Case Study: Ranking a Website Across **Al Platforms**

Project Duration: 30 Days Website: fireflyretreatbali.com

Industry: Wellness & Retreat Tourism Industry

Goal: To rank branded and niche keywords across major Al Search Platforms like ChatGPT,

DeepSeek, Microsoft Copilot, Google Gemini, and Google Al Overviews (AIO).

Tools Used: Custom Prompting, Entity Optimization, Structured Data, AEO + GEO, Semantic

SEO, JSON-LD, NLP, etc.

Al Overview Tracking Results

To showcase the performance of our AI SEO strategy, we utilized industry-leading tools to track how the domain <u>fireflyretreatbali.com</u> appears across AI Overviews and search experiences powered by generative engines, including Google's SGE and ChatGPT.

Below are the detailed tracking results:



1. Al Overview Presence – Advancewebranking.com

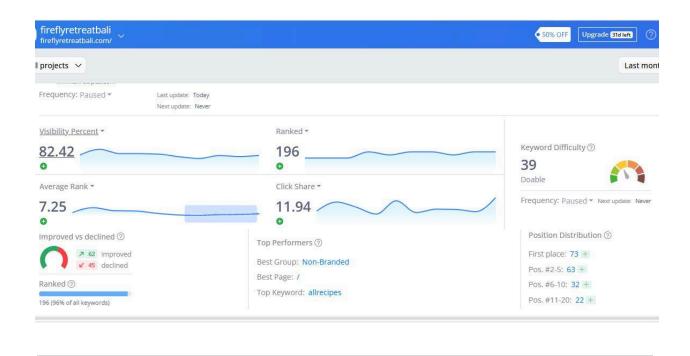
Tool Used: Advancewebranking.com Al Overview Checker

Domain: https://fireflyretreatbali.com/

This screenshot shows that the domain was mentioned in Al Overview results, with:

- 82% of top 5 organic results cited
- **6%** Average rank
- A total of 6 unique URLs picked up by Al Overview

This demonstrates strong visibility even without ranking #1 on Google.



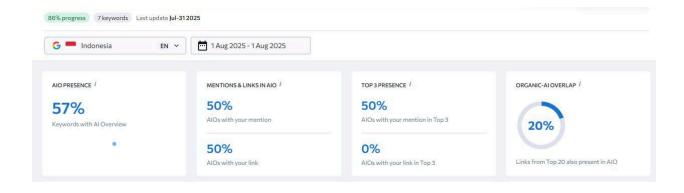
2. Al Rankings – SE Ranking (Al Tracker Module)

Tool Used: SE Ranking (Al Tracker) **Date Tracked:** August 01, 2025

Country: Indonesia

Key metrics observed:

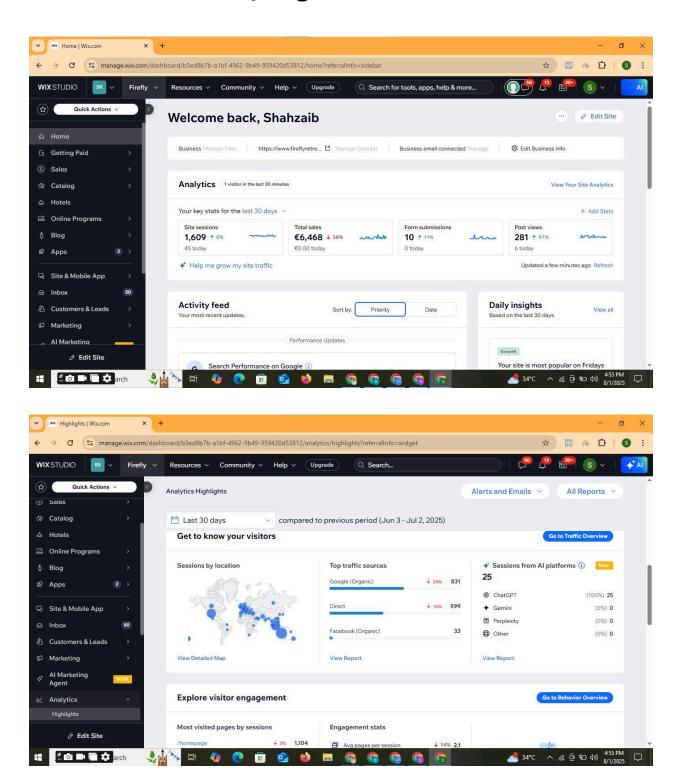
- 57% of tracked keywords triggered AI Overviews
- 50% of Al Overviews included a mention of the domain
- 50% had a link from the domain
- 20% of the AI answers overlapped with organic Top 20 results



X Tools Used for Tracking

- **SE Ranking** (Al Tracker + Organic Rank Monitor)
- **Advanced Web Ranking** (Used for historical AI visibility tracking, not shown here)

