

Leading the Future of Growth: AxisCare's SEO & GEO Success Story

Directive,

# Case Overview

Discover how AxisCare partnered with Directive to achieve 70% traffic growth, 200% demo growth, and net-new SQLs from Al-driven search — strengthening their position as the leading in-home care software solution.



## PART 1

# Driving Growth Through Content-Driven SEO

# The Challenge

## AxisCare needed to:

- 1. Increase visibility on high-value keywords.
- 2. Attract more qualified organic traffic to reduce reliance on paid channels.
- **3. Build topical authority** that spoke directly to home care agency owners and operators.
- 4. Improve user experience to support conversions.



# Our Strategy

01

## **Topical Authority Building**

Conducted deep research into the day-to-day challenges of home care agencies and mapped keywords tied to their pain points.

04

## **Content Development & Optimization**

Created long-form resources tailored to ICP needs over Q2-Q4 2024.

02

## **Keyword Research & Topic Clustering**

Structured content around keyword clusters aligned with ICP search behaviors.

05

## **User Experience Enhancements**

Improved the pricing page, updated navigation and footer, and added ICP-focused FAQs to streamline the path to demo.

03

#### **Data-Driven Resources**

Produced industry reports, surveys, and first-party data analysis to provide differentiated thought leadership.

# The Results

Within 9 months (Q1–Q3 2024), AxisCare saw measurable growth:

+200%
YoY increase in scheduled

demos

+70%
YoY increase in relevant organic traffic



## PART 2

# Unlocking Net-New Growth with **Generative Engine Optimization (GEO)**

# The Challenge

While AxisCare had established strong SEO performance, the rise of Al-driven platforms (ChatGPT, Perplexity, Gemini) presented a new opportunity. Competitors were increasingly visible in Al-generated answers, but AxisCare's presence in this emerging channel was limited.

## Key hurdles included:

- 1. Minimal traffic from LLM platforms (<4% of referrals).
- 2. Main competitors appearing more prominently.
- **3. Existing content not optimized** for Al-first readability or actionable takeaways.



# Our Strategy

Directive implemented a Generative Engine
Optimization (GEO) strategy designed to capture
visibility and pipeline from Al search:

01

#### **Technical Enhancements**

Created and launched an Ilm.txt file, prioritizing key pages for LLM crawlers.

02

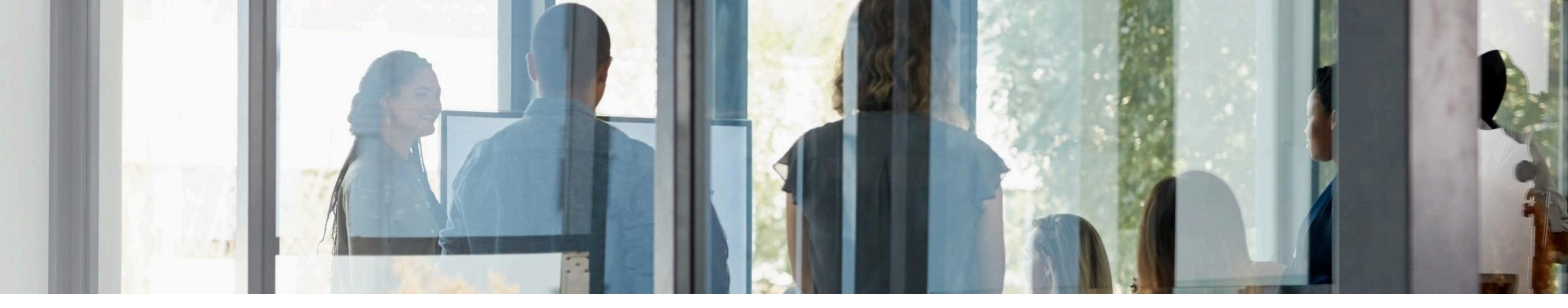
## **Content Optimization**

Refreshed long-form pages with clear takeaways, step-by-step recommendations, and layouts optimized for both Al and search engines.

03

## **Dual-Channel Content Planning**

Leveraged Scrunch to uncover untapped keyword opportunities and developed new content designed to perform across both SERPs and LLMs.



## The Results

From Q1–Q3 2025, AxisCare achieved breakthrough visibility and pipeline impact.

