

SEO CASE STUDY

A Full-Funnel Year of Compounding Organic Growth

How a mobile privacy app grew organic search across every dimension — traffic, visibility, rankings, content, geography, and the new AI answer engines.

+33%

organic clicks

+137%

search impressions

65.5M

annual impressions

+166%

AI-query clicks

Who we worked with

A mobile privacy app that gives users a second phone number for calls and texts — used to protect a personal number when signing up for apps, dating, selling online, and more. The mandate was simple: grow organic search as a durable, compounding acquisition channel — and stay ahead of the shift to AI-driven search.

- **Category:** Consumer privacy / mobile app
- **Channel:** Organic search (web + AI answer engines)
- **Audience:** Global, mobile-first consumers
- **Mandate:** Compounding, non-branded organic growth
- **Scope:** Technical, content, on-page, AEO

WHAT WE OPTIMIZED

Traffic

clicks & impressions at scale

Rankings

position gains across the board

Content

a deep answer-content library

Reach

mobile-first, global, AI-ready

THE RESULTS

Growth across every dimension

+137%

search impressions

scaled to 65.5M a year

+33%

organic clicks

370K → 494K, half over half

#13 → #6

avg. mobile position

onto page one on mobile

+149%

non-branded clicks

durable, brand-independent demand

+298%

answer-content clicks

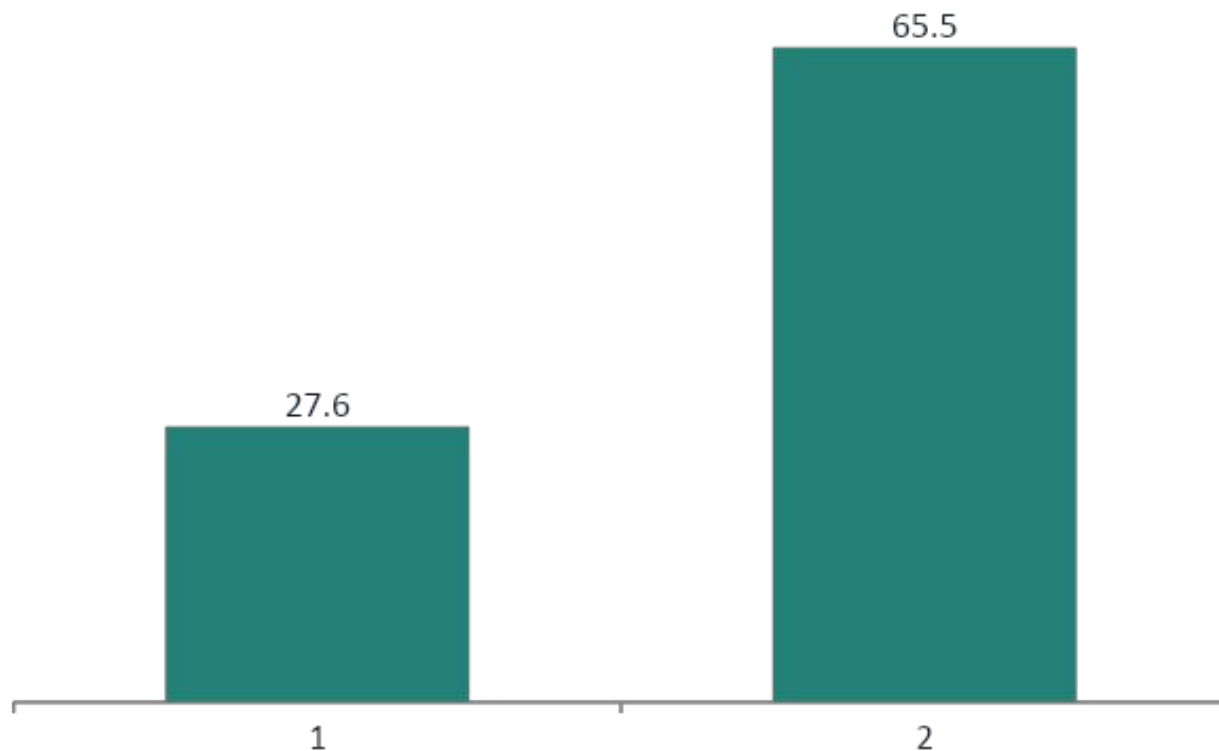
the how-to / app guides

+166%

AI-query clicks

conversational search (YoY)

Visibility more than doubled



Demand captured

+137% search impressions

65.5M total annual impressions

+33% organic clicks (370K → 494K)

+103% translated-result clicks (intl.)

