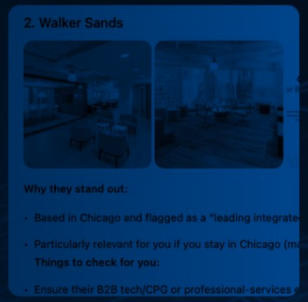
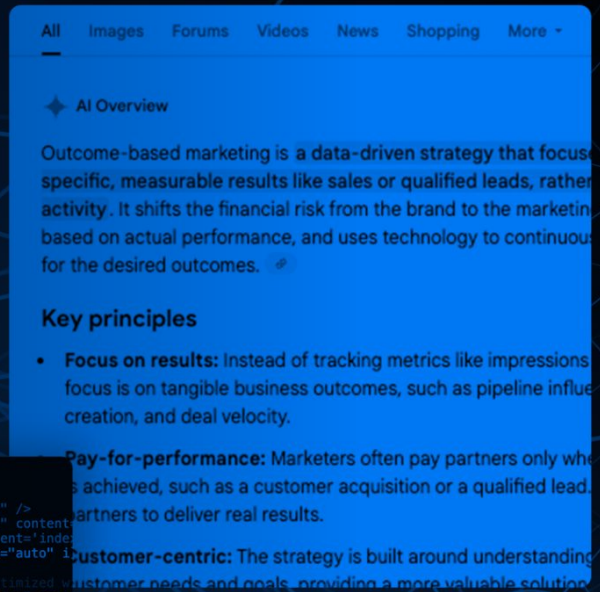
Generative Engine Optimization | Case Study

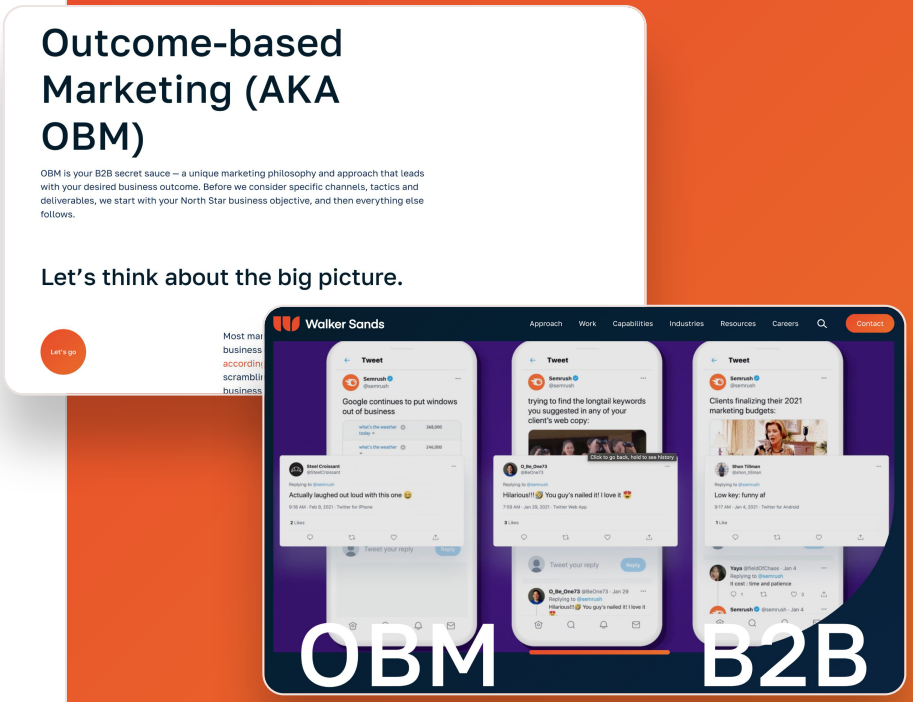




Walker Sands

The Situation

In late 2024, we launched the Walker Sands website to align our digital strategy with new OBM-driven messaging. After the launch, we saw a sharp decline in organic traffic, which underscored the need to rebuild visibility and momentum for focus keyword prompts and phrases.



