



# Client Case Studies Portfolio

Traffic Growth, Domain Authority & AI Search Visibility (GEO)

April 2026

## Portfolio at a Glance

Enception AI specializes in helping B2B SaaS, e-commerce, and local businesses grow their organic traffic and visibility across both traditional search (Google) and AI search engines (ChatGPT, Perplexity, Google AI Overview).

**257K+**

Combined Monthly Visits

**50+**

Brands Served

**DR 54**

Highest DR Achieved

**6**

Brands Cited by  
ChatGPT

## Case Study 1: Makeform.ai



**Makeform.ai**

AI-Powered Form Builder | B2B SaaS | makeform.ai

**Traffic Growth: 0 → 152,810 Monthly Visits**

**152,810**

Monthly Visits

**DR 54**

Domain Rating  
(Ahrefs)

**+41%**

Growth in 2 Months

**16 mo**

Time to Scale

Metric	Value
Monthly Visits	152,810
Bounce Rate	33.05%
Pages per Visit	3.77
Avg Session Duration	1:56
Growth (2-month)	+41%
Domain Rating	54

## GEO Results: Appearing in ChatGPT

### ChatGPT Query: "best AI form maker"

Makeform.ai consistently appears in ChatGPT's recommendations when users ask about AI form builders. The AI cites Makeform as a top alternative alongside established players like Typeform and Google Forms, crediting its AI-powered question generation and drag-and-drop interface.

### What is the best AI form maker?

Good question. There's no one "best" AI form maker — it depends on what you need (surveys vs quizzes vs lead gen), how much customization you want, and how advanced your workflow is. But here are some of the top AI-powered form creators right now, plus what makes each one good — and when you might pick which.

### Top AI Form Makers to Consider

#### 1. Makeform.ai

- Very AI-native: you describe what you want in plain English, and the AI builds the form (questions, logic, design) automatically. Makeform +2
- Supports conditional logic, custom branding, and integrations (Google Sheets, Slack, Zapier, etc.). Makeform
- Free plan and paid "Pro" tier. Makeform
- Great if you want fast, conversational form creation and don't want to do drag-and-drop for everything.

### What We Did

- **Domain Authority Building:** Grew DR from 0 to 54 through systematic link building across 16 months
- **SEO Content:** Created 100+ optimized articles targeting "AI form builder", "best form maker", and long-tail variants
- **Reddit Marketing:** Built organic presence in r/SaaS, r/startups, r/webdev, and r/nocode communities
- **GEO Strategy:** Ensured AI-friendly content structure (Q&A format, structured data, authoritative citations)

# Case Study 2: JobRight.ai



**Jobright**

**JobRight.ai**

AI Job Search Platform | B2B SaaS | jobright.ai

## Domain Authority: DR 51 & ChatGPT Visibility

**DR 51**

Domain Rating

**22 mo**

Partnership Duration

**Top 3**

ChatGPT Ranking

### ChatGPT Query: "best AI job search copilot"

JobRight.ai is consistently featured in ChatGPT's recommendations for AI-powered job search tools. When users ask about job search copilots, AI assistants, or resume optimization platforms, JobRight appears alongside LinkedIn and Indeed.

What is the best AI job search copilot?

Great question. It depends a lot on *what you mean* by "AI job search copilot" — do you want help finding jobs, applying to them, prepping for interviews, or all of the above? Here are some of the top tools out there right now, along with pros and trade-offs. (Then I'll suggest which might be "best" depending on different job-search styles.)

### Top AI Job-Search Copilots to Consider

#### 1. Jobright.ai

- Very full-featured: job matching, resume tailoring, networking — they call their AI "Orion" the copilot. Jobright AI
- Matches you to roles based on skills, not just titles. Jobright AI
- Helps with referrals — recommends insider connections. Jobright AI
- Pros: very personalized, good for quality over quantity.
- Cons: might require more setup to tailor things closely.

### What We Did

- **Domain Authority:** Grew DR to 51 over 22 months through consistent high-quality backlink acquisition
- **Reddit Community Building:** Strong presence in *r/jobs*, *r/resumes*, *r/cscareerquestions* with authentic engagement
- **Social Signals:** Reddit threads mentioning JobRight generate strong social signals that AI models pick up

- **Content Authority:** Built comprehensive job search guides and career advice content that AI systems recognize as authoritative

## Case Study 3: ChatSlide.ai



**ChatSlide.ai**

AI Presentation Platform | B2B SaaS | chatslide.ai

### Sustained Traffic: 104K+ Monthly Visits Over 22 Months

**104,340**

Monthly Visits

**+18%**

Recent Growth

**38.5%**

Bounce Rate

**22 mo**

Sustained Above 90K

Metric	Value
Monthly Visits	<b>104,340</b>
Bounce Rate	38.50%
Pages per Visit	2.88
Growth (2-month)	<b>+18%</b>
Baseline Visits	90K+ consistently