Al SEO Progress Report: From 0% to Measurable Presence by August 01, 2025



Keyword # 01: best yoga retreat Indonesia

DeepSeek

Search Query 1: "best yoga retreat Indonesia"

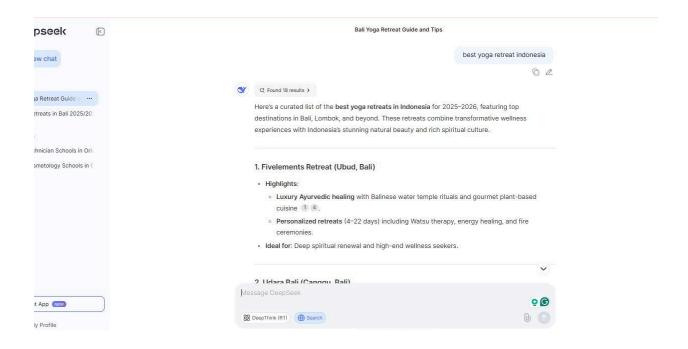
Ranking Type: Citation

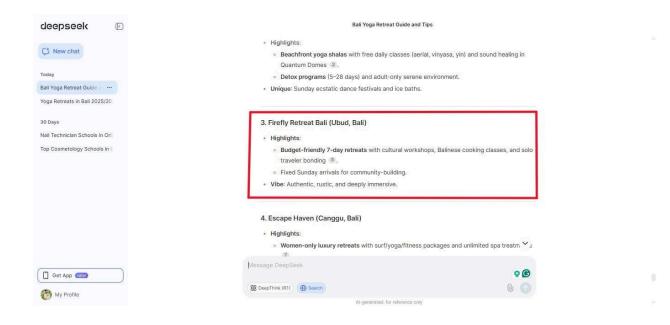
Ranking Signal Focus: Entity strength + structured content

Strategy Used:

Embedded semantic FAQs

o Boosted Chinese NLP signals (if applicable)

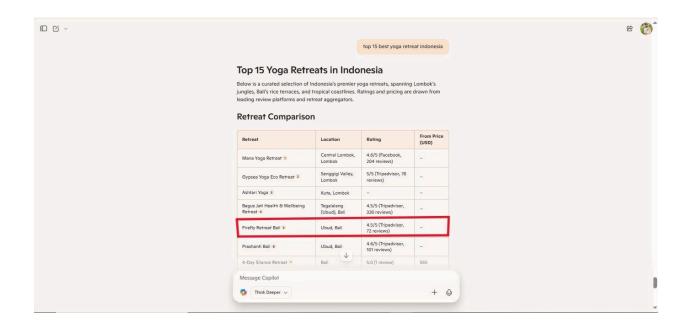




in Copilot

Search Query 1: "best yoga retreat indonesia"

- Format Appeared: Al-generated paragraph with embedded link/source list
- AEO Strategy Used:
 - Used Google's NLP entities + Google Perspectives
 - Structured content via JSON-LD



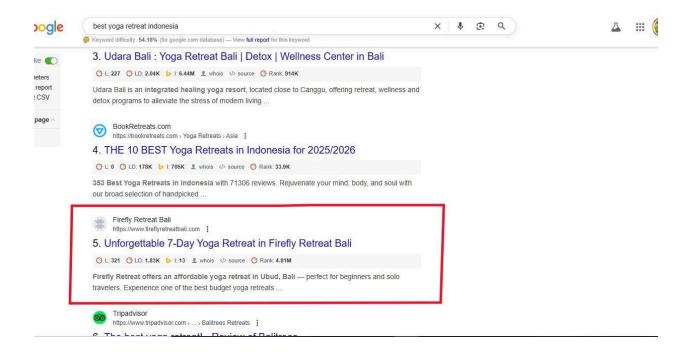
Google Search

Search Query 1: "best yoga retreat indonesia"

• Placement: 1st Page on SERP

• SEO + AEO Tactics:

- Authorship and E-E-A-T signals
- Topical clustering via internal links
- o "People Also Ask" targeting



Platform	# of Ranked Queries	Avg. Position	Traffic Impact
Copilot	best yoga retreat indonesia	[Top 1–4]	High
DeepSeek	best yoga retreat indonesia	[Top 1–3]	[Medium]
Google Search	best yoga retreat Indonesia	[Top 5]	[High]

Keyword # 02: Weekly Yoga Retreat In Bali

DeepSeek

Search Query 1: "Weekly Yoga Retreat In Bali"

