



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 AI-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 AI-driven platforms (ChatGPT, Perplexity, Gemini) presented a new opportunity. Competitors were increasingly visible in AI-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 AI-first readability or actionable takeaways.



Our Strategy

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

01

Technical Enhancements

Created and launched an llm.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 AI 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% → 15%

Drove SQLs from
ChatGPT referrals
immediately after
llm.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 AI-driven 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,