



SEO + AEO CASE STUDY · CLIENT CONFIDENTIAL

# Owning a Category in Search

How Imerex helped a national better-for-you dairy brand become the definitive answer in its category, and hold the top spot for nearly a decade.

<b>Client</b>	National specialty dairy brand (name withheld)
<b>Category</b>	Consumer packaged goods · better-for-you cultured dairy
<b>Engagement</b>	2016 to present
<b>Services</b>	Technical SEO, content strategy, keyword research, reporting, Answer Engine Optimization, paid media
<b>Model</b>	Brand and category authority in search. The site is not e-commerce; visibility drives in-store grocery purchase.

## The Challenge

When this brand entered the US market, the category already had an established incumbent. The brand needed to do more than rank. It needed to own the category and become the name people find the moment they search for the category and its core products. Because the website does not sell product directly, every bit of search visibility had one job: put the brand in front of shoppers so they reach for it on the grocery shelf.

## The Approach

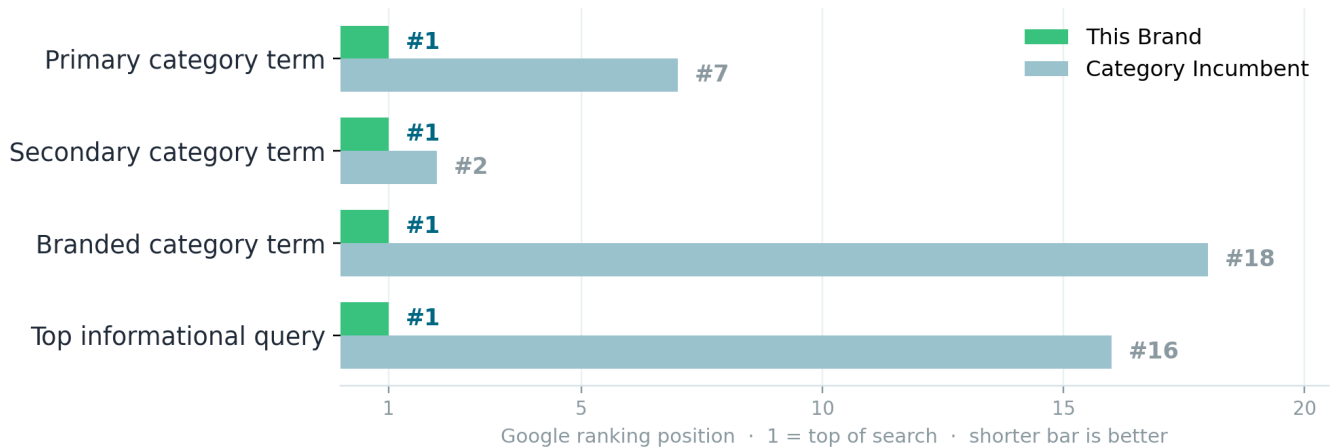
- Rebuilt and re-optimized the site with the development team, establishing a clean technical foundation: site structure, metadata, structured data (schema), sitemaps, header tags, and image alt text.
- Built a category keyword strategy around the highest-intent category terms, then expanded into adjacent nutrition, lifestyle, and comparison topics.
- Created search-led content guidelines and a hub-and-spoke content plan anchored by a foundational category-education hub.
- Delivered ongoing monthly reporting across rankings, organic traffic, and Search Console, with quarterly competitive ranking reviews against the category incumbent.
- Extended the program into AI search, monitoring how the brand appears in ChatGPT, Gemini, and Perplexity.

## The Results



The brand holds the #1 position for every core category term, ahead of the incumbent across the board. Its single highest-volume informational query alone draws more than 67,000 impressions a month at the top of Google. In a recent four-week

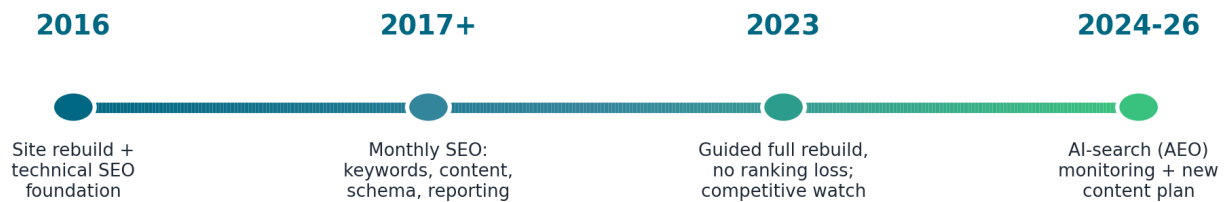
window the site generated roughly 488,000 organic impressions and 11,400 clicks. The authority even reaches voice search: ask a smart speaker the category’s defining question and it answers from the brand’s website.



Search terms masked to protect client strategy. Source: Q1 2026 competitive ranking report.

## A Decade of Search Leadership

This is not a one-time project. It is a partnership that has compounded for nearly ten years.



## The Next Frontier: AI Search

Search is changing, and Imerex is already there. As shoppers move from Google to AI assistants, Imerex built proprietary Answer Engine Optimization monitoring that tracks how the brand appears in ChatGPT, Gemini, and Perplexity, joined with Search Console and analytics data. The same playbook that won classic search, authoritative and category-defining content built on clean structured data, is now aimed at the AI answer economy to keep the brand the one that defines its category.

**A challenger brand that became the category, and a partnership built to keep it there.**



Imerex