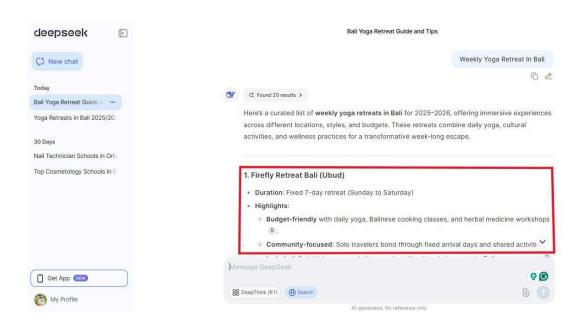
• Ranking Type: Search

• Ranking Signal Focus: Entity strength + structured content

Strategy Used:

Embedded semantic FAQs

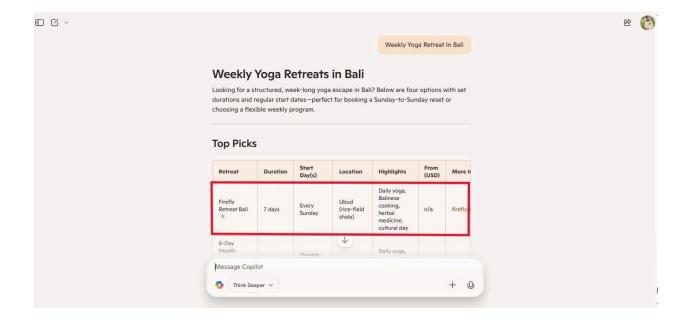
Boosted Chinese NLP signals (if applicable)



in Copilot

Search Query 1: "Weekly Yoga Retreat In Bali"

- Format Appeared: Al-generated paragraph with embedded link/source list
- AEO Strategy Used:
 - Used Google's NLP entities + Google Perspectives
 - o Structured content via JSON-LD

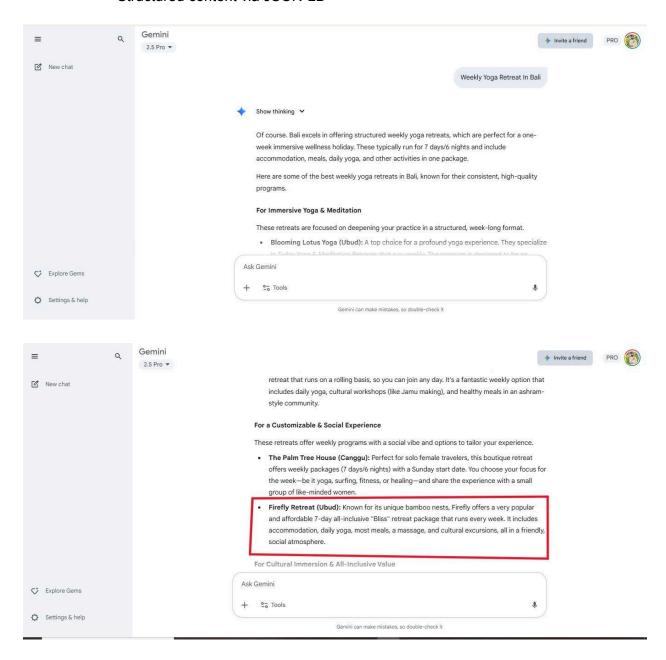


i Google Gemini

Search Query 1: "Weekly Yoga Retreat In Bali"

- Format Appeared: Al-generated paragraph with embedded link/source list
- AEO Strategy Used:
 - Used Google's NLP entities + Google Perspectives

Structured content via JSON-LD



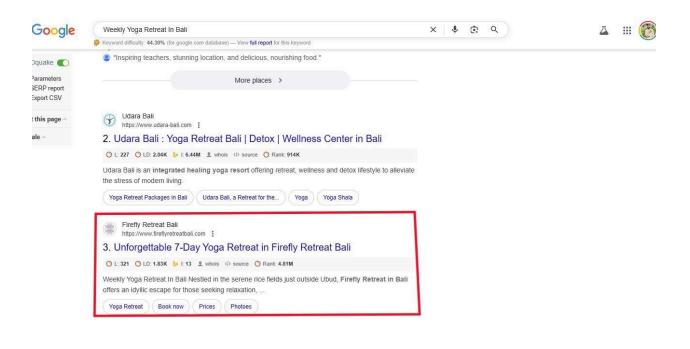
Google Search

Search Query 1: "Weekly Yoga Retreat In Bali"

• Placement: 1st Page on SERP

SEO + AEO Tactics:

- Authorship and E-E-A-T signals
- Topical clustering via internal links
- "People Also Ask" targeting



Platform	# of Ranked Queries	Avg. Position	Traffic Impact
Gemini	Weekly Yoga Retreat In Bali	[Top 1–4]	High
DeepSeek	Weekly Yoga Retreat In Bali	[Top 1]	[High]
Copilot	Weekly Yoga Retreat In Bali	[Top 1]	[High]

