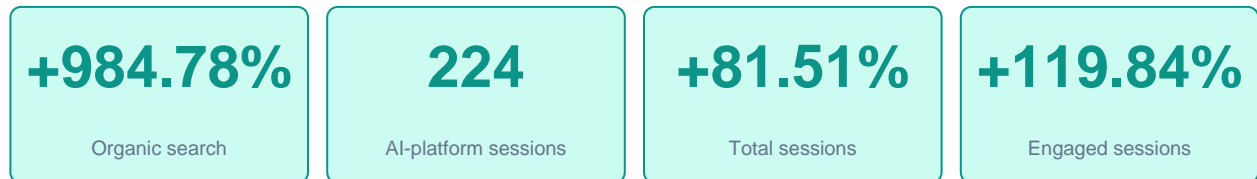




GEO CASE STUDY · SELLERMOCKUPS.COM

How GEO drove +984% organic search and 224 AI-platform sessions since launch

Apples-to-apples GA4 comparison — from launch (Mar 4, 2026) through today (May 6, 2026), measured against the equivalent pre-audit window. No additional ad spend. Page 2 has the GA4 screenshots.



AI Platform Breakdown — All Sessions Are New



Why It Worked

<p>Sustained, every week, since launch</p> <p>64 days post-implementation, no marketing spend changes. The gains held week over week — AI platforms had a structured site to keep citing.</p>	<p>Halo on every search surface</p> <p>Organic search +984.78%. Yahoo organic +5,900%. DuckDuckGo went from 0 to 36 sessions. One GEO investment, returns everywhere.</p>	<p>AI traffic is high-intent</p> <p>Engagement rate climbed 76% → 92%. Claude visitors averaged 8.35 events/session and 2m 03s engagement. They convert.</p>
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Book a 15-min strategy call — we'll show you exactly where your business stands in AI search and what to fix first.

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Source: Google Analytics 4 property 518992634. Comparison window: **Mar 4 – May 6, 2026** (64 days post-audit, from launch through today) vs **Dec 31, 2025 – Mar 3, 2026** (63 days pre-audit). All numbers screenshots from GA4 — page 2 has the receipts. Updated May 6, 2026.

THE GA4 RECEIPTS

Every Number on Page 1, Screenshotted From GA4

Property 518992634 (SellerMockups). Primary range: **Mar 4 – May 6, 2026** (64 days from launch through today). Comparison range: **Dec 31, 2025 – Mar 3, 2026** (63-day pre-audit, equivalent length). No filters, no cherry-picking. Pulled directly from screen May 6, 2026.

1 OF 2 · ORGANIC SEARCH PROOF

Organic Search +984.78% · 46 → 499 Sessions

GA4 Traffic Acquisition report, channel breakdown view. Each channel shows post-audit (top row) vs pre-audit (second row) and % change. **Organic Search jumped from 46 sessions to 499 (+984.78%)**. Direct +46.94%. Paid Search held flat (+9.82%) — the gain wasn't bought.

Analytics | All accounts > Seller Mockups | Seller Mockups | Try searching "Admin"

Reports snapshot | Traffic acquisition: Session primary channel grou... | Custom Mar 4 - May 6, 2026 | Compare: Dec 31, 2025 - Mar 3, 2026