+25%
increase in overall referral traffic QoQ

24
net-new leads
generated from LLMs
(Mar-Aug 2025)

+70%
increase in LLM traffic
(Nov-Jan vs. Feb-Mar)

LLM share of referral traffic grew from  $4\% \rightarrow 15\%$ 

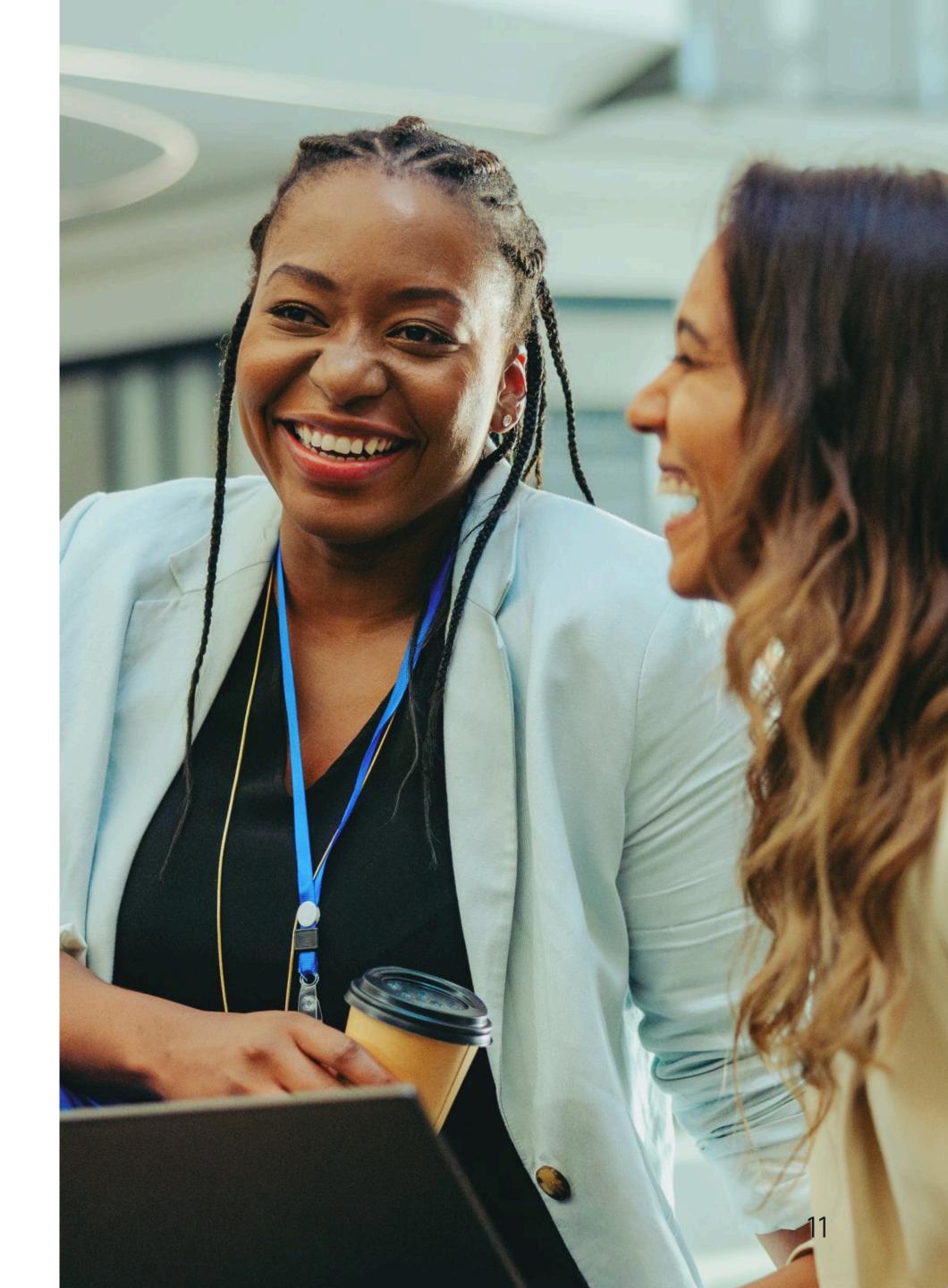
Drove SQLs from
ChatGPT referrals
immediately after
Ilm.txt launch

# Why It Mattered

AxisCare's growth story demonstrates the power of a dual-channel approach:

- 1. Content-Driven SEO built visibility, authority, and high-quality demo opportunities.
- 2. Generative Engine Optimization (GEO) unlocked a brand-new source of leads and SQLs from Aldriven platforms.

By uniting these strategies, Directive helped AxisCare strengthen its competitive position today while preparing to win in the search landscape of tomorrow.



# Unlock Wins Like This

Want to lift conversions by getting out of your users' way? Let's build a faster path to value — together.

**Book Your Strategy Call** 

Directive,

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