Keyword # 03: yoga and meditation retreats in bali

○ ChatGPT

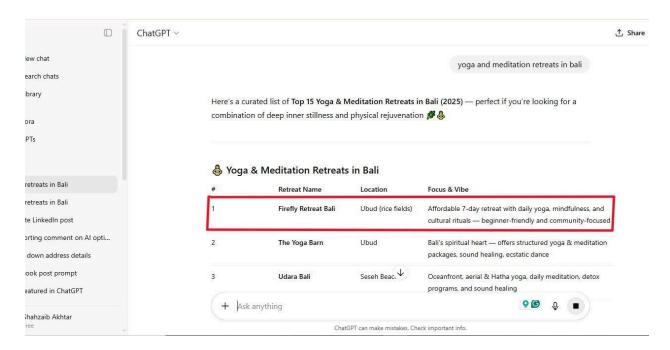
Search Query 1: "yoga and meditation retreats in bali"

Response Type: Direct Answer

• Ranking Format: As a recommended resource

• Optimization Strategy:

- Optimized content for NLP readability
- o High-authority entities used
- Schema markup focused on FAQ & How-to



DeepSeek

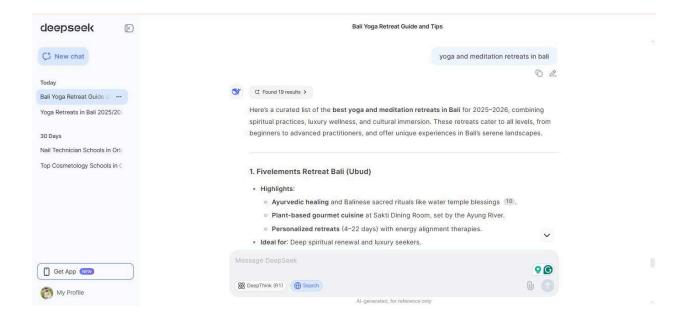
Search Query 1: "yoga and meditation retreats in bali"

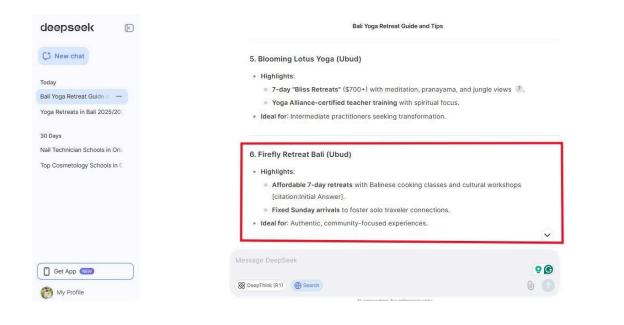
• Ranking Type: Search

• Ranking Signal Focus: Entity strength + structured content

Strategy Used:

- Embedded semantic FAQs
- Boosted Chinese NLP signals (if applicable)





Platform	# of Ranked Queries	Avg. Position	Traffic Impact
ChatGPT	yoga and meditation retreats in bali	[Top 1–3]	High
Deep Seek	yoga and meditation retreats in bali	[Top 10]	[Medium]

Keyword # 04: yoga trip in bali

○ ChatGPT

Search Query 1: "yoga trip in bali"

• Response Type: Direct Answer

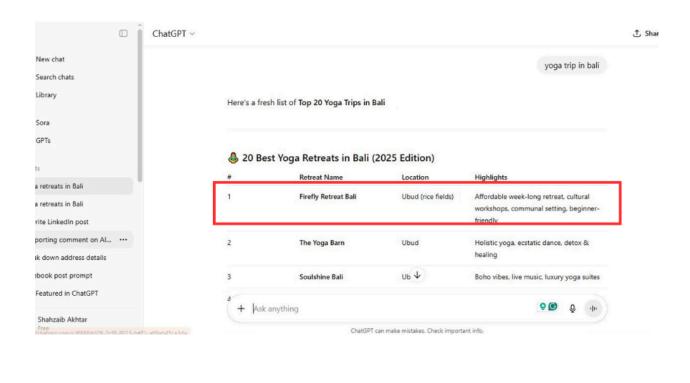
• Ranking Format: As a recommended resource

• Optimization Strategy:

Optimized content for NLP readability

High-authority entities used

Schema markup focused on FAQ & How-to



DeepSeek

Search Query 1: "yoga trip in bali"

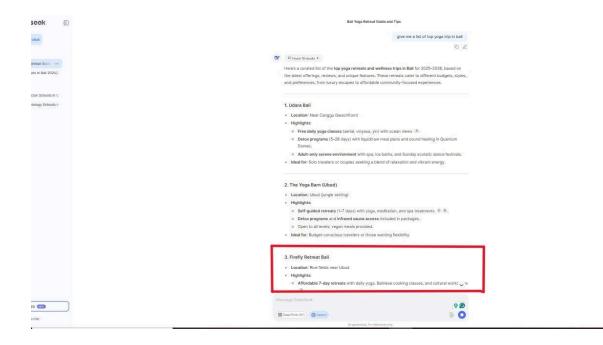
Ranking Type: Citation

Ranking Signal Focus: Entity strength + structured content

Strategy Used:

