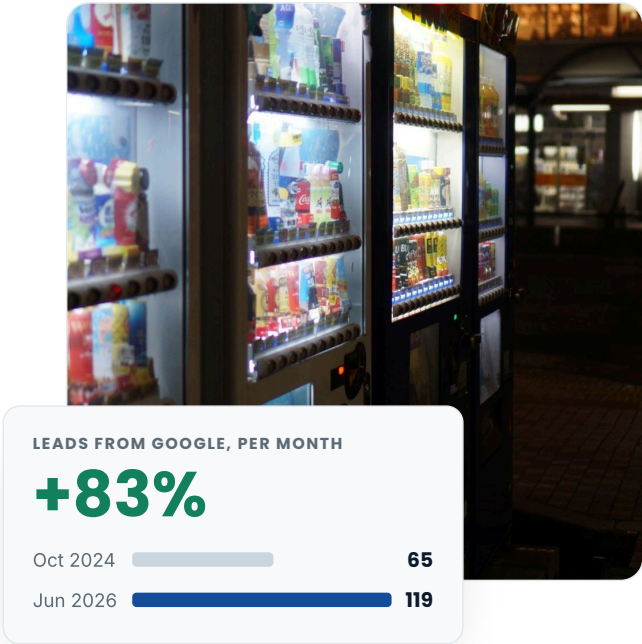


Workplace Vending • Australia

83% more leads from Google, and a place in the AI answer

A national workplace vending company needed to be found where office and facility managers search: on Google, on the map, and in ChatGPT, Perplexity and Google's AI Overviews. In 20 months, it got there.

- SEO + AI search + Local SEO
- Oct 2024 – Jun 2026
- Client name withheld



+83% Leads from Google, 65 → 119 a month	50 Keywords on page one, up from 18	79% Presence in Google AI Overviews	86% ChatGPT answers citing the site	+61% Direction requests from Google Maps
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01

THE CLIENT

Food and drinks for the workplace, run end to end

The client supplies workplaces across Australia with vending machines, coffee machines, micro-markets and smart fridges. They install the equipment, keep it stocked and maintain it, so staff get snacks, drinks and fresh food without anyone on site having to manage it.

Their buyers are office, warehouse and facility managers. Those buyers now look in two places: they search Google, and more and more of them ask an AI assistant for a recommendation. The goal was to be found, and recommended, in both, in every region the company serves.

- Vending machines
- Coffee vending
- Micro-markets
- Smart fridges
- Fresh food

INDUSTRY	MARKET
Workplace food & beverage	Australia, 14 regions
BUYERS	SERVICES
Offices, warehouses, gyms, hospitals, schools	SEO, AI search, Local SEO
PERIOD	DATA
Oct 2024 – Jun 2026, ongoing	Search Console, GA4, Business Profile



Where the buyer's search starts: "vending machine for our office", typed into Google or asked to an AI assistant.

AVG. GOOGLE POSITION

24.7

Page three

PAGE-ONE KEYWORDS

18

Only 4 in the top three

LEADS FROM GOOGLE

65

A month

ORGANIC VISITS

968

A month

02

LEADS FROM SEARCH AND AI

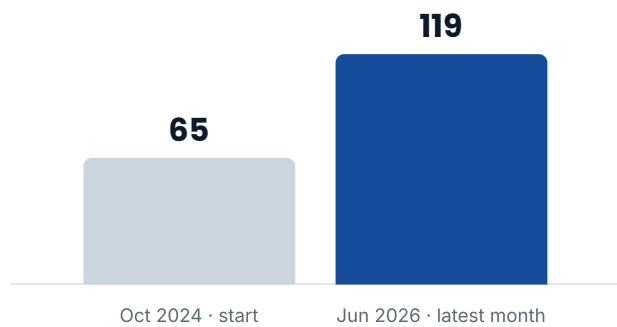
Rankings are nice. Leads pay the bills.

We tracked calls, quote requests and other buying actions from day one, so every ranking gain could be tied to real enquiries.

Leads from Google

Calls, quote forms and other buying actions from unpaid search and the map

+83% with no ad spend behind it



- Phone calls
- Quote & enquiry forms
- Other buying actions

Visitors from AI platforms

People who arrived from ChatGPT, Perplexity and other AI tools (Google Analytics)

446

Visits from AI platforms, growing month on month

0:28 → 1:17

Average engagement per visitor, almost three times longer

37

Key events (tracked conversions) from AI visitors

AI visitors arrive already knowing who the company is, because an assistant recommended it. They stay longer and act more.

From page three to the edge of page one

The average position nearly halved, from 24.7 to 12.4. More important is where the money keywords landed: 50 now sit on page one, and 31 of them in the top three.

