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AI SEO CASE STUDY · SPECIALTY HEALTH FOODS

Page one on Google, first in *AI*

A specialty health food brand moved from page two to page one on Google and now leads 10 competitors in AI answers.

#1 of 11 tracked brands in AI answers about its category

68%
of tracked AI answers cite the brand's own site

17 → 8
average Google position, Jun-Aug 2025 vs Sep-Nov 2026

+13%
site sessions year over year (171k to 194k)

47%
of buyer questions name the brand, vs 37% for the next best

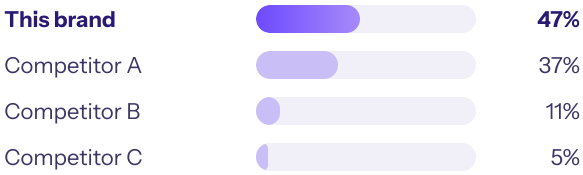
THE CHALLENGE

Shoppers with dietary needs research carefully, and more of that research now happens in AI tools. The brand ranked on page two for most of its terms and had no view of whether AI tools recommended it or its larger competitors.

WHAT WE DID

- Expanded and restructured product and category content around the questions shoppers ask.
- Tracked 10 competing brands across ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews with Found in AI.
- Published answer-first guides and FAQ content targeting the answers where competitors were named.

Share of buyer questions where AI names the brand



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

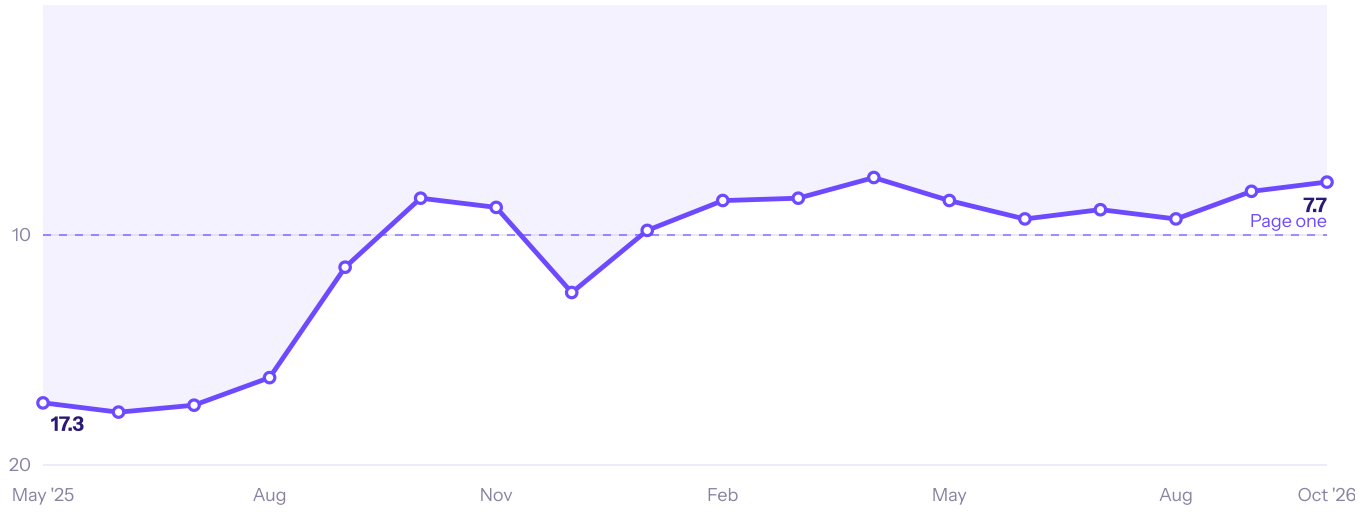
THE RESULT

The brand now leads all 10 tracked competitors in AI answers, with its own site cited in 68% of them. On Google it moved from page two to page one, and sessions grew 13% year over year.

Measured with Found in AI. Google figures: Search Console, May 2025 to Nov 2026. Sessions: Google Analytics, Aug 11 to Nov 9. AI figures: Found in AI tracking since Oct 23, 2026. Client name withheld at the client's request. Results vary by industry, competition and starting point.

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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 17: page two.

OCT 2025
Average position 8.4: onto page one.

APR 2026
Best month on record: average position 7.5.

OCT 2026
Found in AI tracking begins. #1 of 11 brands in the first full week.

AUG-NOV 2026
Site sessions up 13% year over year, 171k to 194k.

AI TOOLS, ONE BY ONE

AI TOOL	NAMED	CITED
ChatGPT	16%	16%
Claude	21%	21%
Perplexity	32%	47%
Gemini	37%	42%
Google AI Overviews	31%	15%

Share of tracked questions, week of Oct 26, 2026. Across all five tools together the client is named in 47% and cited in 68%.

HOW WE MEASURED

- Five AI tools: ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews, checked on a schedule by Found in AI.
- 188 AI answers read from Oct 23 to Nov 2, 2026, across 19 questions shoppers ask about the category.
- Ten competing brands 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 brand. Cited: a source in the answer links to the brand's own site.

Measured with Found in AI. Client name withheld at the client's request. All figures are real and rounded, never adjusted. Results vary by industry, competition and starting point.

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