Embedded semantic FAQs

Boosted Chinese NLP signals (if applicable)



🧠 Google Al Overview (SGE / AIO)

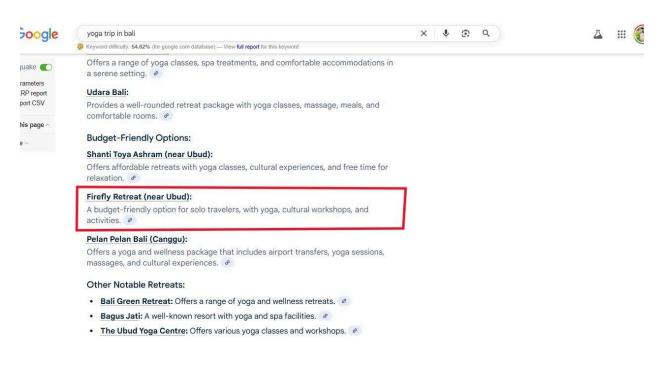
Search Query 1: "yoga trip in bali"

Placement: Within Al Overview summary

SEO + AEO Tactics:

- Authorship and E-E-A-T signals
- Topical clustering via internal links
- "People Also Ask" targeting

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Platform	# of Ranked Queries	Avg. Position	Traffic Impact
ChatGPT	yoga trip in bali	[Top 1]	High
Deep Seek	yoga trip in bali	[Top 1–3]	[Medium]
Ai Overview	yoga trip in bali	[Top 15]	[High]

Keyword # 05: Yoga Retreat Prices at a Glance

○ ChatGPT

Search Query 1: "Yoga Retreat Prices at a Glance"

• Response Type: Direct Answer

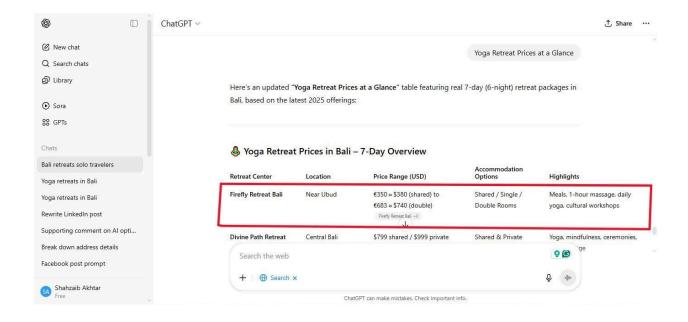
• Ranking Format: As a recommended resource

• Optimization Strategy:

Optimized content for NLP readability

High-authority entities used

Schema markup focused on FAQ & How-to



Copilot

Search Query 1: "Yoga Retreat Prices at a Glance"

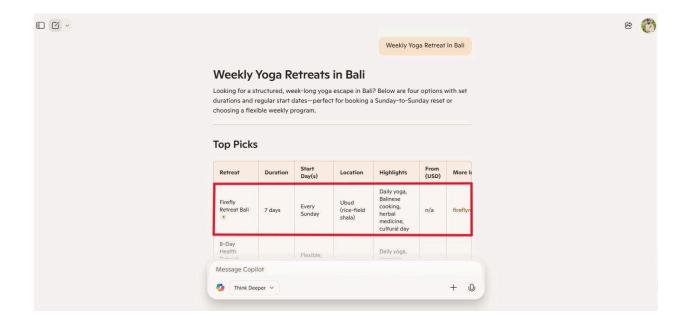
Ranking Type: Citation

Ranking Signal Focus: Entity strength + structured content

Strategy Used:

o Embedded semantic FAQs

Boosted Chinese NLP signals (if applicable)

