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Built and run by 1Digital
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AI SEO CASE STUDY · HEMP AND CBD ECOMMERCE

Nearly twice as visible as the nearest *competitor*

A national hemp and CBD brand now leads its category in AI answers, in a market where paid ads are restricted and organic visibility is everything.

64% of buyer questions answered by AI name this brand, #1 of 6 tracked brands

73%
of answers cite the brand's own site as a source

Nearly 2x
the visibility of the nearest competitor (64% vs 36%)

48%
of Google AI Overviews name the brand

27 → 12
average Google position, Jun-Aug 2025 vs Sep-Nov 2026

THE CHALLENGE

Hemp and CBD brands cannot lean on Google or Meta ads the way other ecommerce stores can. Organic search and AI answers are the main way new customers find them, and the category is crowded with lookalike products.

WHAT WE DID

- Ran a long-term ecommerce SEO program: category pages, product content, technical fixes and link building.
- Tracked buyer questions in ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews with Found in AI every week.
- Turned each answer where a competitor was named into a content brief, then published pages built to be quoted.

Share of buyer questions where AI names the brand



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

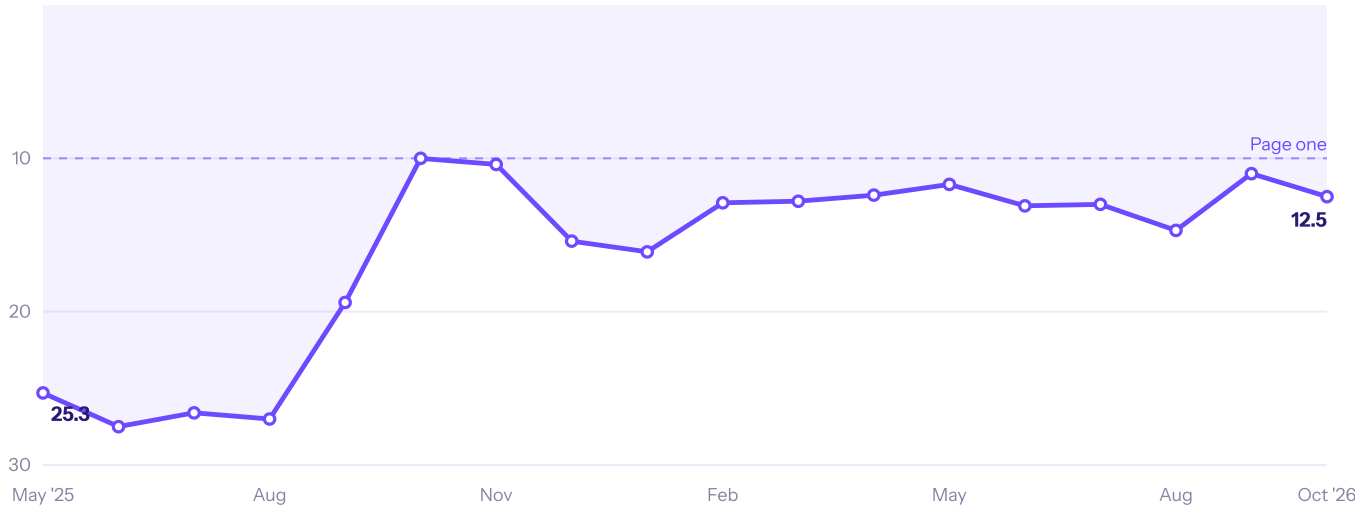
THE RESULT

The brand is named in 64% of tracked buyer questions, nearly twice its closest competitor, and its own pages are cited in 73% of answers. On Google, average position improved from about 27 to about 12 and has held near page one for over a year.

Measured with Found in AI. Google figures: Search Console, May 2025 to Nov 2026. 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.

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 27: page three.

OCT 2025
Average position 10.0: onto page one.

2026
Held between 11 and 16 every month of the year.

OCT 2026
Found in AI tracking begins. Named in 64% of buyer questions in the first full week, #1 of 6 brands.

OCT 2026
Cited as a source in 73% of answers, and named in 48% of Google AI Overviews.

AI TOOLS, ONE BY ONE

AI TOOL	NAMED	CITED
ChatGPT	27%	23%
Claude	41%	27%
Perplexity	32%	45%
Gemini	32%	50%
Google AI Overviews	48%	52%

Share of tracked questions, week of Oct 26, 2026. Across all five tools together the client is named in 64% and cited in 73%.

HOW WE MEASURED

- Five AI tools: ChatGPT, Claude, Perplexity, Gemini and Google AI Overviews, checked on a schedule by Found in AI.
- 176 AI answers read from Oct 23 to Nov 1, 2026, across 22 buyer questions about the brand's category.
- Five 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.