### What We Did

- **SEO Content Library:** Built extensive article library at [chatslide.ai/articles](https://chatslide.ai/articles) covering presentation tips, AI tools, and academic use cases
- **Reddit Growth:** Organic community presence in [r/presentations](https://www.reddit.com/r/presentations/), [r/productivity](https://www.reddit.com/r/productivity/), [r/college](https://www.reddit.com/r/college/) subreddits
- **Sustained Engagement:** Maintained 90K+ baseline visits over 22 months through consistent content and community engagement

## Case Study 4: Assyro.com



### Assyro.com

Pharma Regulatory AI | B2B SaaS | assyro.com

#### Rapid Growth: DR 0 → 40 in 4 Months

**DR 40**

From 0 in 4 Months

**+300%**

Traffic Growth (3 mo)

**815**

Monthly Visits

**40.6%**

Bounce Rate

#### The Fastest DR Growth in Our Portfolio

Assyro went from a brand new domain (DR 0) to DR 40 in just 4 months — the fastest authority growth we've achieved. Combined with the client's own SEO efforts, organic traffic grew from 0 to 1,000 monthly visits in the same period.

#### What We Did

- **DR Boost Package:** Systematic high-quality backlink acquisition targeting pharma and biotech publications
- **Content Foundation:** Established regulatory compliance content that positions Assyro as an industry authority
- **Combined Strategy:** Our DR building complemented the client's on-site SEO to achieve exponential early-stage growth

## Case Study 5: Local Business GEO

### Trust Auto

Auto Repair | Markham, Canada | trustauto.ca

### California Dental Home

Dental Services | Milpitas, CA | californiadentalhome.com

Who is the best pediatric dentist in Palo Alto?

Good question. "Best" can depend a lot on what you value (gentleness, experience, location, whether they do sedation, special-needs care, etc.). But here are some of the top pediatric dentists in **Palo Alto, CA**, plus a couple to strongly consider, based on credentials and reviews — and what makes them stand out. You can pick based on what matters most to you.

#### Top Pediatric Dentists in / near Palo Alto

1. **Dr. S. Brian Liu** — *California Dental Home*

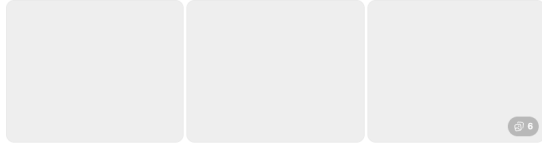
- Board-certified pediatric dentist. California Dental ...
- Very child-friendly environment, and they emphasize prevention + education. California Dental ...
- Highly recommended by parents: "gentle, comprehensive" care. California Dental ...
- Office: 2345 Yale Street, Palo Alto. California Dental ...

What are the best car dealers in Richmond, British Columbia?

Here are five well-reviewed car dealerships in Richmond, BC, each with a different focus so you can choose the one that best fits your needs:

#### 1. Richmond Auto Mall

★ 4.1 · Car dealer



#### Why it stands out:

- A large auto complex: 21 brands and 18 dealerships at the same location. Richmond Auto M...
- Great if you want a wide selection of new and pre-owned vehicles in one place.
- Good for comparison shopping across makes.

**Tip:** Because it's large, call ahead for the specific brand or model you're targeting so you're dealing with the right sub-dealer.

#### 2. Trust Auto Sales

★ 4.2 · Car dealer

### ChatGPT: "best auto repair Markham"

Trust Auto now appears in ChatGPT recommendations for auto repair services in Markham. Local GEO strategy focused on comprehensive service pages, Google Business Profile optimization (100+ reviews), and community engagement.

### ChatGPT: "dentist Milpitas CA"

Dr. Brian Liu's practice appears in AI recommendations for dental services in Milpitas. Local authority built through Google reviews, service-specific pages, and schema markup implementation.

### Local GEO: Lower DR Threshold

Unlike global B2B SaaS, local businesses can achieve AI search visibility with lower domain authority. The key factors are: (1) comprehensive location-specific content, (2) strong Google Business Profile with 100+ reviews, (3) NAP consistency, and (4) community signals from local platforms.

# Our GEO Methodology

Generative Engine Optimization (GEO) is the practice of making your brand visible in AI-powered search results. Here's how we achieve it:

## Month 1 — Foundation

Site audit, keyword research, content strategy, DR boost initiation. Fix technical SEO issues and establish content foundation.

## Months 2-3 — Early Signals

Publish 20-50 optimized articles, begin Reddit presence, acquire first backlinks. Traffic starts showing initial growth signals.

## Months 4-6 — Significant Growth

Content compounds, backlinks mature, Reddit threads start ranking. DR crosses the threshold for AI citation eligibility (typically DR 30-40).