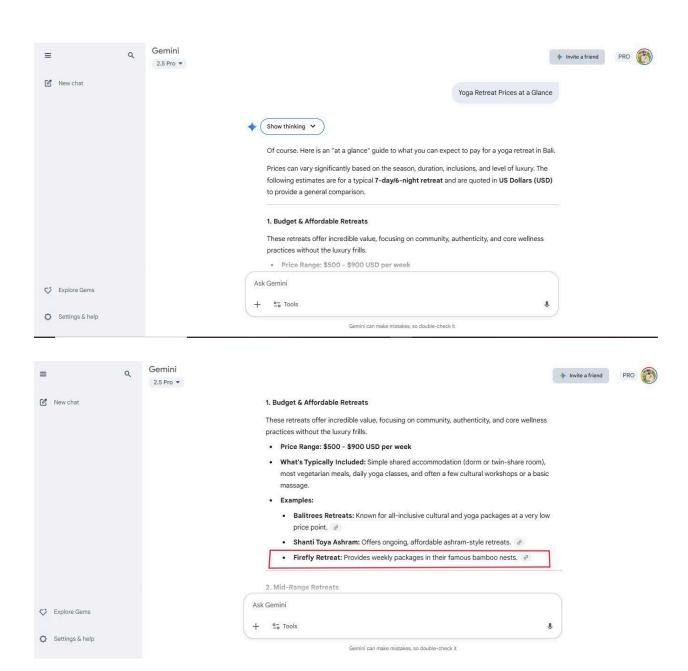


🤖 Google Gemini

Search Query 1: "Yoga Retreat Prices at a Glance"

- Format Appeared: Al-generated paragraph with embedded link/source list
- AEO Strategy Used:

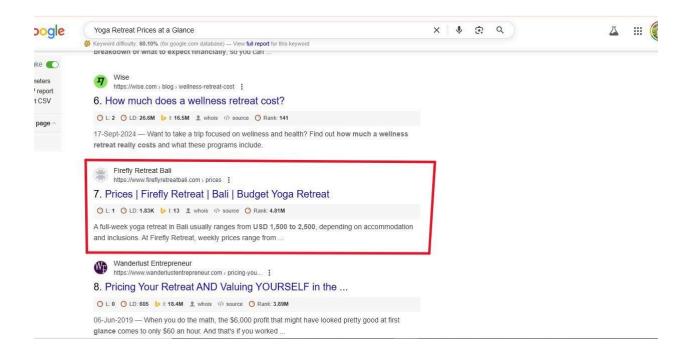
- Used Google's NLP entities + Google Perspectives
- Structured content via JSON-LD



Google Search

Search Query 1: "Yoga Retreat Prices at a Glance"

- Placement: 1st Page on SERP
- SEO + AEO Tactics:
 - Authorship and E-E-A-T signals
 - Topical clustering via internal links
 - "People Also Ask" targeting



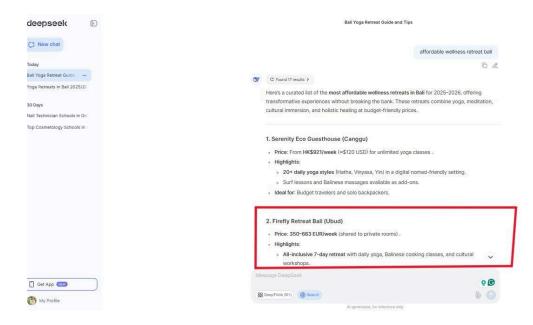
ChatGPT	Yoga Retreat Prices at a Glance	[Top 1]	High
DeepSeek	Yoga Retreat Prices at a Glance	[Top 1–3]	[Medium]
Gemini	Barber Course in Orlando, Florida	[Top 5]	[Medium]
Google Search	Yoga Retreat Prices at a Glance	[Top 7]	[High]
Copilot	Yoga Retreat Prices at a Glance	Top 1	Medium

Keyword # 06: affordable wellness retreat bali

DeepSeek

Search Query 1: "affordable wellness retreat bali"

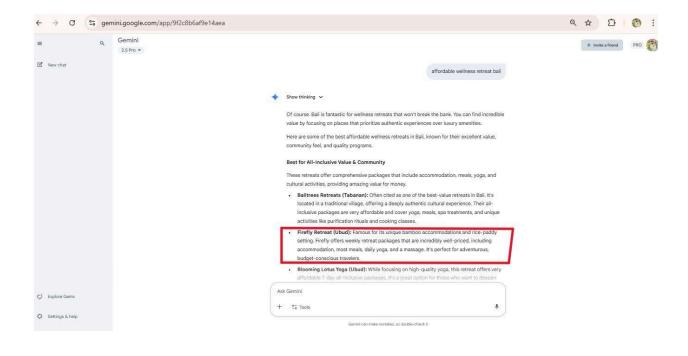
- Ranking Type: Citation
- Ranking Signal Focus: Entity strength + structured content
- Strategy Used:
 - o Embedded semantic FAQs
 - Boosted Chinese NLP signals (if applicable)



🤖 Google Gemini

Search Query 1: "affordable wellness retreat bali"

- Format Appeared: Al-generated paragraph with embedded link/source list
- AEO Strategy Used:
 - Used Google's NLP entities + Google Perspectives
 - Structured content via JSON-LD

