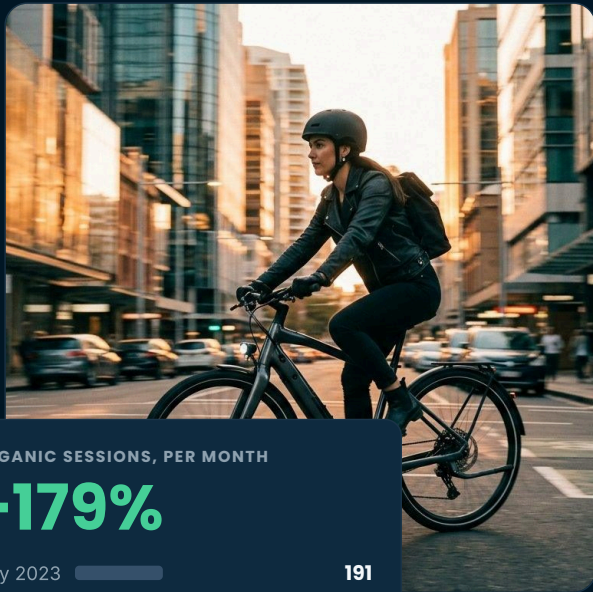


Bike Finance • Australia

Organic traffic up 179%, and the cited source in AI answers

An Australian bike and e-bike finance platform wanted to be the first answer when riders search for finance, on Google and inside ChatGPT, Perplexity and Google's AI Overviews. Over 34 months, organic traffic nearly tripled and leads followed.

- SEO + AI search + Local SEO
- May 2023 – Mar 2026
- Client name withheld



+179%

Organic sessions a month, 191 → 533

1,259

Conversions in the latest month

97%

Tracked keywords on page one

90%

Presence in Google AI Overviews

10/10

Local keywords ranking #1

Finance for every kind of bike, sold online

The client is an Australian online finance platform for bikes. Riders fill in one short application, and the platform compares a panel of lenders to find them a loan for a road bike, mountain bike, e-bike, cargo bike or a private-sale purchase.

Every customer journey starts with a search such as "e-bike finance" or "bicycle loan". The goal was simple to state and hard to win: be the brand riders find first, on Google and in AI answers, and turn those visits into applications.

