commercefy

CASE STUDY

# From page 2 to the AI answer: Genius PR

How a crypto and AI PR agency became visible in Google AI features and AI-style search - with AI impressions up 238% in two weeks.

**Prepared by Commercefy**

**Client:** Genius PR - geniuspr.com | **Sector:** Crypto and AI public relations | **Evidence:** Google Search Console, prepared 9 Nov 2026. Comparison: 25 Oct - 7 Nov 2026 vs 11 - 24 Oct 2026.

**+238%**
GOOGLE AI FEATURES IMPRESSIONS
1,246 TO 4,217

**390 / 429**
AI-STYLE PROMPTS ON PAGE 1
OVER THE LAST 3 MONTHS

**10.1**
AVERAGE POSITION, ALL SEARCH
WAS 13.8 TWO WEEKS EARLIER

**+75%**
ALL SEARCH IMPRESSIONS
8,594 TO 15,046

**113**
AI PROMPTS IN THE TOP 3
WAS 49 - UP 131%

**4.9**
AVG POSITION ON AI PROMPTS
WAS 6.6

## The short version

In the last two weeks in the data, Genius PR did not just rank a little higher. It started appearing for twice as many AI-style questions, in far more prominent positions, and in Google's AI features more than three times as often. Ordinary search improved at the same time: clicks rose 29% (119 to 153) and brand-search clicks rose from 64 to 79.

This case study shows the numbers exactly as they appear in Search Console, explains what changed in late October, and is plain about what has not happened yet: those AI appearances have not yet turned into clicks. Visibility is the win so far. Turning it into clicks is the next step.

# The problem: invisible where buyers now ask first

## The client

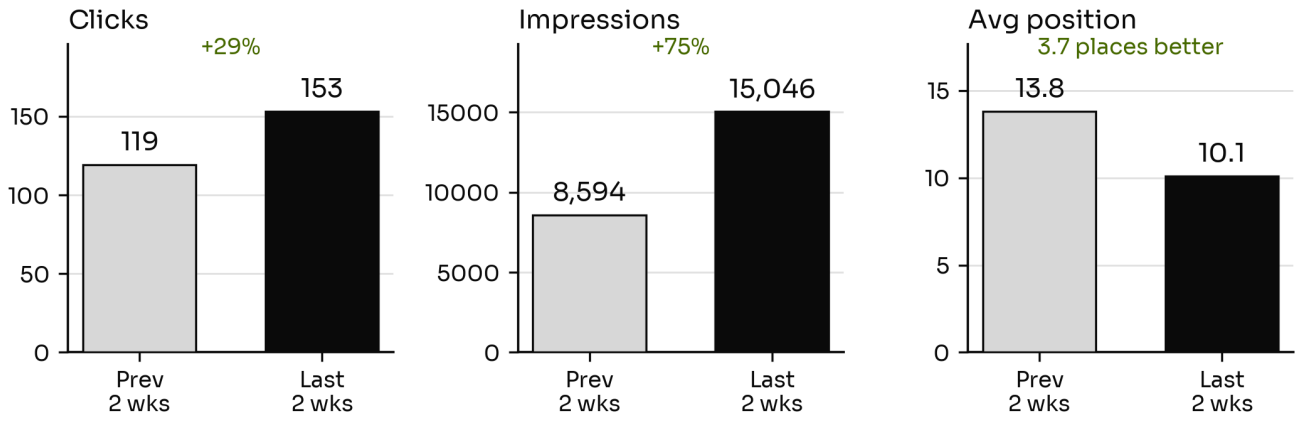
Genius PR (geniuspr.com) is a crypto and AI PR agency. Its site covers crypto and blockchain PR, AI PR, SaaS and fintech PR, press-release distribution, crisis management, and press coverage to support O-1 and EB-1 visa petitions. The pages Google shows in AI features confirm that breadth: the strongest AI page is its guide to the best AI SaaS PR agencies in 2026 (2,505 AI impressions in three months), followed by the homepage (1,322) and its buyer's guide to the best crypto PR agencies in 2026 (780).