The Situation

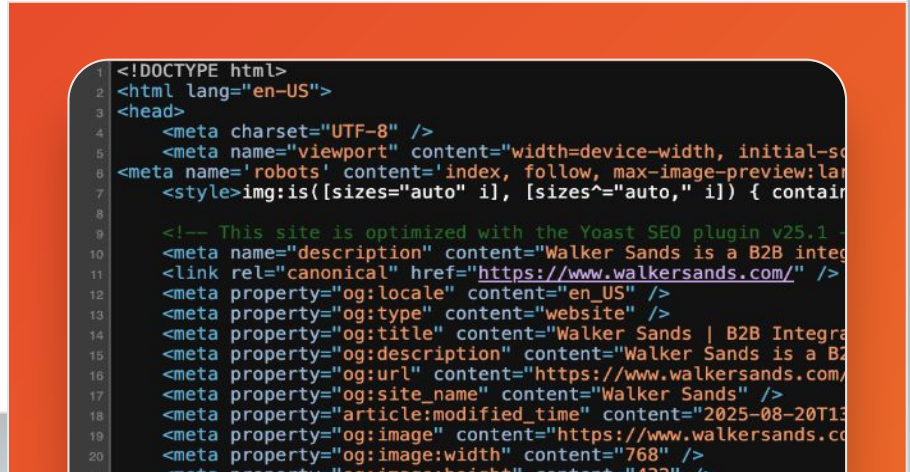
In 2025, we expanded our focus beyond traditional SEO to embrace GEO, working to optimize content for discoverability within AI and answer engines. This meant building intent-driven, semantically rich content, integrating AI-ready metadata and schema and positioning Walker Sands as a holistic B2B growth partner.

The Situation

Walker Sands had a strong legacy of established visibility and momentum around our focus keyword prompts and phrases. In 2025, we expanded our focus beyond traditional SEO to embrace GEO, working to optimize content for discoverability within AI and answer engines.

While SEO laid the groundwork through improved technical health and keyword alignment, GEO became the next evolution through:

- Building intent-driven, semantically rich content
- Integrating AI-ready metadata and schema
- Positioning Walker Sands as a holistic B2B growth partner.



Our Approach

We pivoted to GEO as the foundation of our digital strategy, recognizing that future visibility depends on how AI systems interpret and represent our brand, not just how we rank.

We rebuilt our site and content through a GEO-first framework:

Technical foundation
Implemented structured headers, page tagging and schema markup to help AI models understand content hierarchy and relationships.

Content strategy
Created semantically rich, intent-based content optimized for both human searchers and AI retrievers.

Authority building

Amplified leadership thought pieces, earned media and awards to strengthen expertise signals across human and AI audiences.

Performance optimization
Enhanced crawlability, fixed technical issues, improved load times and expanded long-tail, conversational keyword coverage.

By integrating GEO across technical, editorial and authority layers, we built a proactive visibility strategy that is designed for how algorithms read, learn, and respond in an AI-driven world.

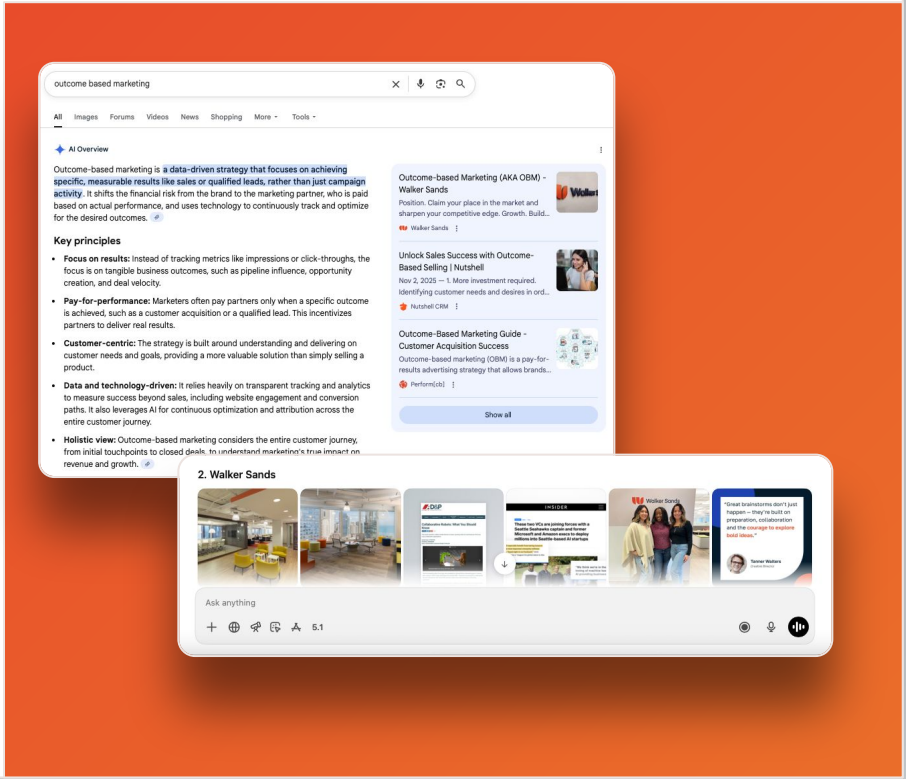
Program Results

Redefined visibility across traditional and AI-driven search:

