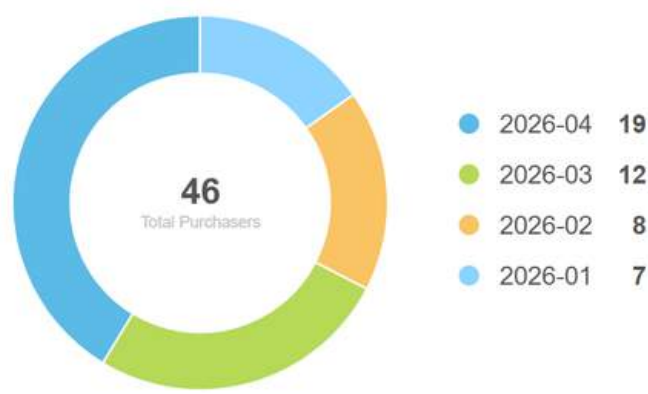


Commercial Outcomes

Total Purchases (GEO)

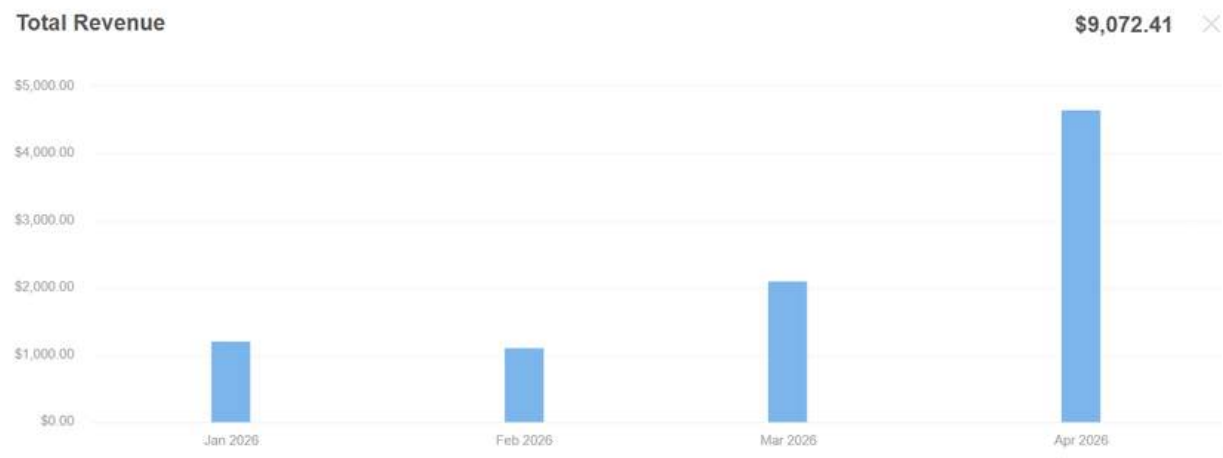
As a result of these metrics, the campaign generated **46** total purchases from AI platforms, demonstrating that the brand has started driving conversions not only through conventional search engines but also through AI-driven platforms. Additionally, the brand’s reach across AI platforms has continued to grow.