That matters because the agency's buyers - founders, marketing leads and firms choosing a PR partner - increasingly start with a long, conversational question to an AI assistant or to Google, not with a two-word search. If the agency is not in that answer, it is not on the shortlist.

## The challenge

Before the late-October change, the site was stuck around page 2 in ordinary search: average position 13.8 in the previous two weeks, and 13.3 across three months. Live checks recorded in the same report on 9 Nov found it not on page 1 in Google UK for "crypto pr agency" or "crypto pr agency london", and not on page 1 for "ai pr agency". A manual ChatGPT check in the report for the best crypto and AI PR agencies in 2026 did not mention Genius PR.

In AI features the presence was small: 1,246 impressions in the previous two weeks, spread over just 142 AI-style prompts, at an average position of 6.6. The agency was doing the work. Buyers asking AI could not see it.




**Ordinary Google search, before and after.** Grey bars: previous two weeks (11 - 24 Oct 2026). Black bars: last two weeks (25 Oct - 7 Nov 2026). Average position is lower-is-better. Source: Google Search Console, prepared 9 Nov 2026.

# What Commercefy did: SEO, GEO and AEO, together

Commercefy worked on the site's search and AI visibility across three connected areas, described here in general service terms only. They are three parts of one job: be found on Google, be cited by AI, and win the answer.

**SEO**

**Search engine optimisation**

Improving how the site's pages rank in ordinary Google results for the terms its buyers use.

**GEO**

**Generative engine optimisation**

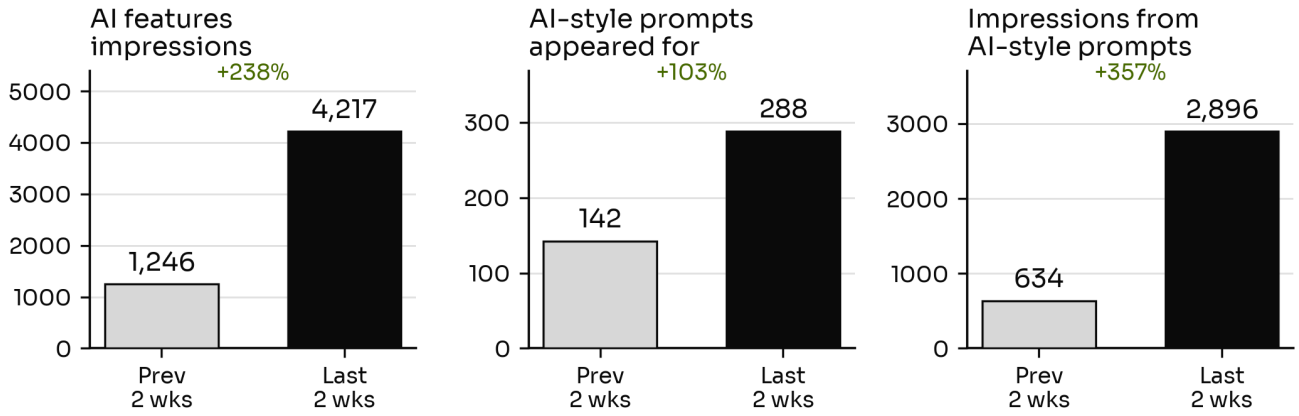
Structuring and strengthening content so the site is surfaced and cited in generative AI features, including Google AI Overviews and AI Mode.

**AEO**

**Answer engine optimisation**

Shaping pages to answer the exact long, question-form prompts buyers ask, so the agency appears high in the results those prompts return.