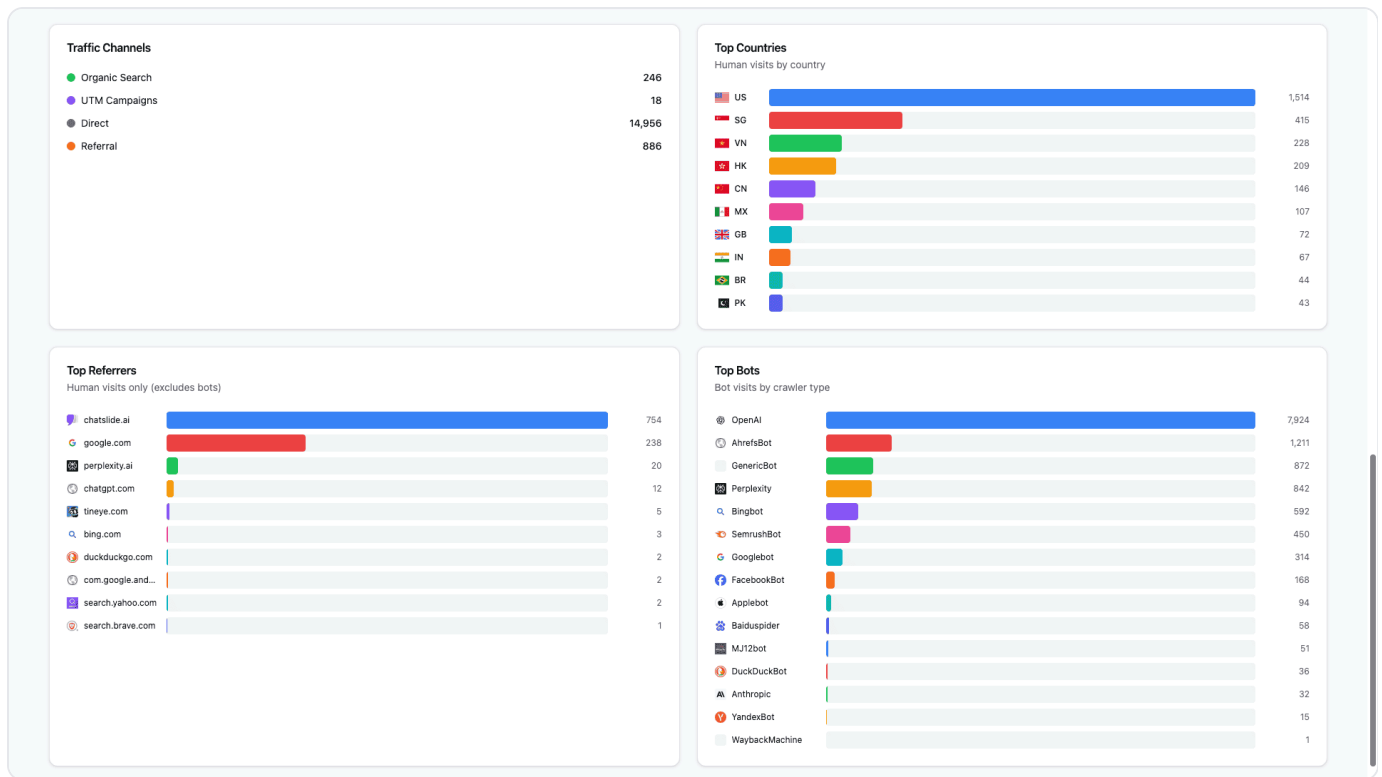
## Months 6+ — AI Visibility

Brand starts appearing in ChatGPT, Perplexity, and Google AI Overview responses. For established sites (100K+ visits), this can happen in 4-6 months.

## Traffic Distribution Formula

Healthy organic growth follows a balanced traffic distribution:

Source	Target %	Why It Matters
Organic Search	32-35%	SEO content and keyword rankings
Direct Traffic	30-40%	Brand recognition and repeat visits
Social Media	20-28%	Reddit, LinkedIn, community engagement
Referrals	6-8%	Backlinks and partner sites



## Domain Authority Threshold for AI Citations

### The DR 40–50 Threshold

Our data shows that brands with Domain Rating above 40–50 are significantly more likely to be cited by AI search engines. This threshold, combined with strong social signals (Reddit presence) and comprehensive content, creates the conditions for consistent AI mentions.

Client	Domain Rating	ChatGPT Cited?	Time to Citation
Makeform.ai	54	Yes	~12 months
JobRight.ai	51	Yes	~18 months
Assyro.com	40	Emerging	4 months (early)
Trust Auto	<20	Yes (local)	~6 months
CA Dental Home	<20	Yes (local)	~6 months

**Key insight:** Local businesses can achieve GEO visibility with lower DR because AI models weigh local signals (reviews, location data, NAP consistency) differently from global authority. B2B SaaS brands typically need DR 40+ for consistent AI citations.

## Our Services

Service	Price	Best For
Website Development	From \$2,000	New sites, redesigns, Shopify or Next.js
DR Boost Package	\$1,000–\$2,000 (one-time)	New sites needing fast authority
Reddit Marketing	\$500–\$2,000/mo	Community-driven brands, GEO
Basic Content Package	\$1,000/mo	50 articles/month, SEO foundation
Content Distribution	\$2,500/mo	Articles + Reddit + backlinks
Results-Driven GEO	\$5,000+/mo	Committed traffic targets + dedicated strategist

### Enception AI

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