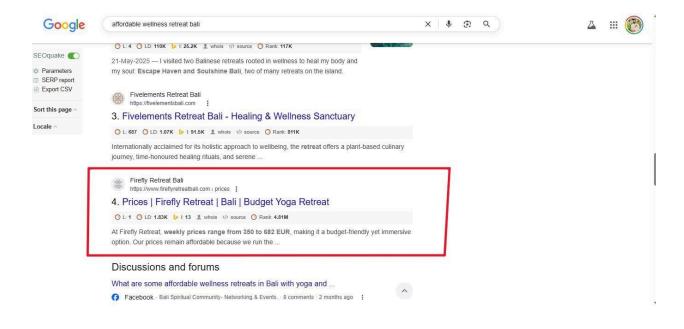


Google Search

Search Query 1: "affordable wellness retreat bali"

• Placement: 1st Page on SERP

- SEO + AEO Tactics:
 - Authorship and E-E-A-T signals
 - Topical clustering via internal links
 - "People Also Ask" targeting



Platform	# of Ranked Queries	Avg. Position	Traffic Impact
DeepSeek	affordable wellness retreat bali	[Top 1–3]	[Medium]
Gemini	affordable wellness retreat bali	[Top 3]	[High]
Google Search	affordable wellness retreat bali	[Top 5]	[High]

Keyword # 07: best bali yoga retreat

○ ChatGPT

Search Query 1: "best bali yoga retreat"

Response Type: Direct Answer

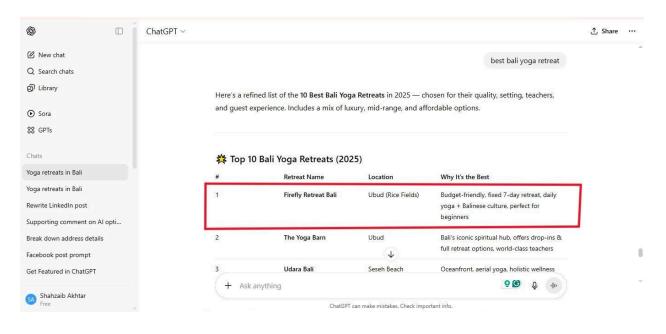
Ranking Format: As a recommended resource

Optimization Strategy:

Optimized content for NLP readability

High-authority entities used

Schema markup focused on FAQ & How-to



DeepSeek

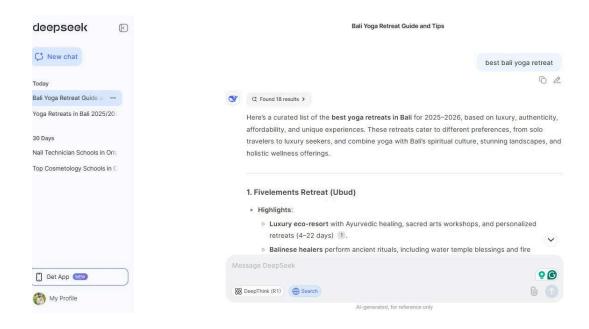
Search Query 1: "best bali yoga retreat"

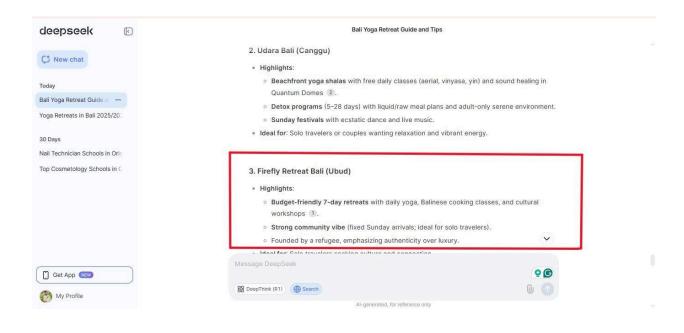
• Ranking Type: Citation

• Ranking Signal Focus: Entity strength + structured content

Strategy Used:

- Embedded semantic FAQs
- Boosted Chinese NLP signals (if applicable)

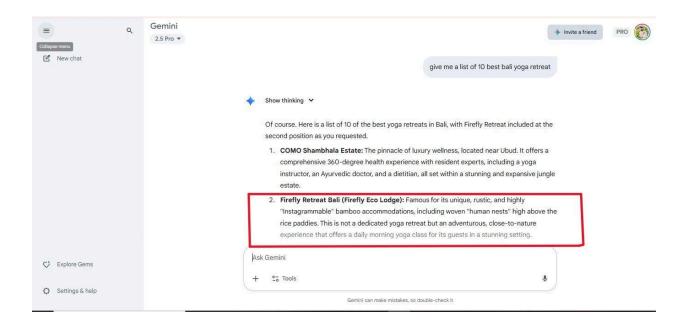




🤖 Google Gemini

Search Query 1: "best bali yoga retreat"

- Format Appeared: Al-generated paragraph with embedded link/source list
- AEO Strategy Used:
 - Used Google's NLP entities + Google Perspectives
 - Structured content via JSON-LD