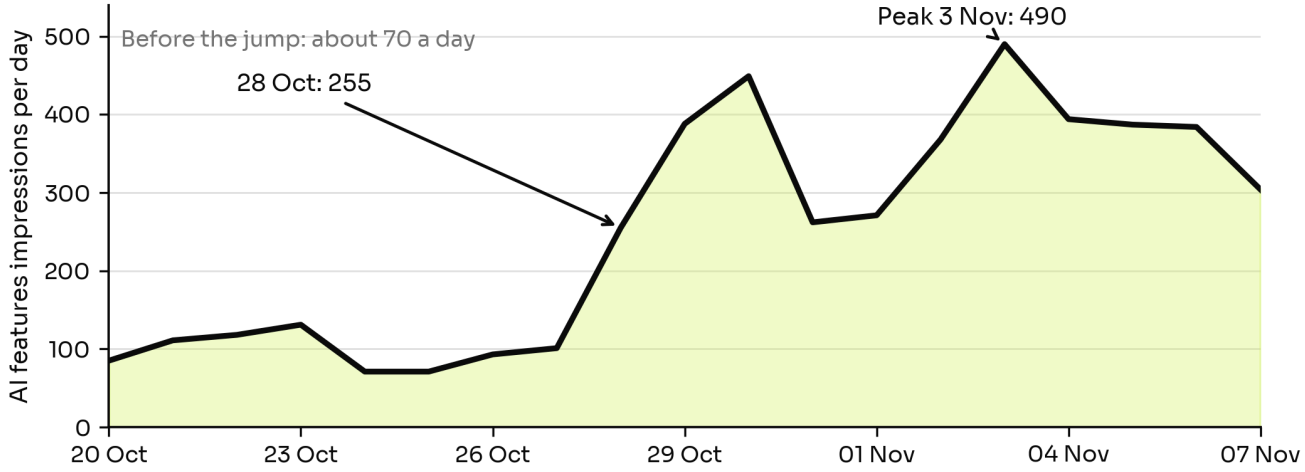
No specific actions, dates or deliverables beyond the results in the Search Console data are claimed in this case study.




**AI visibility, before and after.** Grey bars: previous two weeks (11 - 24 Oct 2026). Black bars: last two weeks (25 Oct - 7 Nov 2026). Source: Google Search Console, "Generative AI features" report (beta) and AI-style prompt grouping, prepared 9 Nov 2026.

Three-month context (8 Aug - 7 Nov 2026): 790 clicks, 46,596 impressions, average position 13.3, and 7,615 AI features impressions. Brand-search clicks ("genius pr" etc.) rose from 64 to 79 (+23%) in the same two-week comparison.

## The results: the late-October inflection, day by day




**Daily AI features impressions, 20 Oct – 7 Nov 2026.** The jump lands on 28 Oct and holds: after 28 Oct the site never drops back below 250 AI impressions a day. Source: Google Search Console, "Generative AI features" report, daily trend 8 Aug – 7 Nov 2026, prepared 9 Nov 2026.

Day by day, AI features impressions ran at roughly 70 per day in late October - 71 on 25 Oct, 93 on 26 Oct and 101 on 27 Oct. On 28 Oct they jumped to 255, then 388 on 29 Oct and 449 on 30 Oct, and peaked at 490 on 3 Nov. The strongest single page drove the change: the best AI SaaS PR agencies guide went from 170 impressions in the previous two weeks to 4,721 in the last two weeks, its average position improving from 8.6 to 4.4.

**390 / 429**

AI-STYLE PROMPTS ON PAGE 1
OVER THE LAST 3 MONTHS

**161**

AI-STYLE PROMPTS IN THE TOP 3
OVER THE LAST 3 MONTHS

**49 to 113**

AI PROMPTS IN THE TOP 3, LAST 2 WKS
UP 131% ON THE PREVIOUS 2 WKS

**6.6 to 4.9**

AVERAGE POSITION ON AI PROMPTS
1.7 PLACES BETTER

## What the AI rankings show: breadth, not one lucky keyword

Over the last three months Genius PR appeared for 429 AI-style prompts. Of those, 390 ranked on page 1 (top 10) and 161 ranked in the top 3. That breadth is the point: the site is not visible for one keyword, but for the questions buyers actually ask.