+108%
AI referral traffic
(1,055 → 2,189 sessions; 1,596 from ChatGPT)

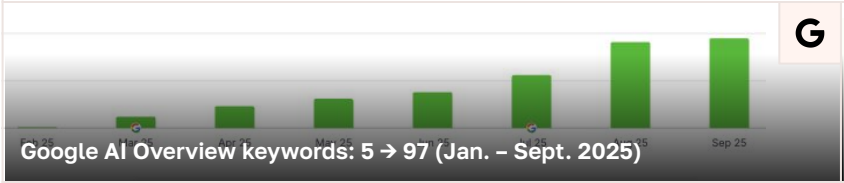
+96%
Engaged sessions
(582 → 1,139)

+41%
Key events
signaling stronger visibility and higher-quality engagement

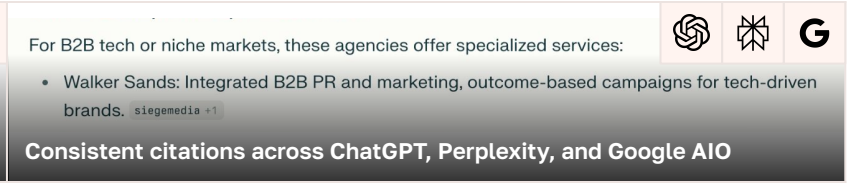


Program Results

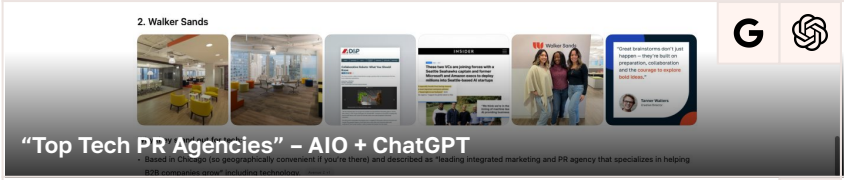
Established measurable authority in generative results:



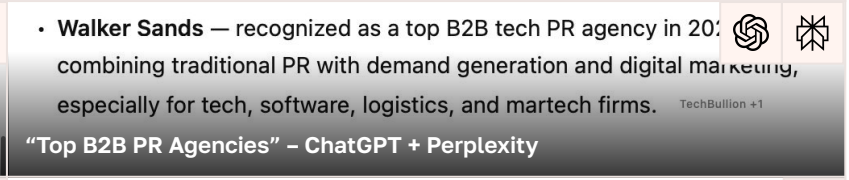
Google AI Overview keywords: 5 → 97 (Jan. – Sept. 2025)



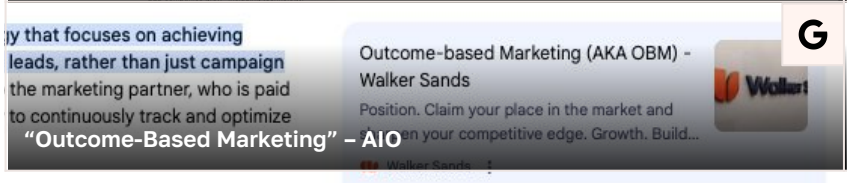
Consistent citations across ChatGPT, Perplexity, and Google AIO



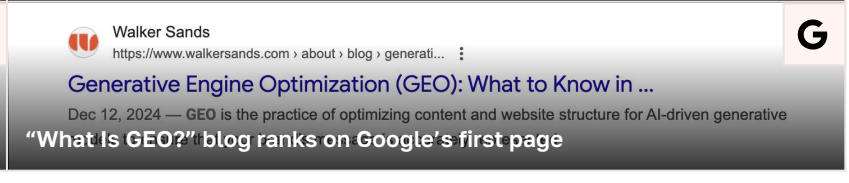
"Top Tech PR Agencies" – AIO + ChatGPT



"Top B2B PR Agencies" – ChatGPT + Perplexity



"Outcome-Based Marketing" – AIO



"What Is GEO?" blog ranks on Google's first page