

Integrated Search Content Strategy

Elevating AI visibility through intent-based content

Situation

In the competitive oral hygiene market, Dentek required a search-led content strategy to build authority, answer user queries, and increase organic and AI visibility across a crowded landscape.

Solution

By combining deep search intent analysis with high-intent prompt research, we integrated GEO and EEAT principles to secure LLM brand visibility. This dual-strategy optimised content for both generative engines and traditional search, maximising channel visibility and brand citations.



Results



61%

of website traffic attributed to content strategy.



22%

overall website traffic uplift YoY.



Hold **top position**

for a variety of high intent informational terms and significant Google AI overview visibility.



422

cited pages in AI generated answers.



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