	1,492	1,374	92.09%	1m 04s	6.00	8,959
Total	vs. 822 ↑ 81.51%	vs. 625 ↑ 119.84%	vs. 76.03% ↑ 21.12%	vs. 2m 31s ↓ 57.37%	vs. 7.65 ↓ 21.54%	vs. 6,291 ↑ 42.41%
1 Direct						
Mar 4 - May 6, 2026	576 (38.61%)	565 (41.12%)	98.09%	54s	5.63	3,244 (36.21%) 70
Dec 31, 2025 - Mar 3, 2026	392 (47.69%)	259 (41.44%)	66.07%	1m 38s	6.99	2,741 (43.57%) 22
% change	46.94%	118.15%	48.46%	-44.97%	-19.46%	18.35%
2 Organic Search						
Mar 4 - May 6, 2026	499 (33.45%)	436 (31.73%)	87.37%	1m 07s	6.19	3,090 (34.49%) 54
Dec 31, 2025 - Mar 3, 2026	46 (5.6%)	42 (6.72%)	91.3%	12s	4.74	218 (3.47%)
% change	984.78%	938.1%	-4.3%	433.05%	30.66%	1,317.43%
3 Referral						
Mar 4 - May 6, 2026	183 (12.27%)	155 (11.28%)	84.7%	1m 19s	6.10	1,117 (12.47%) 2
Dec 31, 2025 - Mar 3, 2026	227 (27.62%)	176 (28.16%)	77.53%	5m 44s	10.64	2,416 (38.4%) 8
% change	-19.38%	-11.93%	9.24%	-76.81%	-42.65%	-53.77%
4 Paid Search						
Mar 4 - May 6, 2026	123 (8.24%)	121 (8.81%)	98.37%	53s	6.51	801 (8.94%) 1
Dec 31, 2025 - Mar 3, 2026	112 (13.63%)	109 (17.44%)	97.32%	26s	5.75	644 (10.24%) 12
% change	9.82%	11.01%	1.08%	99.21%	13.26%	24.38%
5 Unassigned						
Mar 4 - May 6, 2026	98 (6.57%)	84 (6.11%)	85.71%	1m 02s	5.64	553 (6.17%)
Dec 31, 2025 - Mar 3, 2026	3 (0.36%)	2 (0.32%)	66.67%	37s	6.33	19 (0.3%)
% change	3,166.67%	4,100%	28.57%	67.6%	-10.9%	2,810.53%
6 Organic Social						
Mar 4 - May 6, 2026	9 (0.6%)	9 (0.66%)	100%	0s	4.22	38 (0.42%)
Dec 31, 2025 - Mar 3, 2026	19 (2.31%)	19 (3.04%)	100%	6s	4.68	89 (1.41%)



2 OF 2 · LLM / AI REFERRAL PROOF

ChatGPT +1,933% - Claude, Copilot, Perplexity all NEW

Same GA4 report, dimension switched to Session source / medium. chatgpt.com / referral: 122 sessions vs 6 (+1,933.33%). chatgpt.com / (not set): 70 sessions vs 2 (+3,400%). Claude.ai (20 sessions, 8.35 events/session, 2m 03s engagement), Microsoft Copilot (9 sessions), and Perplexity (2 sessions) are all NEW since launch — they did not exist as referral sources pre-audit. Combined LLM total: 224 sessions in 64 days.

Analytics | All accounts > Seller Mockups | Seller Mockups | Try searching "Admin"

Reports snapshot | Traffic acquisition: Session source / medium | Custom Mar 4 - May 6, 2026 | Compare: Dec 31, 2025 - Mar 3, 2026

Category	Sub-category	Mar 4 - May 6, 2026	Dec 31, 2025 - Mar 3, 2026	% change	Other Metrics
4	chatgpt.com / referral	122 (8.18%)	6 (0.73%)	1,933.33%	104 (7.57%), 85.25%, 53s, 5.95, 726 (8.1%), 135.00
5	google / organic	85 (5.7%)	38 (4.62%)	123.68%	76 (5.53%), 89.41%, 2m 18s, 8.89, 756 (8.44%), 137.00
6	chatgpt.com / (not set)	70 (4.69%)	2 (0.24%)	3,400%	68 (4.95%), 97.14%, 23s, 5.44, 381 (4.25%), 72.00
7	yahoo / organic	60 (4.02%)	1 (0.12%)	5,900%	51 (3.71%), 85%, 1m 06s, 5.22, 313 (3.49%), 58.00
8	duckduckgo / organic	36 (2.41%)	0 (0%)	0%	29 (2.11%), 80.56%, 46s, 5.17, 186 (2.08%), 34.00
9	accounts.google.com / referral	30 (2.01%)	38 (4.62%)	-21.05%	24 (1.75%), 80%, 2m 39s, 4.60, 138 (1.54%), 35.00
10	(not set)	25 (1.68%)	11 (0.8%)	-22.58%	11 (0.8%), 44%, 2m 51s, 5.44, 136 (1.52%), 35.00

Source: Google Analytics 4 property 518992634. Comparison window: Mar 4 – May 6, 2026 (64 days post-audit, from launch through today) vs Dec 31, 2025 – Mar 3, 2026 (63 days pre-audit). All numbers screenshots from GA4 — page 2 has the receipts. Updated May 6, 2026.