Total Purchasers

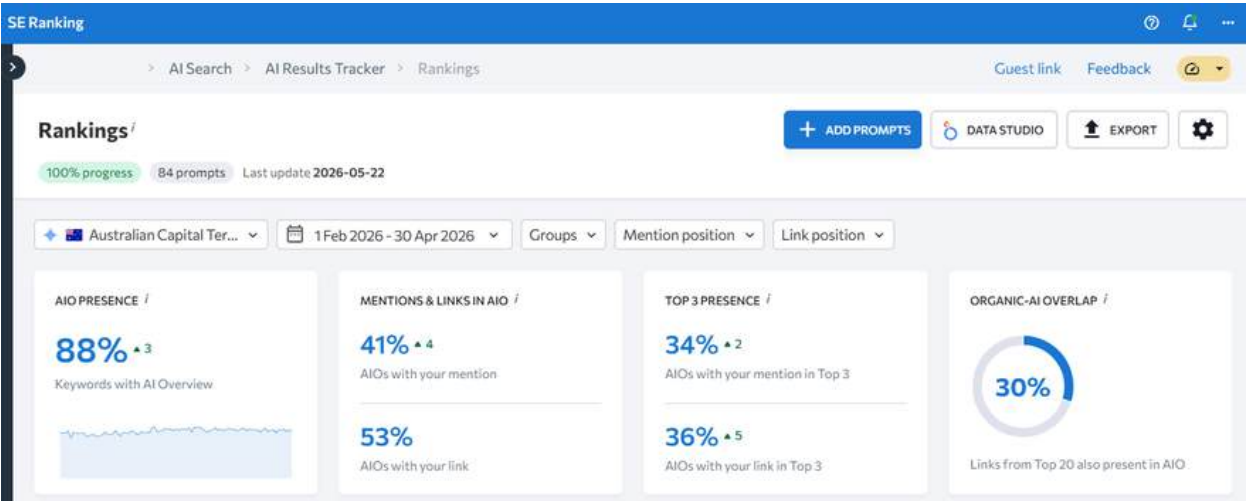


Purchases Revenue

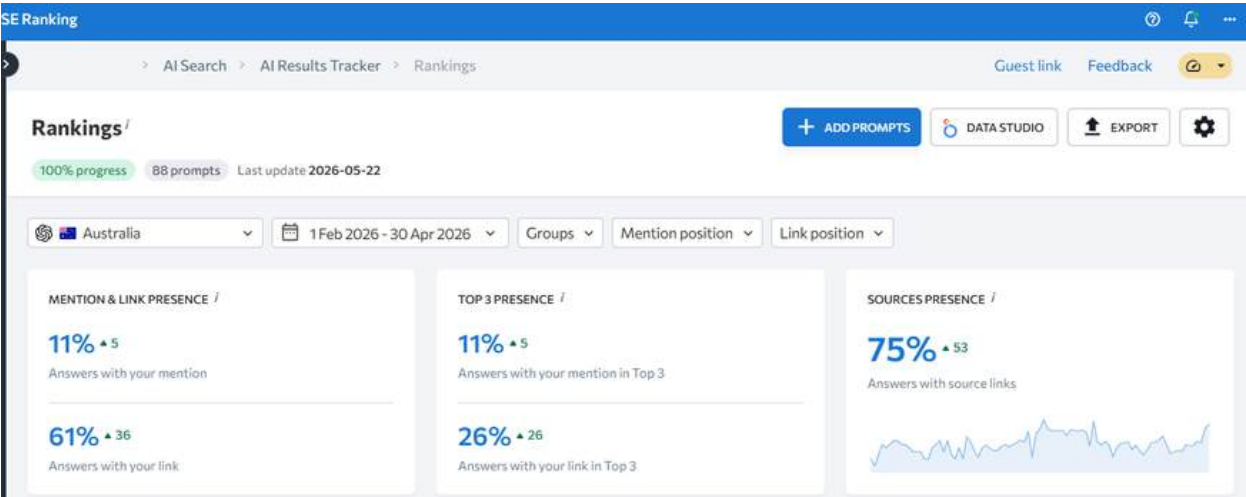
These purchases contributed to real-time revenue generation for the website, driven entirely through AI platforms. This indicates that the website’s presence on AI platforms has not only increased its overall reach but has also started generating conversions alongside conventional search engines through AI-driven search platforms.



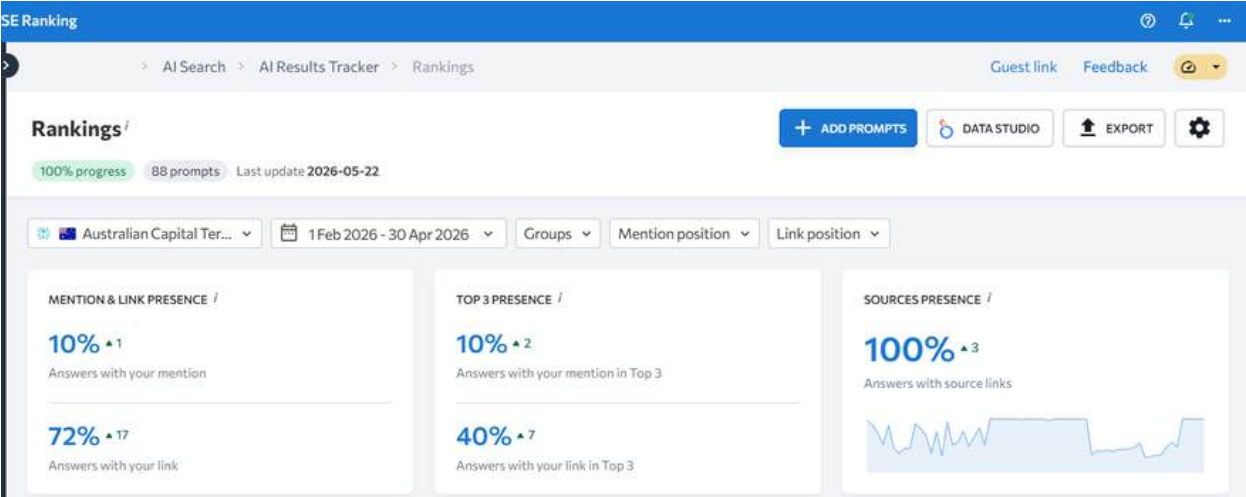
AI Overviews



ChatGPT



Perplexity



The Foundation for Scalable Future Growth

The campaign successfully positioned the business for the evolving landscape of search by strengthening visibility across AI-driven platforms. This strategic approach reduced dependence on traditional click-based traffic while establishing a prominent presence within AI-generated search responses.

As a result, the campaign generated **1,552** total sessions and attracted **757** GEO users, leading to **46** purchases and over **9,000** in revenue attributed to emerging AI platforms in the span of 4 months. These results demonstrate not only increased visibility and traffic but also the ability to attract high-intent users who actively engaged with the website and contributed to meaningful business growth.

THANK YOU!