| AI-STYLE PROMPT (AS RECORDED IN SEARCH CONSOLE) | IMPRESSIONS, 3 MONTHS | AVG POSITION |
|---|---|---|
| *"can press coverage help an o-1 visa?"* | 11 | 1.0 |
| *"how to own the listicles ai models cite for a category?"* | 10 | 1.0 |
| *"pr partner to secure international top-tier media placements."* | 148 | 2.1 |
| *"which pr agency writes compelling tech press releases for saas?"* | 133 | 2.4 |
| *"best pr agencies for saas founders preparing for series b"* | 100 | 2.8 |
| *"what are the best crypto pr agencies in 2026?"* | 20 | 2.9 |
| *"which pr agency is best for an ai company?"* | 107 | 3.2 |

Most of this was new in the final two weeks: the top prompts in the comparison tab are marked "New", with zero impressions in the previous two weeks.

> **Reading the positions:** an average position of 1.0 to 3.2 means the site is at or near the top of the results feeding the AI answer.

### What this means for your business

Your buyers ask the same kind of questions Genius PR's buyers ask - long, specific, and increasingly put to an AI assistant first. The same three checks that moved Genius PR are what a Free Visibility Audit checks for your business:

- **SEO – where you rank on Google.** Genius PR went from position 13.8 to 10.1 in two weeks, with impressions up 75%. The audit shows where you stand today, in plain terms.
- **GEO – whether AI like ChatGPT cites you.** Genius PR's AI impressions went from 1,246 to 4,217. The audit shows whether AI answers mention your business at all.
- **AEO – whether you win AI answers.** Genius PR now appears for 288 AI-style prompts, 390 of 429 on page 1 over three months. The audit shows which of your buyers' questions you already answer - and which ones you are missing.

The audit is free, with no obligation. Prices for any work are discussed on the call.

# The honest limits

**AI appearances have not yet produced clicks.** Every AI-style prompt in the three-month tab records 0 clicks: 5,231 impressions, 0 clicks. This is the zero-click pattern of AI search - the answer is read where it appears.

**Ordinary click-through rate dipped.** CTR fell from 1.38% to 1.02% even as position improved from 13.8 to 10.1 and impressions rose 75% - more low-intent and AI-fed appearances diluted the rate.

**Core terms are still off page 1.** The 9 Nov live checks still found "crypto pr agency" and "ai pr agency" not on page 1, and one ChatGPT check did not mention Genius PR.

Visibility is the win so far, and it is a real one - you cannot be chosen from an answer you are not in. Turning it into clicks and enquiries is the next step, not a result this report can claim.

## What is next: from being seen to being chosen

Three priorities follow from the data - next steps, not results already achieved:

- **Convert visibility into clicks.** Strengthen the pages already winning AI impressions - above all the AI SaaS PR agencies guide and the crypto PR buyer's guide.
- **Defend the new positions.** The top-3 count more than doubled in two weeks, and AI answers change quickly - holding them matters as much as gaining them.
- **Close the remaining gaps.** The 9 Nov live checks still found core terms off page 1, and one ChatGPT check did not mention the agency.

## How to read these numbers – methodology

"AI-style prompts" are long, conversational, question-form queries, grouped by pattern - Search Console does not label which queries come from AI tools. AI features impressions come from Search Console's "Generative AI features" report (beta), which reports impressions only. Search Console exports the top 1,000 queries, so query-tab totals are lower than site totals. All figures are from "Genius PR (geniuspr.com) - Search & AI Visibility Report", prepared 9 Nov 2026 from Google Search Console.

## Book a call to get started

If buyers ask AI assistants and Google which agency to use in your market, the first job is to be in that answer - then to turn it into enquiries. Start with a free Visibility Audit and a 30-minute call.

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