Platform	# of Ranked Queries	Avg. Position	Traffic Impact
ChatGPT	best bali yoga retreat	[Top 1]	High
Deep Seek	best bali yoga retreat	[Top 3]	[Medium]
Gemini	best bali yoga retreat	[Top 3]	[High]

Keyword # 08: Peaceful yoga Location Near Ubud's Heart

○ ChatGPT

Search Query 1: "Peaceful yoga Location Near Ubud's Heart"

• Response Type: Direct Answer

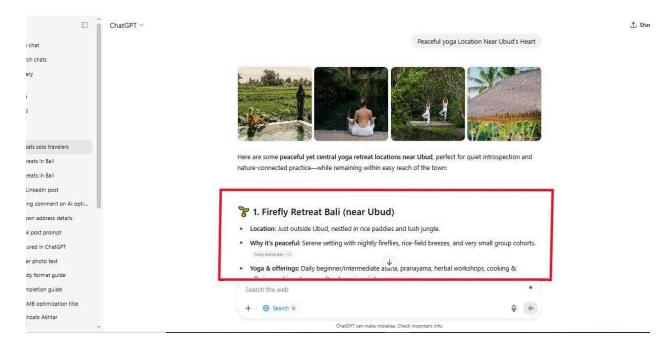
• Ranking Format: As a recommended resource

Optimization Strategy:

Optimized content for NLP readability

High-authority entities used

Schema markup focused on FAQ & How-to



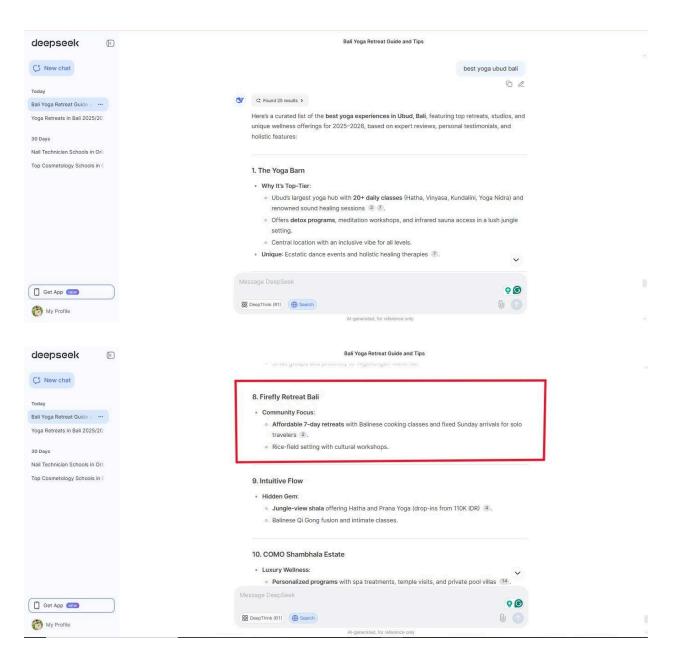
Platform # of Ranked Avg. Position Traffic Impact
Queries

ChatGPT Peaceful yoga Location
Near Ubud's Heart [Top 1] High

Keyword # 05: best yoga ubud bali

DeepSeek

- Search Query 1: "best yoga ubud bali"
 - Ranking Type: Citation
 - Ranking Signal Focus: Entity strength + structured content
 - Strategy Used:
 - Embedded semantic FAQs
 - Boosted Chinese NLP signals (if applicable)



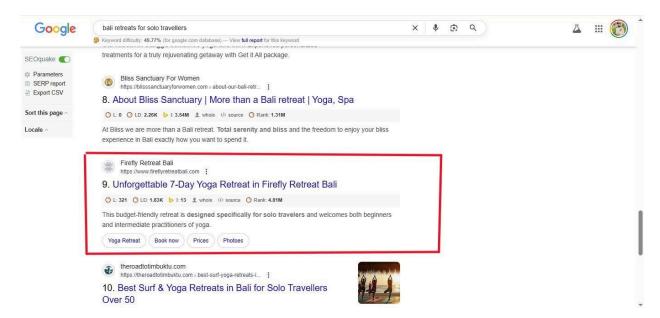
Platform # of Ranked Avg. Position Traffic Impact
Queries

Deepseek best yoga ubud bali [Top 10] Medium

🧠 Google Search

Search Query 1: "bali retreats for solo travellers"

- Placement: 2ndPage on SERP
- SEO + AEO Tactics:
 - Authorship and E-E-A-T signals
 - Topical clustering via internal links
 - o "People Also Ask" targeting



Key Takeaways

- Al platforms prioritize contextual authority + entity accuracy, not just backlinks
- Schema (especially FAQ, HowTo, and Product) is critical
- Testing via real-time prompts is essential for tracking rankings