

CASE STUDY

Forklift Industry



GEO

Business Overview

An Australia-based provider of forklift and material handling solutions, offering a wide range of new and used forklifts, equipment hire options, parts, and servicing support. The company focuses on helping warehouses, logistics operators and industrial businesses improve operational efficiency by delivering reliable equipment, maintenance services and customer-focused material handling solutions across Australia.



Objectives

- Increase AI search visibility and brand authority
- Grow brand mentions and citations in AI results
- Drive AI platform traffic to key pages
- Enhance content relevance for AI audiences



Solutions

- Create conversational, long-tail blogs, FAQs, and prompt-ready content aligned with search intent.
- Implement and update schema markup and structured data for better AI understanding.
- Build authority through citations, backlinks, and natural brand mentions.



The Challenge: Unlocking AI Model Visibility for Business

With the rapid adoption of AI driven search experiences, the client recognised a growing risk to their online visibility. Traditional SEO efforts were focused on generating sessions, impressions and click through rates from search engine results pages SERPs.

However, as AI models began delivering direct answers to users, click through rates started declining, reducing website traffic and potentially impacting conversions.

From the client's perspective, the key need was clear:

- Ensure their business is cited and referenced within AI generated responses
- Protect and strengthen their organic rankings in traditional search results
- Maintain consistent lead generation despite changing user search behaviour

The challenge was not just ranking on Google, it was becoming visible wherever users search, including within AI models.



The Solution: A Comprehensive Strategy to Optimise the Client's Presence in AI Search

What We Did and Why

- Optimised Content: Boosted authority and trust for AI recognition
- LLMs.txt Submission: Ensured AI cited the right pages
- Schema Markup: Helped AI and search engines understand the business
- FAQs Upgrade: Increased AI visibility and answered customer queries

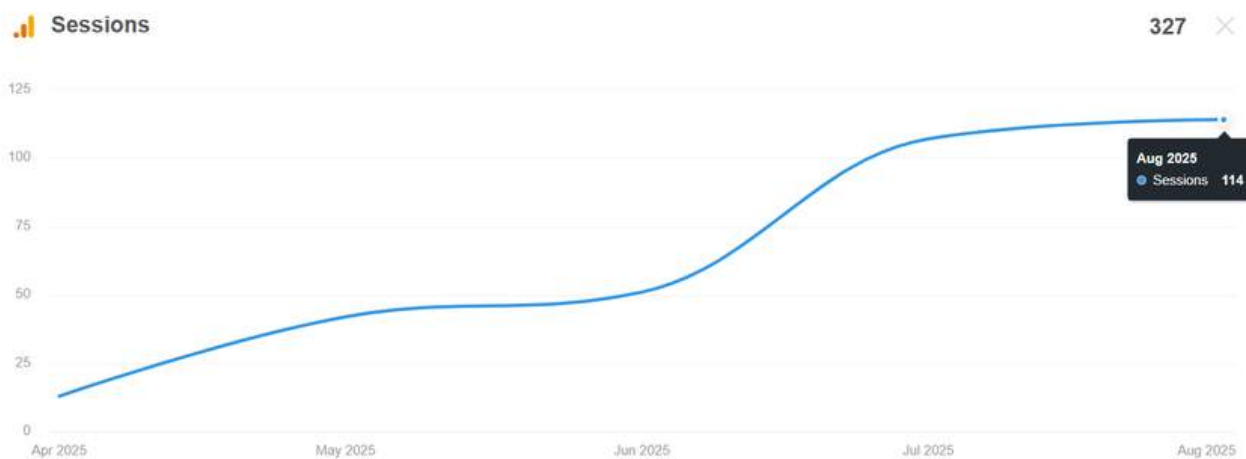
How It Addressed the Challenge

- Improved the client's visibility in AI-generated responses
- Reduced the risk of losing clicks and conversions due to AI-driven answers

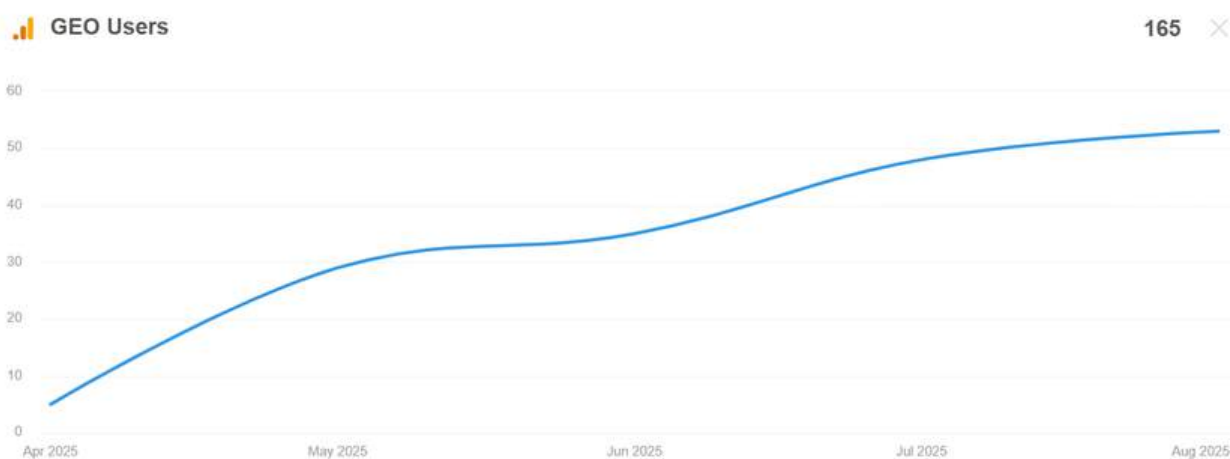
The Results: From Sessions to AI Citations

