SEO AND GEO CONSULTANT

Get recommended by AI, not just ranked on Google

I’m Andrew Stuckey. I’ve spent 12+ years growing brands through search. For the last 18 months, most of my work has been getting B2B SaaS brands cited by ChatGPT, Claude and AI Overviews, and proving what that earns in pipeline.



Taking on a couple of new clients from January 2027 · andrew@media64.co.uk · 07801 255934

WHY SEARCH HAS CHANGED

Buyers now build their shortlist inside AI tools before they visit your website

Search is still the foundation

AI answers draw on pages that are crawled, indexed and trusted. Weak technical SEO means AI tools can't find or cite you.

AI answers are the new shortlist

Buyers ask ChatGPT, Claude and AI Overviews which tools to consider. If you aren't cited there, you aren't on the list.

The wins hide in "direct"

Many AI visits pass no referrer, so they look like direct traffic. Without the right tracking, the work that wins deals goes uncredited.

> My work covers all three: the SEO that makes you findable, the GEO that gets you cited, and the reporting that shows what both earn.

RESULTS FOR CURRENT CLIENTS · 2026

What SEO and AI search work has produced this year

15x

B2B SaaS, visual commerce

New-business pipeline from organic and AI first touch, against the annual SEO and AI search spend

46%

B2B SaaS, social media

Share of inbound pipeline where the buyer first arrived from search or an AI assistant

+203%

TicketSource

Visits from AI assistants year on year, with 73% of visitors engaging

1st

B2B SaaS, visual commerce

Customer ever referred by an AI assistant: found through ChatGPT, signed in 12 days

Sources: client HubSpot and Salesforce first-touch reports, GA4 and Google Search Console, November 2026.

CASE STUDY · B2B SAAS · 3D VISUAL COMMERCE PLATFORM

15x return in new-business pipeline from organic and AI search

THE CHALLENGE

Prove that SEO and AI search create real pipeline, not just traffic, in a niche B2B market with long sales cycles.

WHAT I DID

Repositioned the site around “visual commerce platform”, refreshed priority content with FAQ schema for AI answers, and built a monthly ROI tracker from HubSpot first-touch data.

THE RESULT

Steady search-led deal flow, with AI now sourcing most new search-led deals.

15x

Pipeline return on investment, first touch

6% → 30%

Inbound win rate, about 4x new-business revenue

13

Tracked searches ranking first, 10 inside AI Overviews

3 of 4

Latest search-led deals came from AI, including the first AI-won customer

Source: client HubSpot deal reports and Semrush position tracking, November 2026.

CASE STUDY · B2B SAAS · SOCIAL MEDIA MANAGEMENT PLATFORM

46% of inbound pipeline now starts with search or AI

THE CHALLENGE

Grow visibility in AI answers against bigger competitors, and show leadership what search and AI add to pipeline.

WHAT I DID

Fixed canonical tags and schema on the language homepages, built a content calendar around the questions buyers ask AI, and tracked 20 buyer questions across 5 AI engines.

THE RESULT

More AI citations within weeks, growing AI traffic, and a clear first-touch pipeline view in Salesforce.

46%

Of inbound pipeline from a search or AI first touch

40 → 51

AI answers naming the brand, out of 100, in just over three weeks

+76%

Visits from AI assistants, quarter on quarter

+255%

Non-brand homepage clicks for AI social media searches

Source: client Salesforce first-touch report, GA4, Search Console and AI answer checks, November 2026.

CASE STUDY · TICKETSOURCE · UK EVENT TICKETING PLATFORM

Brand clicks up 57% and AI visits tripled, through a domain migration

THE CHALLENGE

Move from .co.uk to .com without losing search traffic, while competitors gained ground in AI answers.

WHAT I DID

Guided SEO through the migration and recovery, worked with the digital PR partner on links to key pages, and tracked AI visibility against three competitors.

THE RESULT

Rankings recovered from September and AI Overview appearances overtook a key competitor.

