

790 Top-3 Rankings and a Growing Voice in AI Answers

How a science-focused supplements retailer grew its top-3 Google keywords 53% while expanding AI search visibility in one of the web's most competitive categories.

+53%

TOP-3 GOOGLE KEYWORDS — 517
→ 790 (AHREFS)

+35%

AI SEARCH VISIBILITY — 3.1% →
4.2%

41.2%

SHARE OF VOICE IN AI ANSWERS
— UP FROM 33.3%

THE CLIENT

An ecommerce retailer of research-backed supplements — a category where Google and AI engines apply the strictest content standards, and where shoppers ask detailed ingredient, dosage, and comparison questions before buying.

THE CHALLENGE

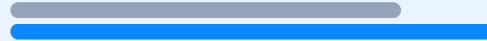
- One of the most competitive and heavily-moderated content categories in organic search
- AI engines favor clinical sources and mega-retailers; a specialist brand's share of voice was stuck at a third
- Thousands of product and education pages to keep structured, current, and citable

WHAT VISTO DID

Seven-plus months of sustained optimization across 33 audit cycles — the highest-frequency engagement in this series. Product and education content continuously restructured for citability and ranking quality, compounding small gains across a large catalog.

RESULTS

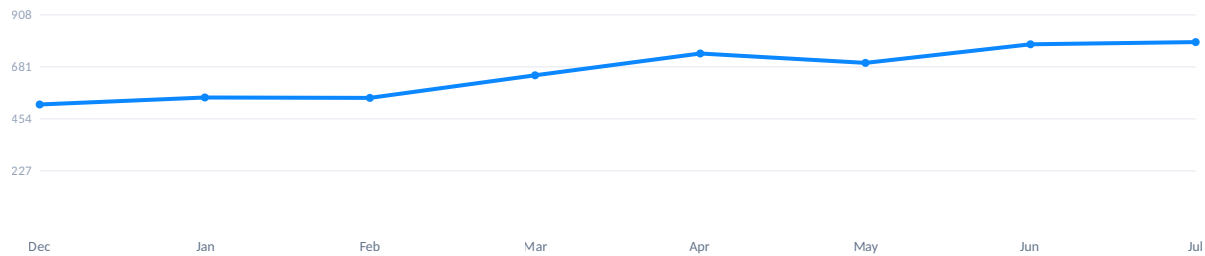
- **Google rankings:** keywords in positions 1–3 grew from 517 to 790 — +53% (Ahrefs)
- **AI visibility:** 3.1% → 4.2% of tracked shopper prompts — +35% in a category AI engines police hardest
- **Share of voice:** 33.3% → 41.2% against its tracked competitive set
- **Sentiment:** improved to 0.8 while presence expanded

AI SEARCH: BEFORE → AFTER (FIRST AUDIT VS. LATEST)**Share of voice**33.3% → **41.2%****AI visibility**3.1% → **4.2%**

Gray = first audit · Blue = latest audit · Source: Visto GEO audits

THE SEO PICTURE — RANKING QUALITY UP 53%**Keywords ranking in Google's top 3 — 517 → 790 (+53%)**

Monthly, Dec 2025 – Jul 2026 · Source: Ahrefs · Estimated organic traffic held at ~27–29K/mo while ranking quality climbed

**WHY AI SEARCH MATTERS HERE**

In supplements, trust gates everything: AI engines cite cautiously and Google ranks conservatively. Moving both — +53% top-3 rankings and a rising share of AI voice — in this category is the strongest evidence that structured, credible content wins on both surfaces at once.

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: 33 audits over 223 days (Dec 23, 2025 – Aug 3, 2026). SEO figures from Ahrefs, Dec 2025 vs. Jul 2026 (latest full month); Ahrefs traffic is a third-party estimate. Client anonymized.