Average Google position

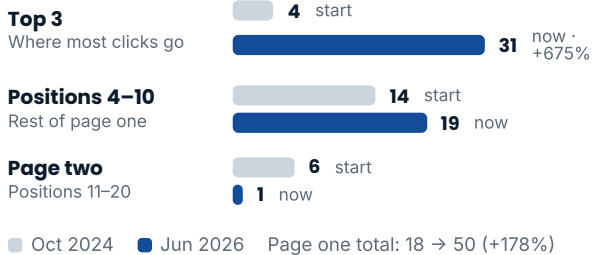
Across all tracked keywords. Lower is better.



12.3 places gained on average. The keywords that matter most made it all the way to page one, as the chart below shows.

Where the tracked keywords rank

Number of keywords per position, start vs. Jun 2026



Monthly visits from Google

Organic sessions, Google Analytics · up 37.5%



Cited where buyers now ask first

When a facility manager asks ChatGPT, Perplexity or Google's AI Overview about workplace vending, the company is now mentioned, linked and recommended.

79%

Google AI Overviews

Of tracked keywords with an AI Overview, the brand appears in 79%, up 58 points.

86%

ChatGPT sources

Share of tracked ChatGPT answers that list the site as a source, up from zero.

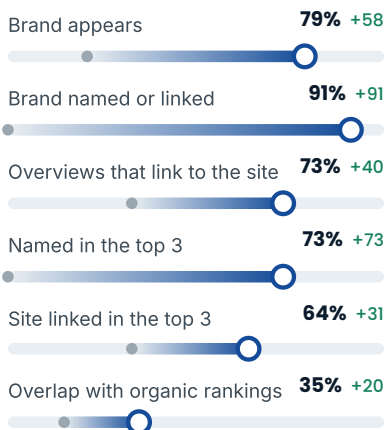
100%

Perplexity sources

Every tracked Perplexity answer now lists the site as a source, up 25 points.

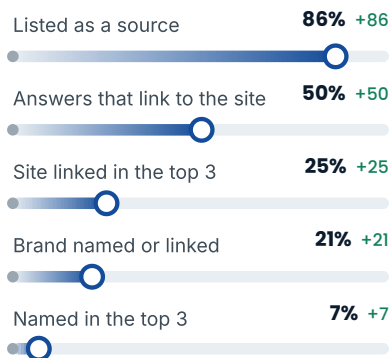
Google AI Overviews

Share of tracked keywords



ChatGPT

Share of tracked prompts



Perplexity

Share of tracked prompts



● When tracking began ○ Jun 2026 Green numbers = change in percentage points

Content AI can trust

Key pages rewritten with clear answers, proof and the trust signals AI models check before recommending a brand.

Schema markup

Structured data that describes the company, its services and its credibility in a format machines read easily.

An llms.txt file

A plain summary of the business, its services and key pages, published for AI crawlers to read.

A rebuilt FAQ

Rewritten around the questions buyers actually ask, so AI tools have a clean answer to quote.

Winning "vending machine near me" in every region

When a nearby business searches for a vending supplier, Google shows a map. The company now shows up there far more often, and more people act on it.

Profile views

Times the profile appeared in Search and Maps

+30%



Customer actions

Calls, website clicks and profile engagement

+49%



Direction requests

People mapping their way to the business

+61%



Profile and local pages strengthened for each major region, from Adelaide to Townsville.

06

HOW WE DID IT

One program for Google, the map and AI

The technical and content work that ranks a site on Google is the same foundation that gets it cited by AI. We ran it as one program, in this order.

1

OCT–DEC 2024

Fix the foundation

Full site audit, technical repairs and clean indexing, so Google could read every page. Rank and lead tracking set up.

SEO

2

EARLY 2025

Write what buyers search for

Pages built around the phrases buyers type, such as drink vending, food vending and smart vending.

SEO

3

2025

Win the local map

A stronger Google Business Profile and local pages for every major region.

LOCAL SEO

4

2025–2026

Make the brand AI-ready

Trust-focused content, llms.txt, schema markup and a rebuilt FAQ.

AI SEARCH

5

JUN 2026

Compounding results

50 page-one keywords, 79% AI Overview presence and 83% more leads, from one program.

SEO + AI

07

WHAT THIS MEANS FOR YOUR STORE

The same playbook works for ecommerce

A sound technical base, content built around what buyers ask, local strength and AI-ready structure. Every part of this program carries over to online stores.

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 Search Console, Google Analytics 4 and Google Business Profile, October 2024 to June 2026. AI figures are measured on a fixed set of tracked keywords and prompts; changes are in percentage points since tracking began. Client name withheld. Photos are illustrative. Every business is different, and past results don't guarantee future results.