Mobile-first growth led the way

Mobile is two-thirds of all clicks — and it grew fastest while climbing from the bottom of page two onto page one. That's exactly where conversational and AI search concentrate.

+43%

mobile clicks

229K → 328K

+240%

mobile impressions

8.1M → 27.6M

#13 → #6

mobile avg. position

onto page one

Mobile accounts for roughly 66% of organic clicks — the channel that matters most, growing the fastest.

Growth at home and abroad

UNITED STATES — CORE MARKET

+36%

clicks (177K → 240K)

+233%

impressions (9.1M → 30.4M)

#17 → #8

average position

International gains (clicks, half over half)

+64%

Germany

+50%

Nigeria

+46%

Australia

+40%

United Kingdom

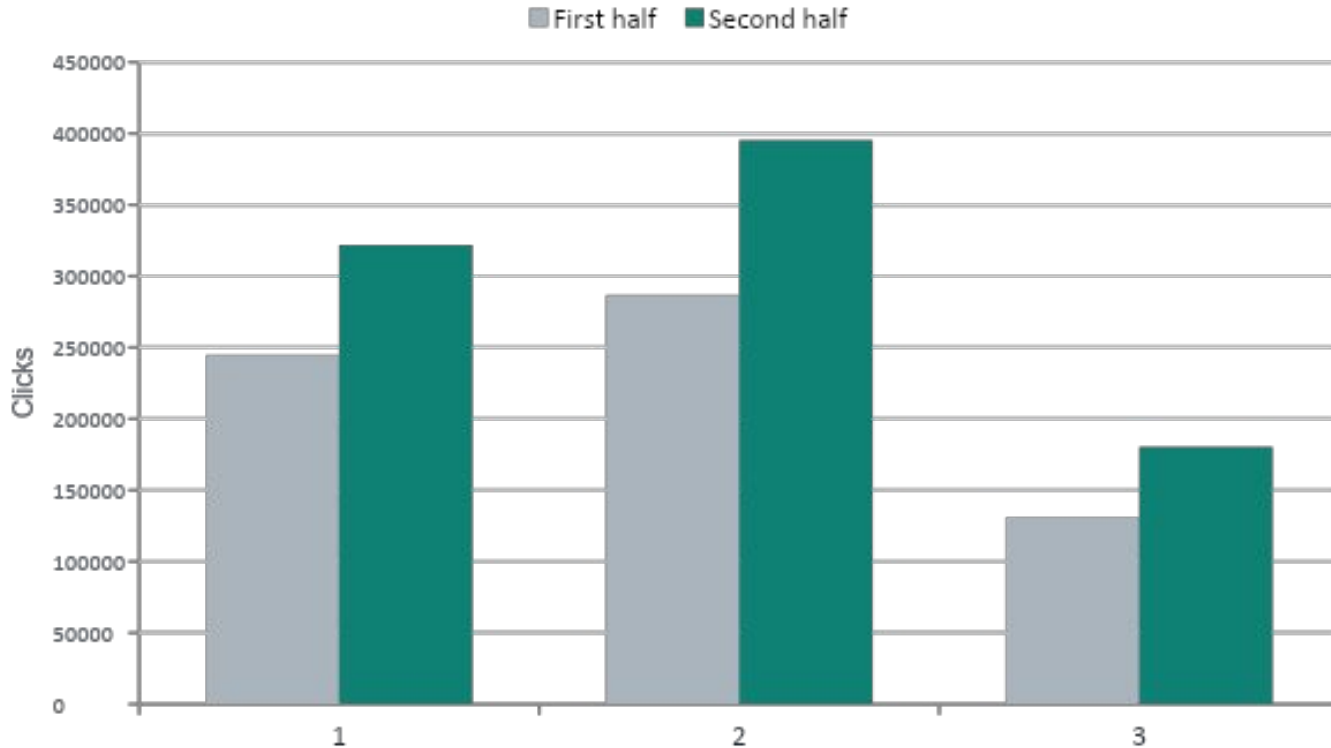
+28%

India

+23%

Canada

Growth across every page tier



Balanced, durable growth

Gains weren't propped up by one or two pages — the whole library rose, with the long tail compounding.

- +32%** Top 10 pages
- +38%** Top 25 pages
- +38%** Long-tail pages
- +141%** long-tail impressions

Answer content drove the gains

The biggest movers were the informational guides — the how-to, app, and phone explainers people (and AI engines) search for in plain language.

+298%

“App” guides

how to use apps without a phone number

+109%

“How-to” guides

step-by-step privacy how-tos

+93%

“Phone” guides

phone-number explainers & utilities

Non-branded demand became the engine

The healthiest signal of all: the fastest growth came from non-branded, category demand — people who didn't already know the brand. That's the traffic that compounds and scales.

1 **+149%** non-branded query clicks

2 **+528%** non-branded impressions

3 **+41%** long-tail page clicks

WHY IT MATTERS

Branded traffic is capped by how many people already know you. Non-branded demand is the open market — and it's where AI answer engines send new users. Growing it is how organic becomes a true acquisition channel, not just a brand catch-all.

Winning the conversational, AI era

As search shifts to full questions answered by AI Overviews, ChatGPT, and Perplexity, the client's plain-language guides moved from invisible to page one — the range AI engines cite.

