

Adworkly - SEO and AI Visibility Case Studies

Case Study 1: AI Humanizer

AI Humanizer helps creators and marketers make AI-generated text sound natural. The goal was to increase search visibility and improve mentions in AI assistant responses.

The team had good product demand but lacked visibility for high-intent keywords and was absent in AI-generated summaries. The objective was to improve rankings and share of voice in LLM results.

SEO and AI Strategy

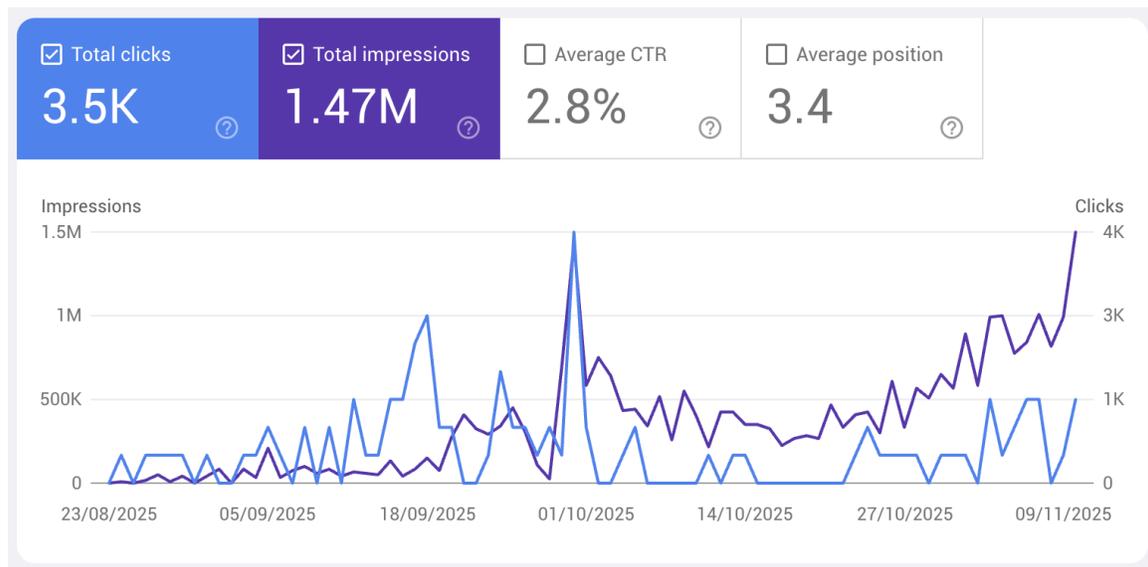
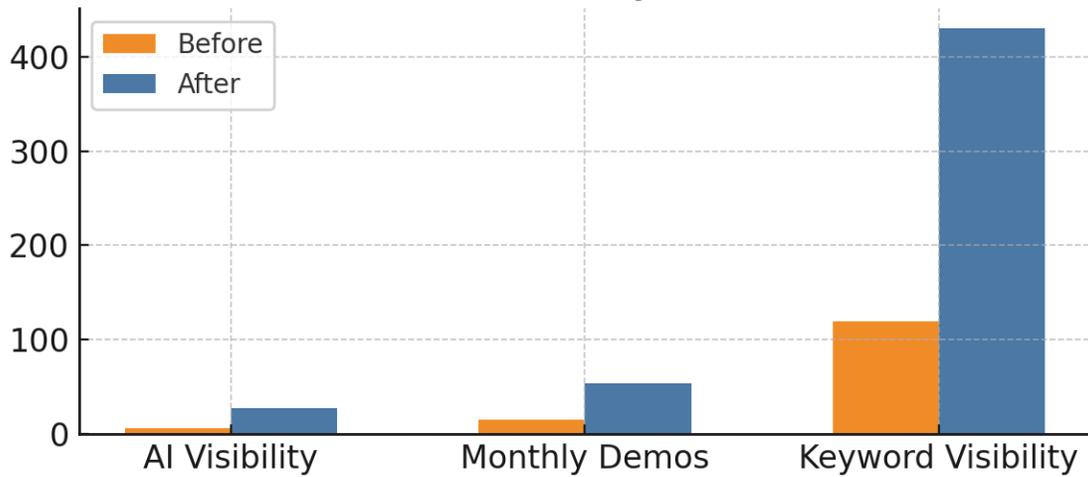
- Researched 30 high-intent keywords such as 'ai humanizer tool' and 'humanize ai text'.
- Updated landing pages with FAQ schema and clear question-answer structures to align with LLM content patterns.
- Built niche backlinks through guest content and added mentions on relevant directories.

