

# The Full Organic Stack: 6× Top-3 Rankings and 5× AI Visibility

Ten months of GEO + SEO for a specialty medical practice: 126 → 785 top-3 Google keywords, 0% → 52.7% AI share of voice.

**6.2×**

TOP-3 GOOGLE KEYWORDS — 126  
→ 785 (AHREFS)

**5×**

AI SEARCH VISIBILITY — 5.0% →  
25.2%

**52.7%**

SHARE OF VOICE IN AI ANSWERS  
— FROM 0%

## THE CLIENT

A specialty urology practice in a major metro market. Patients research symptoms, procedures, and “best specialist near me” across both Google and AI assistants — two surfaces, one content engine.

## THE CHALLENGE

- 0% share of voice in AI answers at the first audit — competitors and health portals owned the conversation
- Strong clinical reputation, but service and condition pages weren’t structured for either AI citation or featured-snippet-level rankings
- High-value procedure queries stuck deep on page 2 and beyond

## WHAT VISTO DID

Ten months of sustained optimization across 32 audit cycles — the longest-running engagement in this series. Condition and procedure content rebuilt to answer real patient questions in citable structure, compounding into both AI answers and classic rankings.

## RESULTS

- **Google rankings:** keywords in positions 1–3 grew from 126 to 785 — 6.2× (Ahrefs)
- **Organic traffic:** estimated monthly visits up 71%, from 8.6K to 14.7K (Ahrefs)
- **AI visibility:** 5.0% → 25.2% of tracked patient prompts
- **Share of voice:** 0% → 52.7% — from absent to the majority voice; sentiment 0.9 → 1.0

## AI SEARCH: BEFORE → AFTER (FIRST AUDIT VS. LATEST)

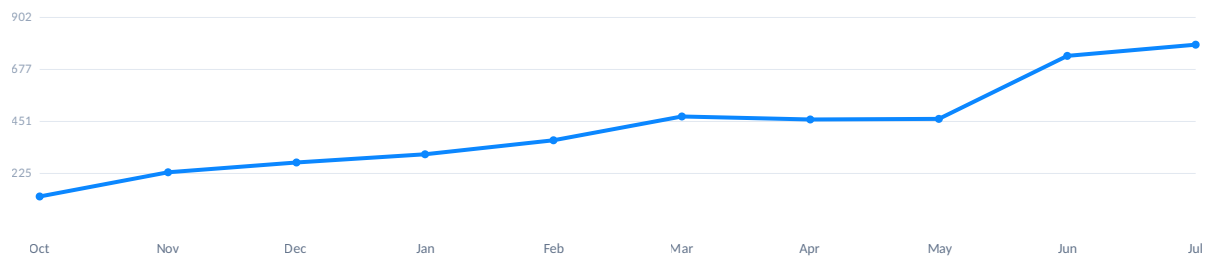


## THE SEO PICTURE — SAME CONTENT, BOTH ENGINES

GEO work compounds classic SEO: the structured, question-answering content that earns AI citations also climbs Google. Over the same ten months, third-party (Ahrefs) data shows:

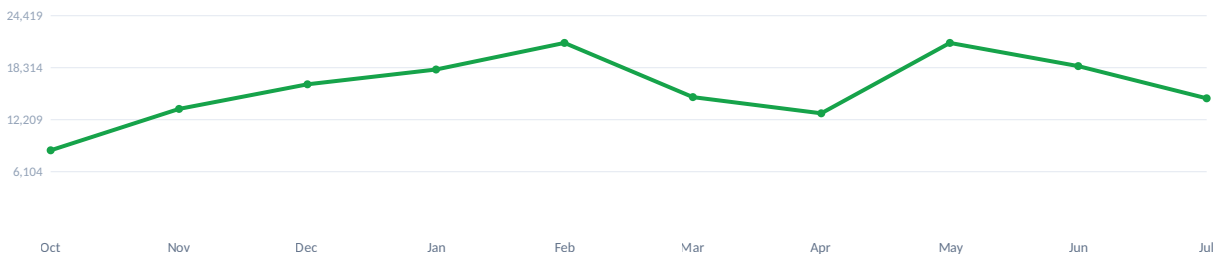
### Keywords ranking in Google's top 3 — 126 → 785 (6.2×)

Monthly, Oct 2025 – Jul 2026 · Source: Ahrefs



### Estimated monthly organic traffic — 8.6K → 14.7K (+71%)

Monthly, Oct 2025 – Jul 2026 · Source: Ahrefs · Peaks above 21K in Feb and May



## HOW IT WORKS

1

### Audit

Visto queries AI engines with the real prompts buyers use and measures visibility, share of voice, and citations — alongside classic search rankings.

2

### Optimize

Visto's AI agents generate and apply the fixes: content structured for AI citation, coverage of buyer questions, and on-page SEO — one system for both.

3

### Compound

Every cycle re-measures and builds on the last. Managed by the client's marketing agency on the Visto platform.

GEO measured by Visto audits: 32 audits over 295 days (Oct 9, 2025 – Aug 1, 2026). SEO figures from Ahrefs, Oct 2025 vs. Jul 2026 (latest full month); Ahrefs traffic is a third-party estimate. Client anonymized.