+166%

AI-style query clicks (YoY)

+266%

U.S. AI-query clicks (YoY)

#75 → #5

top question-query ranking leap

page 1

dozens of 'how to / can you' queries

Question queries like “can you use [app] without a phone number?” went from not ranking to the top five — putting the brand in line to be the AI-surfaced answer.

Positions improved across the board

This wasn't one lucky page — average positions climbed everywhere, pulling the whole site from page two-plus onto page one.

Segment	Was	Now
Mobile (all queries)	#13	#6
United States	#17	#8
Desktop (all queries)	#30	#13
AI / conversational queries	#19	#6

Every major segment moved onto page one — the threshold for clicks, featured snippets, and AI citations.

Guides that broke out

“Settings app on my phone” guide	146 → 27,720 clicks	190×
“How to find out who called you”	2,242 → 9,250 clicks	+313%
“Does [messaging app] require a phone number?”	2,029 → 8,712 clicks	+329%
“Send a text without showing your number”	935 → 7,437 clicks	+695%
“U.S. phone number format”	41 → 3,839 clicks	93×

Each answers a real, high-intent question — the content that earns clicks and AI citations alike.

The playbook behind the growth

1

Technical foundation

Fast, mobile-first, cleanly crawlable pages — the base that lets everything else rank.

2

Answer-content at scale

A deep library of plain-language guides built in the exact question format users (and AI) ask.

3

Long-tail & non-branded focus

Targeted specific, lower-competition questions, then compounded them into topical authority.

4

Built for AI answers

Clear definitions, FAQ, and schema so AI Overviews and chatbots can cite the pages cleanly.

THE IMPACT

Organic, turned into a growth engine

- Search impressions up +137% to 65.5M, with organic clicks up +33% half over half
- Mobile — two-thirds of clicks — grew +43% and climbed from page two onto page one
- Non-branded demand surged +149%, with answer-content clicks up nearly 3x
- Conversational, AI-style queries up +166% YoY — positioned to be the cited answer

Want results like these? Let's talk →

Contact: [Mel Kreitz] · [surchaintel@gmail.com] · [SURCH.ai]