Performance Snapshot

Query	Impressions	Clicks	CTR	Average Position
ai humanizer	4,200	220	5.2%	7.8
humanize ai text	1,900	72	3.8%	9.6
make ai text sound human	1,200	48	4.0%	11.2
gpt humanize tool	800	29	3.6%	12.5

Total tracked queries: 8,100 impressions and 369 clicks.

AI Humanizer - Visibility and Conversions



Clear, structured content helped AI Humanizer appear in assistant summaries and increased demo signups.

Case Study 2: Dental Practice (Local SEO)

A dental clinic with five branches wanted to improve its visibility in Google Maps and local search results. The clinic ranked low for 'dentist near me' searches and had inconsistent listings.

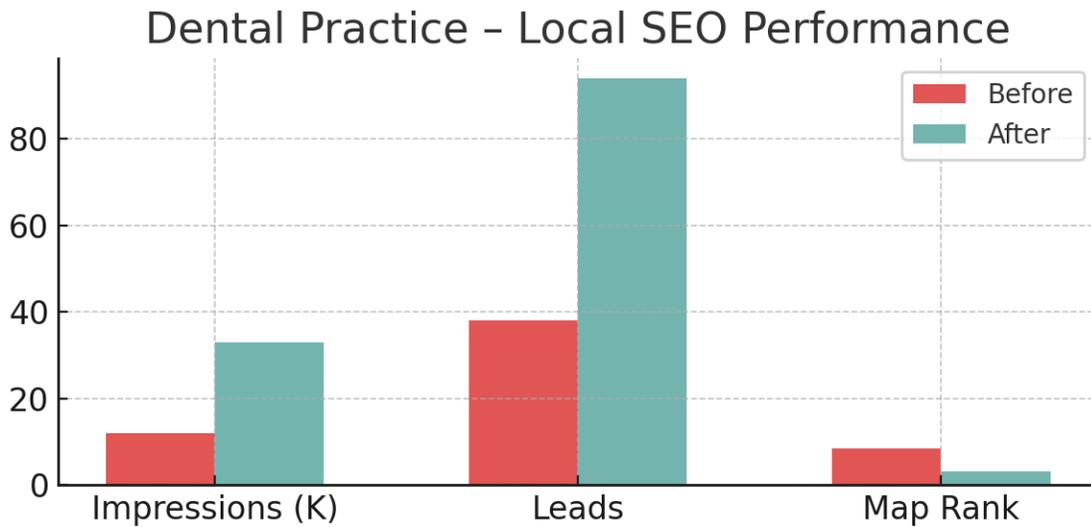
Local SEO Actions

- Cleaned and standardized NAP data across directories and Google Business Profiles.

- Created location pages with LocalBusiness schema and city-specific keywords.
- Launched review campaigns to generate consistent feedback and improved site load times.

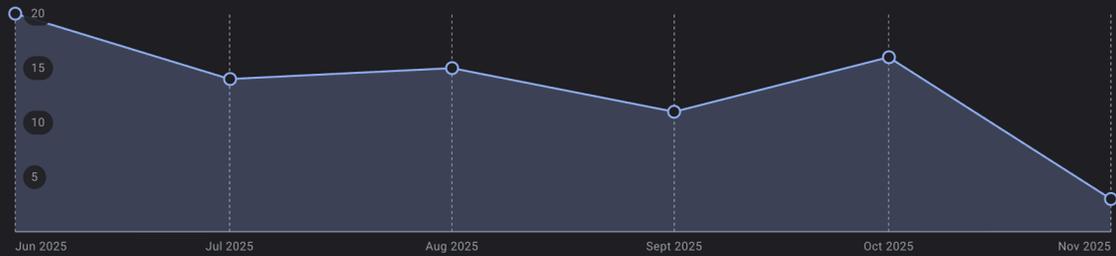
Performance Snapshot

Metric	Before	After	Change
Monthly Local Impressions	12,000	33,000	+175%
Qualified Leads	38	94	+147%
Average Map Rank	8.4	3.2	Top 3



