foundinseo™

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

SEO CASE STUDY · THERMAL AND NIGHT-VISION OPTICS RETAILER

Twice the clicks in a *year*

An optics retailer selling thermal and night-vision gear more than doubled its Google clicks and moved most of its target keywords onto page one.

+124% more Google clicks, Aug-Oct 2026 vs Aug-Oct 2025 (15,753 to 35,348)

2x
impressions, from 500k to 1.04 million in the same three months

3 → 9
tracked keywords on Google's page one

15 of 16
tracked keywords now ranking, up from 9

0 → 2
tracked keywords in the top 3

THE CHALLENGE

Thermal and night-vision buyers research for weeks before spending thousands of dollars. The store sat behind large outdoor retailers for the searches that matter, and almost half of its target keywords did not rank at all.

Google clicks, Aug to Oct

Aug-Oct 2025	15,753
Aug-Oct 2026	**35,348**

Source: Google Search Console, the client's own site.

WHAT WE DID

- Tracked 16 high-value keywords every week in Found in SEO.
- Built product and category content that answers what buyers compare: range, resolution, use case and price.
- Fixed technical issues so new product pages were indexed and ranking quickly.

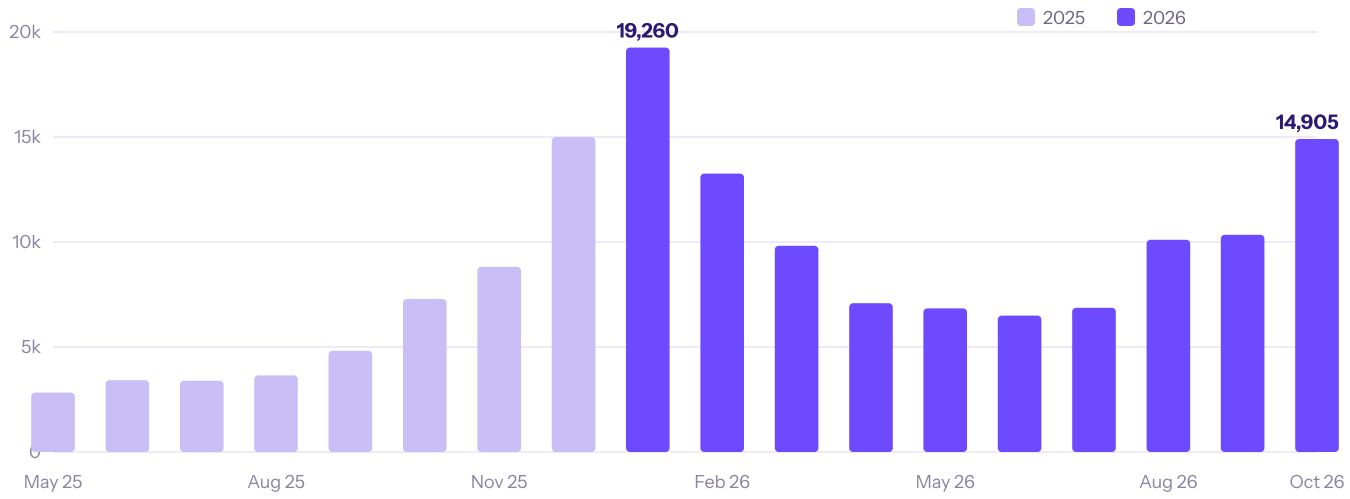
THE RESULT

Clicks from Aug to Oct 2026 more than doubled against the same months in 2025, and impressions doubled to over a million. 9 of 16 tracked keywords now rank on page one, up from 3, and 15 of 16 rank in the top 100.

Measured with Found in SEO and Google Search Console. Rankings: Found in SEO, Mar 2025 to Nov 2026. Clicks: Search Console, May 2025 to Oct 2026. Client name withheld at the client's request. Results vary by industry, competition and starting point.

Found in SEO is a 1Digital tool. Our team ran this campaign.
1digitalagency.com · foundinai.ai

18 MONTHS OF GOOGLE CLICKS



Monthly clicks from Google Search Console. Aug, Sep and Oct 2026 each brought more than double the clicks of the same month in 2025.

TIMELINE

MAR 2025
Found in SEO tracking begins on 16 keywords. 7 not ranking.

DEC 2025
Clicks pass 14,000 in a month for the first time.

JAN 2026
Best month in the 18 months measured: 19,260 clicks.

OCT 2026
14,905 clicks, double October 2025.

NOV 2026
9 keywords on page one, 15 of 16 ranking.

TRACKED KEYWORDS, THEN AND NOW

GOOGLE POSITION	FIRST CHECK	NOW
Top 3	0	**2**
Page one (top 10)	3	**9**
Ranking in the top 100	9	**15**
Not ranking	7	**1**

16 keywords tracked weekly in Found in SEO, latest check Nov 1, 2026. 12 improved their position and 2 slipped.

HOW WE MEASURED

- Rankings: weekly Google position checks in Found in SEO on a fixed list of 16 keywords chosen at the start.
- Clicks and impressions: Google Search Console for the client's own site.
- Year-over-year comparisons use the same months in each year.
- Client name and keywords withheld. All figures are real and rounded, never adjusted.

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