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Built and run by 1Digital
PART OF THE 1DIGITAL FAMILY

AI SEO CASE STUDY · DIGITAL MARKETING AGENCY

The agency AI recommends *first*

A national ecommerce agency went from page five of Google to the firm AI tools name most when buyers ask who to hire.

68% of buyer questions answered by AI name this agency, more than any of 8 tracked competitors

2x
cited as a source more than the nearest competitor (19 vs 9 answers)

43 → 20
average Google position, Jun-Aug 2025 vs Sep-Nov 2026

+28%
more clicks in the first 9 days of Nov 2026 than in all of Nov 2025

#1
of 9 agencies tracked across 5 AI tools

THE CHALLENGE

Buyers no longer just search Google for an ecommerce agency. They ask ChatGPT, Perplexity or Gemini who to hire, and the answer names three or four firms. The agency had no way to see whether AI tools mentioned it, or which competitors they recommended instead.

WHAT WE DID

- Tracked the questions real buyers ask, across ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews, every week with Found in AI.
- Found the answers where competitors were named and the agency was not, then published pages built to close each gap.
- Kept the SEO program running alongside it: technical fixes, internal links and content refreshes, on a site run on WorkspaceCMS.

Share of buyer questions where AI names the brand



Tracked weekly in ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews.

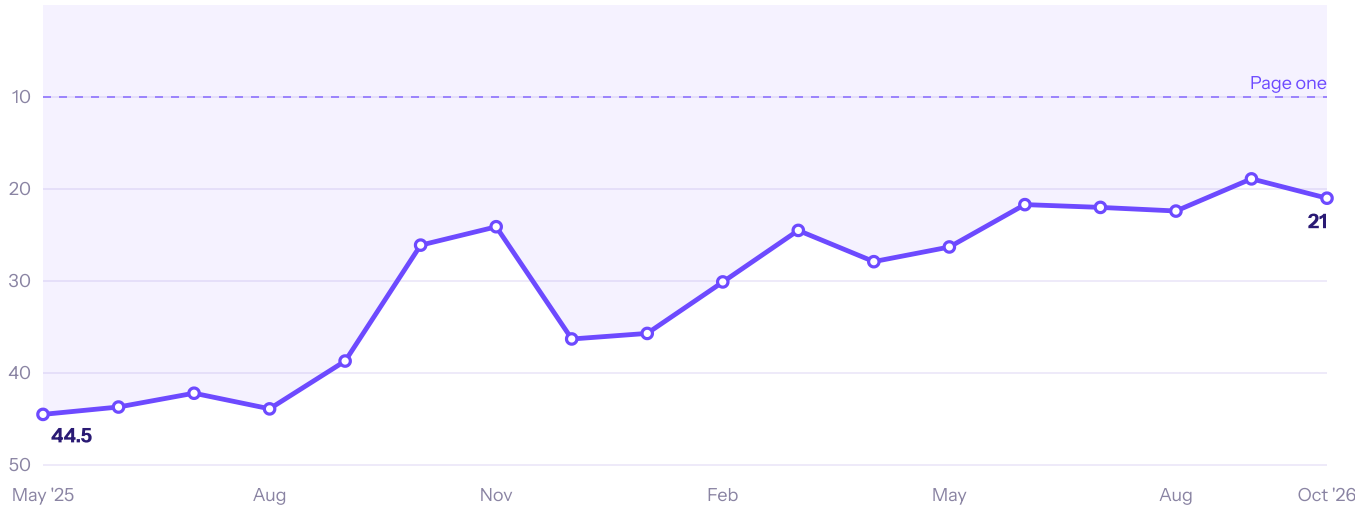
THE RESULT

AI tools now name the agency in 68% of tracked buyer questions and cite its pages twice as often as the closest competitor. Average Google position climbed from about 43 to about 20 over 18 months, and November 2026 clicks passed all of November 2025 in nine days.

Measured with Found in AI. Google figures: Search Console, May 2025 to Nov 2026. AI figures: Found in AI tracking since Oct 19, 2026. Client name withheld at the client's request. Results vary by industry, competition and starting point.

Found in AI is a 1Digital tool. Our team ran this campaign.
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18 MONTHS ON GOOGLE



Average Google position by month (lower is better), weighted by impressions. Source: Google Search Console.

TIMELINE

MID 2025
Average Google position around 43: page five for most searches.

OCT 2025
Average position under 27 for the first time.

SEP 2026
Best month on record: average position 18.9.

OCT 2026
Found in AI tracking begins. Named in 70% of buyer questions in the first week.

NOV 2026
1,301 clicks in nine days, more than all of November 2025.

AI TOOLS, ONE BY ONE

AI TOOL	NAMED	CITED
ChatGPT	27%	27%
Claude	36%	5%
Perplexity	27%	32%
Gemini	27%	9%
Google AI Overviews	35%	30%

Share of tracked questions, week of Oct 26, 2026. Across all five tools together the client is named in 68% and cited in 50%.

HOW WE MEASURED

- Five AI tools: ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews, checked on a schedule by Found in AI.
- 1,202 AI answers read from Oct 19 to Nov 2, 2026: a 22-question core set of buyer questions and a 54-question extended set used for citations.
- Eight competing agencies tracked in the same answers.
- Google figures from Search Console, May 2025 to Nov 9, 2026: 18 months of daily data.
- Named: the answer mentions the agency. Cited: a source in the answer links to the agency's own site.