E-bikes

Mountain bikes

Road bikes

Cargo bikes

Private sales

INDUSTRY

Consumer finance · bikes

MARKET

Australia, national + local

MODEL

Online applications, panel of lenders

SERVICES

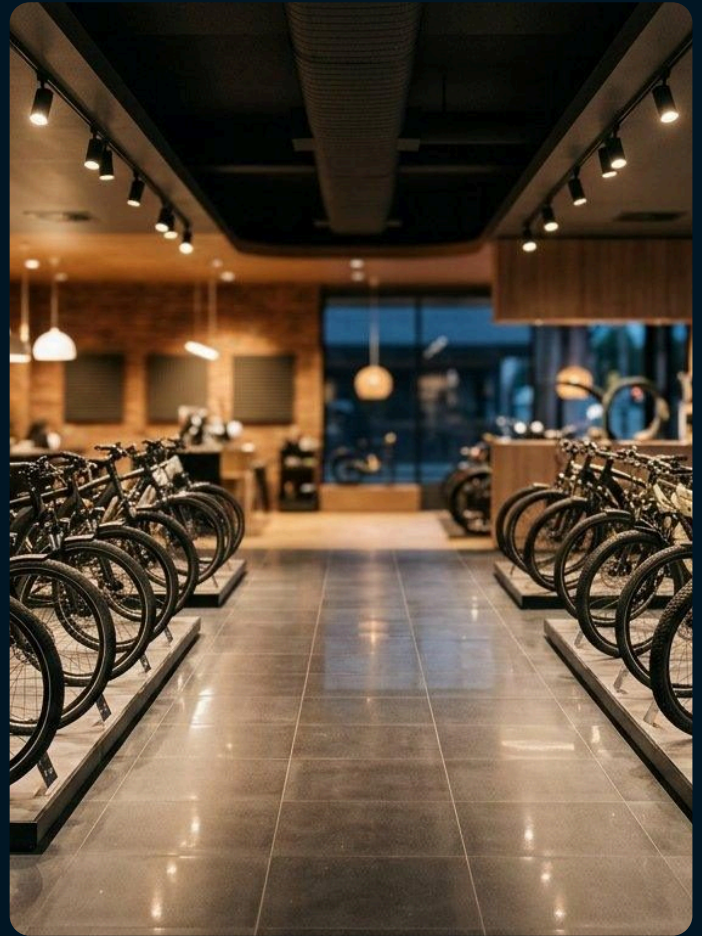
SEO, AI search, Local SEO

PERIOD

May 2023 – Mar 2026 (34 months)

DATA

GA4, Search Console, Business Profile, AI tracking



The purchase happens in store or online. The decision to finance it starts with a search.

ORGANIC SESSIONS

191

A month, May 2023

NEW USERS

130

A month, May 2023

PAGE-ONE KEYWORDS

21 of 33

Only 6 in the top three

LOCAL PAGE ONE

4 of 10

None ranking #1

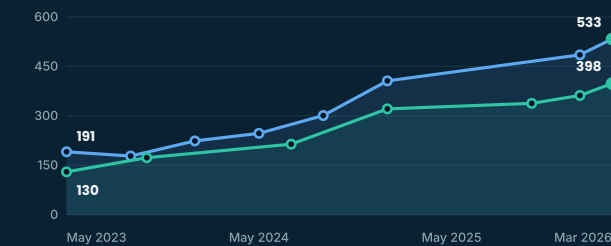
Traffic compounded. Conversions took off.

Every month the site earned more visits from people looking for bike finance, and from late 2024 those visits turned into applications at a fast-growing rate.

Monthly organic traffic

Google Analytics 4 · sessions and new users from organic search

+179% sessions · new users +206%



— Sessions, 191 → 533 — New users, 130 → 398

Monthly conversions

Google Analytics 4 · key events from organic visitors

1,259 in March 2026, up from 48 in May 2024



— Key events (conversions) per month

Search Console, last 12 months

April 2025 – March 2026

319.4K

Impressions in Google
Search

4,025

Clicks from Google Search

Across the reporting period

Google Analytics 4 totals

7,675

Conversions tracked

29,683

Page views

10,671

Sessions

7,815

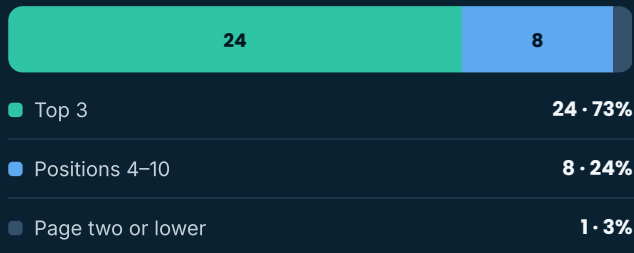
New users

From 21 page-one keywords to owning the results page

By March 2026, 32 of the 33 tracked buying keywords sat on Google's first page, and 24 of them in the top three, where most clicks go.

Where the 33 tracked keywords rank

March 2026



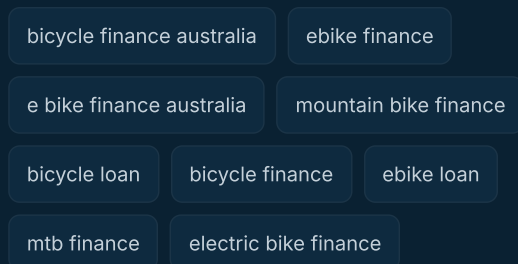
Before and after

Start of the program vs. March 2026



The searches that bring customers

Top queries by clicks (brand names removed)



The pages that convert best

Highest-converting landing pages, by type

Homepage

Brand and application start

E-bike finance page

The biggest product category

Loan calculator

Repayments before applying

Mountain bike finance page

Category landing page

City loans page

Local landing page

Benefits guide

Why finance a bike

The cited source inside AI answers

When riders ask ChatGPT, Perplexity or Google's AI Overview about bike finance, the brand is named and its website is linked as a source.