Sessions: 327

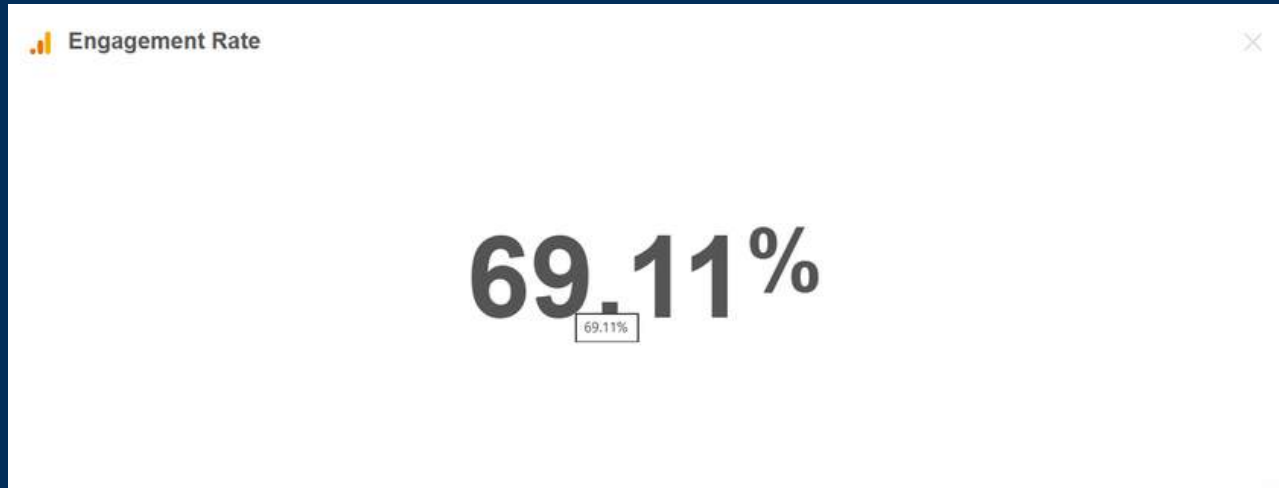
- Sessions steadily rose from April to August 2025, peaking at 114, showing growing user engagement.
- The jump from June to July indicates a strong traffic boost from effective strategies.



GEO Users: 165



Engagement Rate



- Engagement rate stands strong at 69.11%, indicating high user interaction.