279

Calls made from your Business Profile



3834

Business Profile interactions ⓘ



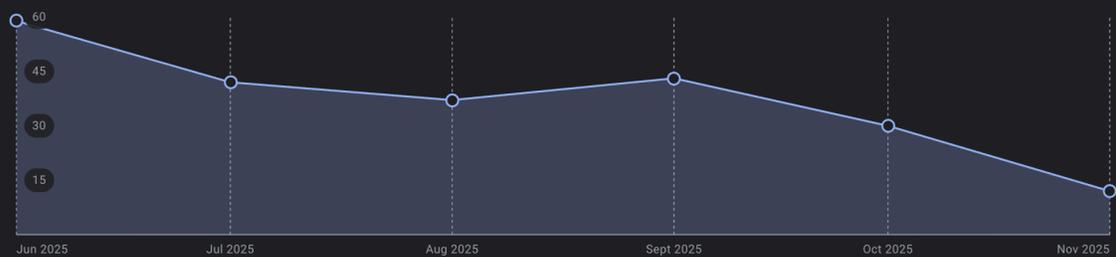
132

Website clicks made from your Business Profile



783

Direction requests made from your Business Profile



Improving listings, schema, and reviews increased impressions and leads across all five clinic locations.

Case Study 3: Reddit Keyword Tracker

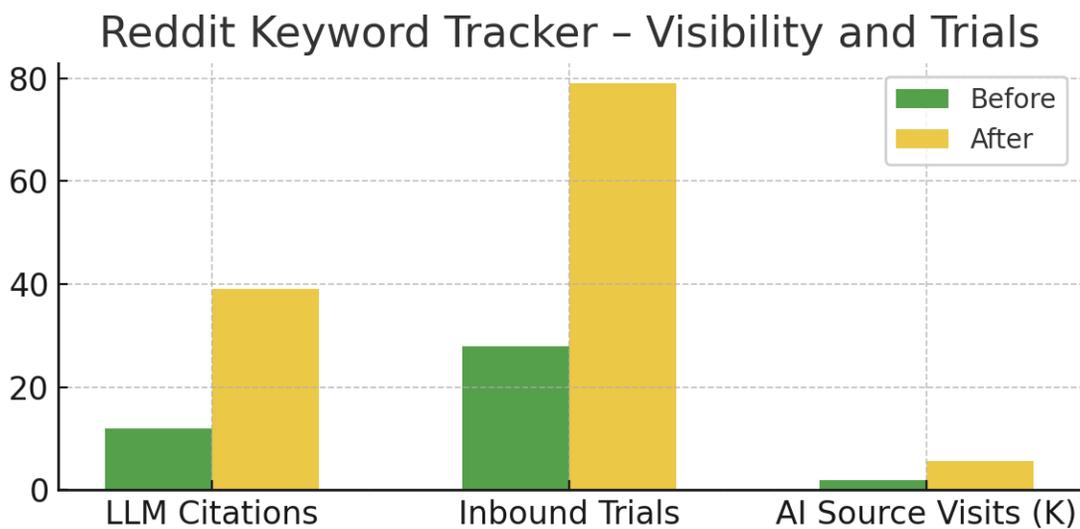
Reddit Keyword Tracker monitors conversations on Reddit to identify rising keywords and brand mentions. The focus was on improving visibility for community intelligence and Reddit monitoring queries.

SEO and AI Strategy

- Built educational content clusters around Reddit marketing and community research.
- Optimized articles for voice search and AI summary inclusion using FAQ schema.
- Published data insights that earned backlinks from marketing blogs and trend newsletters.

Performance Snapshot

Query	Impressions	Clicks	CTR	Avg. Position
reddit keyword tracker	2,400	115	4.8%	8.3
reddit trend alerts	1,600	58	3.6%	10.1
monitor reddit mentions	1,000	34	3.4%	12.2
reddit monitoring tool	700	21	3.0%	13.9



Publishing practical guides and structured content improved search rankings and made the brand more visible in AI summaries and discussions.