

3× AI Citation Share Growth

How CloudEagle Turned Existing Pages into an AI-Native Acquisition Engine

The Challenge

Scaling Acquisition as Search Rules Change

CloudEagle needed to grow non-brand organic traffic, but discovery was shifting. Buyers now evaluated software through AI and not just Google SERPs.

SEO bottleneck

Every optimization needed the SEO lead's hands-on input

Stagnant pages

Highest-signal pages hardest to refresh and improve

AI visibility gap

LLMs treated content as disconnected, limiting citations

Manual dependency

No repeatable system to scale execution at throughput

The Solution – GIGA-Driven Optimization Engine

GIGA guided workflows took writers through **ICP intent** targeting using real buyer queries

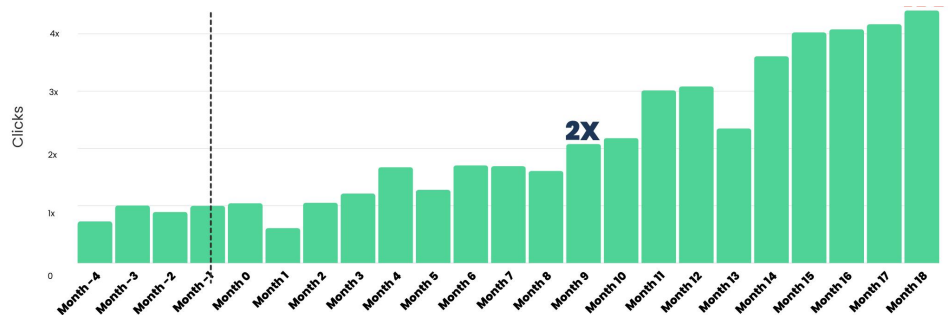
Multi-model research analyzed competitors across Google, ChatGPT, and other LLMs

AI API connected 33 priority pages into a **demand-weighted graph** using GSC queries as anchor text

Embedded SEO expertise let writers execute independently, **freeing the lead for strategy**

“Previously, everything was flowing from me. Now, it's democratized. The writers have become experts with the help of the system.”

- Joel Platini, Content Manager



Results – AI-Native Growth Through Optimization

+113% Organic Clicks → Pilot cohort grew from 2.47K to 5.25K in 12 weeks

3× AI Citation Share → Moved from mentions to reliably cited source

77% Bottom-Funnel → Clicks from high-intent buyers

328 Net-New Queries → Page 1 queries that previously drove zero clicks