AI Overviews

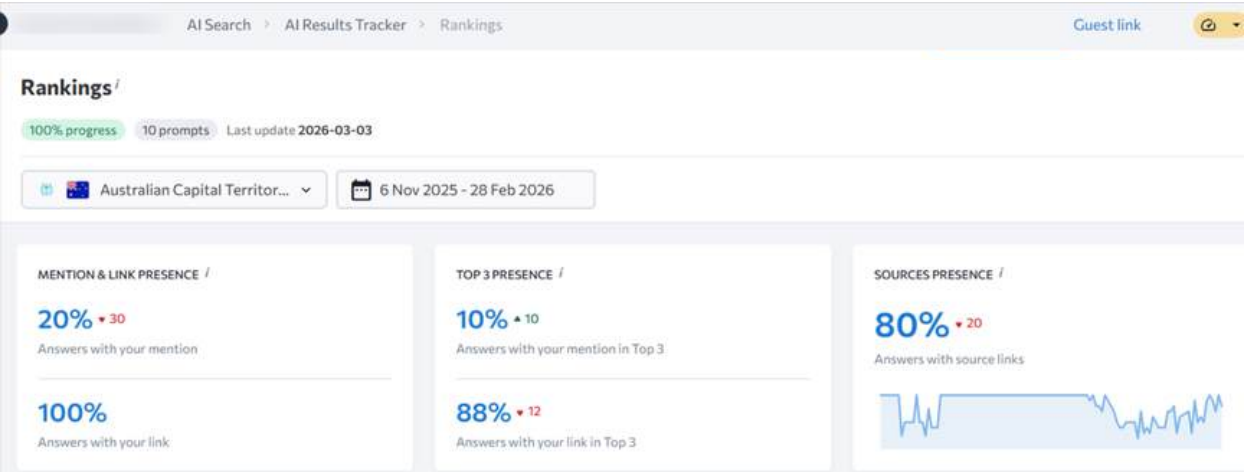
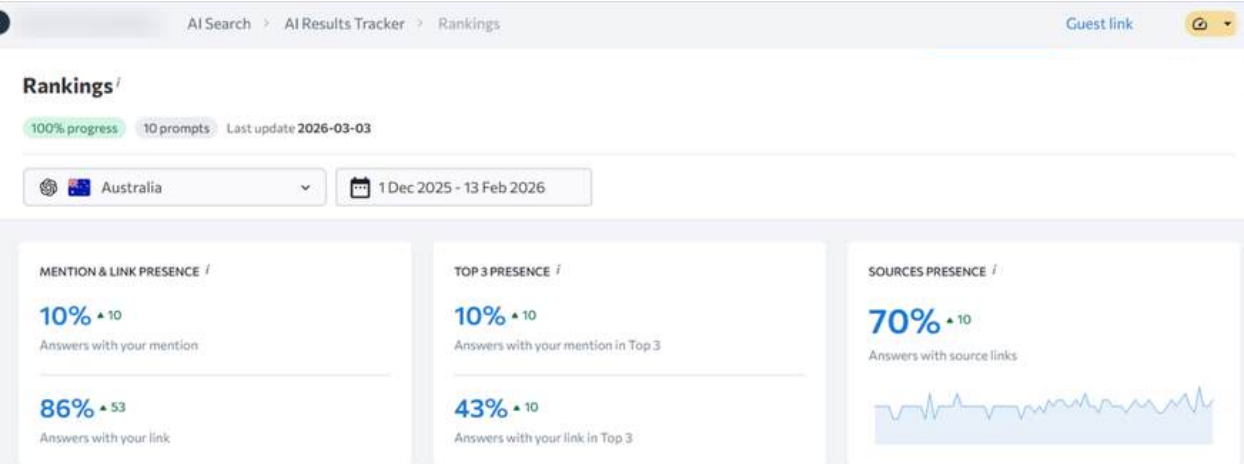
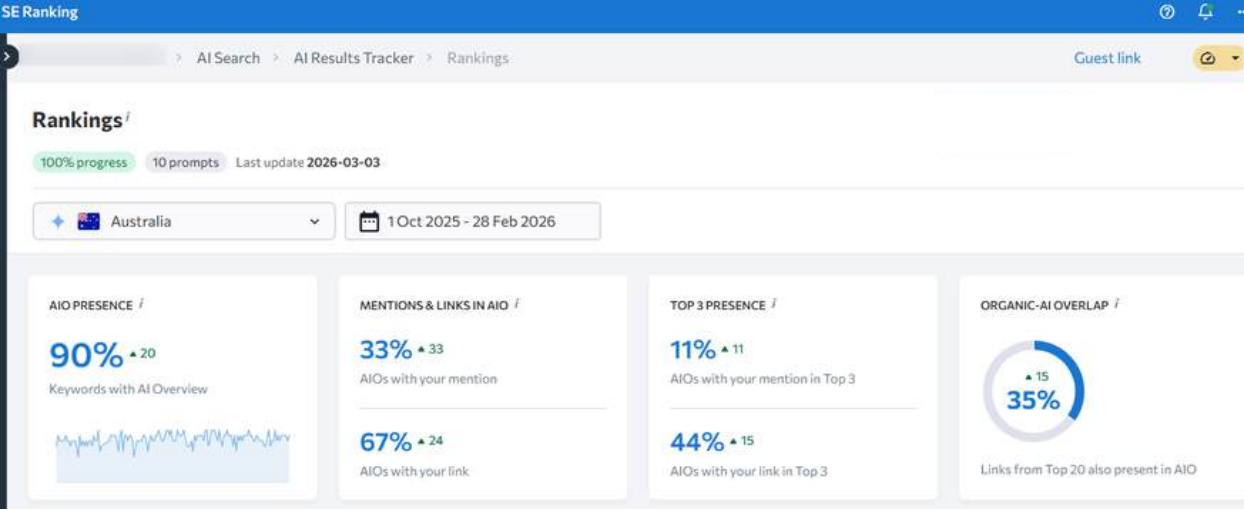
The brand has gained strong momentum across AI Overviews, ChatGPT, Perplexity .

ChatGPT

The website is achieving link presence and brand mentions within AI answers.

Perplexity

The brand is also securing Top 3 visibility in 3 AI platforms.



Future Ready Growth

The campaign successfully positioned the brand for the future of search by strengthening visibility across both traditional search engines and AI-driven platforms. This approach reduced reliance on clicks alone and secured presence within AI-generated responses.

As a result, the strategy delivered measurable growth, driving high-quality traffic and strong user engagement. The brand has also achieved significant mentions and link presence across AI platforms, including AI Overviews, ChatGPT and Perplexity, reinforcing its authority and visibility in emerging AI search experiences.

THANK YOU!