+57%

Branded clicks year on year: 125k

1,986

Keywords in the top 3, from near zero a year ago

+203%

Visits from AI assistants, 73% engaged

10 → 26

AI Overview appearances

Source: TicketSource Google Search Console, GA4, Semrush and Ahrefs, November 2026.

LOCAL AND SERVICE BUSINESSES

The same approach works for local brands, from enquiries to AI visits

HOME FURNISHINGS RETAILER · OXFORDSHIRE

+56% online enquiries

Search clicks are up 17% on last year, with November up 36%. Visits from AI assistants are up about five-fold, and an “AI assistant” option on the enquiry form now measures them directly.

REGIONAL ADOPTION AGENCY

5x visits from AI

Engaged visits from social media are up 52% and enquiry page visits from Google are up 24%. The strategy now focuses on local searches, where the agency can help people most.

Sources: Google Search Console, GA4 and website form submissions, 2026 compared with the previous period.

WHAT I OFFER · ALL DONE HANDS-ON BY ME

Six ways I help you win search and AI

Technical SEO

Audits and fixes for speed, crawling, indexing, schema and migrations, so search engines and AI tools can read your site.

GEO: AI search

Content and brand signals that get you cited and recommended by ChatGPT, Claude, Gemini, Perplexity and AI Overviews.

Content strategy

Keyword and content gap analysis, refreshes of key pages, and new content built around the questions buyers ask.

Links and authority

Link profile analysis and support for digital PR, so the sites AI and Google trust point to you.

Local SEO

Location pages, Google Business Profiles and local search for businesses that serve a region.

Reporting that proves ROI

Pipeline and revenue tied to search and AI in your CRM, in reports leadership can act on.

HOW I PROVE IT

Reporting that shows what search and AI actually earn you

Pipeline, not just traffic

First-touch pipeline and revenue from HubSpot or Salesforce, set against what you spend, so search is judged like any other channel.

AI visibility you can track

The same buyer questions checked across the main AI engines, showing how often you are named against competitors.

AI referrals that get counted

AI sources set up in GA4 and an “AI assistant” option on your forms, so visits from AI tools stop hiding in direct.

Honest about direct traffic

A clear method for direct deals: what counts as search or AI, what doesn’t, and only claiming credit when the evidence backs it.



ABOUT ME

12+ years in SEO, now focused on getting brands cited by AI

I'm a Cardiff-based SEO and GEO consultant. I led SEO work at Liberty Marketing & GoCompare before going freelance. For the last 18 months, most of my work has been GEO: tracking how ChatGPT, Claude, Gemini, Perplexity and AI Overviews answer buyers' questions, then shaping content, schema and brand signals so they cite my clients. You get me on every task, with no account managers in between.

Brands I've worked with: TicketSource · GoCompare · Tide · Metomic · TSW Training

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WHAT CLIENTS SAY

Trusted by in-house marketing and SEO leads

> “Andrew’s biggest strength is his in-depth knowledge and comprehension of how organic search works, enabling him to craft effective strategies to increase our rankings, traffic, acquisitions, and ultimately, a positive return on investment.”
>
> **Terry Rosoman, Head of Marketing, TicketSource**

> “Your expertise and dedication have played a pivotal role in bringing about a significant surge in our website traffic and enquiries.”
>
> **Matthew Channell, Commercial Director, TSW Training**

> “He is very knowledgeable across the broad spectrum of SEO and was instantly capable of picking up technical and content-related tasks alike.”
>
> **Kerstin Reichert, Senior SEO Digital Marketing Manager, Tide**

More recommendations on LinkedIn

WORK WITH ME

I’m taking on a couple of new clients from January 2027

Start with an honest look at how you show up across search and AI tools. I’ll tell you what I’d fix first.

Your AI visibility

How ChatGPT, Claude, Gemini and AI Overviews describe you, and which competitors they recommend instead.

Your search health

A check of the technical and content issues holding back your most important pages.

Your first three fixes

The changes most likely to add pipeline, and how we’d measure them.

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