90%

AI Overview presence

Of tracked keywords with an AI Overview, the brand appears in 90%.

96%

Link citation rate

Average share of AI answers that link to the site.

67%

Top-3 AI mentions

Named among the first three brands in AI answers.

20%

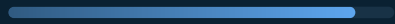
Organic-AI overlap

Keywords where the site ranks on Google and is cited by AI.

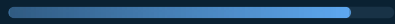
+ Google AI Overviews

Share of tracked keywords, Mar 2026

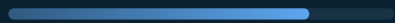
Keywords showing an AI Overview with the brand **90%**



Overviews that link to the site **89%**



Overviews that mention the brand **78%**



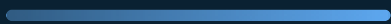
Brand in the top 3 **67%**



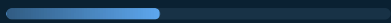
≡ ChatGPT

Share of tracked prompts, Mar 2026

Answers that link to the site **100%**



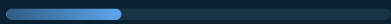
Brand mentioned or linked **40%**



Site listed in sources **40%**



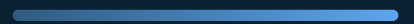
Brand in the top 3 **30%**



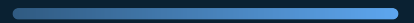
⬆ Perplexity

Share of tracked prompts, Mar 2026

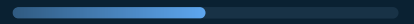
Answers that link to the site **100%**



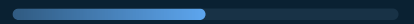
Site listed in sources **100%**



Brand mentioned or linked **50%**



Brand in the top 3 **50%**



Pages built to be quoted

Key pages reformatted so AI tools can lift a clear answer: short definitions, structured Q&A and clear figures.

Mentions beyond the site

Citations and off-site mentions that give AI models more reasons to trust and recommend the brand.

A clear entity

Schema and a consistent entity model, so search engines and AI know exactly who the business is and what it offers.

Answers for every stage

Content mapped to every question a rider asks, from "can I finance an e-bike?" to repayment calculators.

05

LOCAL SEARCH · GOOGLE BUSINESS PROFILE

10 out of 10 local keywords ranking #1

City landing pages, local content and a fully optimized Google Business Profile took the brand to the top of every tracked search in its home city.

Local keyword rankings

10 tracked keywords, one major city

At the start: 4 on page one, none at #1



Now: all 10 at #1



Google Business Profile

Profile activity, March 2026 reporting

2,035

Times the profile was seen

827

Profile interactions

741

Direction requests

83

Website clicks

06

HOW WE DID IT

Four layers, run as one program

Every result on this page comes back to these four parts of one SEO and AI search program. Each layer made the next one work harder.

01

Technical and entity foundations

A full crawl audit, indexing clean-up and an entity model that tells search engines and AI exactly who the business is.

SCHEMA CORE WEB VITALS ENTITY SEO

02

Topical authority content

40+ topic clusters covering every stage of financing a bike, from first questions to ready-to-apply calculators.

PILLAR CONTENT INTERNAL LINKS

03

AI answer engines

Pages reformatted for AI extraction, structured Q&A, entity citations and off-site mentions.

GEO CITATIONS ANSWER DESIGN

04

Local dominance

City landing pages, local content and a fully optimized Google Business Profile.

BUSINESS PROFILE LOCAL PAGES

Reporting: weekly dashboards GA4 Search Console AI visibility tracking

The same playbook works for ecommerce

High-intent searches, pages that answer them, and a brand AI tools trust. That's what grows any online business that depends on being found.

Ecommerce SEO

Get your collections and products onto page one, and turn that traffic into orders.

Ecommerce SEO →

AI search optimization

Get your store named and recommended by ChatGPT, Perplexity, Gemini and Google AI.

AI SEO →

Ecommerce marketing

SEO, ads, email and conversion work run as one growth plan.

All marketing services →

Want results like these for your store?

Book a free call. We'll look at where you rank on Google and in AI answers today, and show you what we would fix first.

Book a call:
calendly.com/webecommercepros-com

or call **888-711-2347**

Data from the client's Google Analytics 4, Google Search Console and Google Business Profile, plus AI visibility tracking, May 2023 to March 2026. AI figures are a March 2026 snapshot on a fixed set of tracked keywords and prompts. Client name withheld. Photos are illustrative. Every business is different, and past results don't guarantee future results.