

SKYROCKET INFLUENCE VISION TO VIRALITY

## SEO Case Study: ZeroGPT's 3-Month Global Growth

How strategic SEO transformed an AI content detection platform into a market leader, achieving #1 rankings for 90% of target keywords in just 90 days.

AI / SAAS

3 MONTHS

GLOBAL MARKET

# The Challenge: Breaking Through in a Crowded Market



ZeroGPT faced significant obstacles typical of competitive AI/SaaS platforms. The platform struggled to establish a foothold where established players dominated search results.

## Poor Search Visibility

Limited presence in Google Top 10 for competitive AI keywords

## Intense Competition

High competition from established AI detection tools

## Weak Authority

Insufficient backlink profile compared to competitors

# Strategic Goals & Success Metrics

O1

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## Rank AI Detection Keywords

Achieve Top 10 and #1 positions on Google for AI detection and ChatGPT-related keywords

O2

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## Increase Organic Traffic

Drive global organic traffic and visibility across all target markets

O3

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## Strengthen Domain Authority

Build authority in the competitive AI/SaaS niche through quality backlinks

O4

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## Drive Tool Usage

Convert organic traffic into actual ZeroGPT tool usage

O5

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## Achieve Fast Results

Deliver measurable improvements while maintaining long-term sustainability

# Keyword Strategy: 18 High-Intent Global Keywords



We developed a **commercial + informational keyword strategy** targeting 18 high-intent global keywords. This strategic mix captured high-volume informational searches, commercial tool-intent keywords, and brand queries simultaneously.

## Primary Keywords

gptzero me, is this ai, is this ai generated, is this written by ai

## Tool-Intent Keywords

ai checker tool, ai content detector free, ai detector text, chatgpt detector

# On-Page SEO Optimization



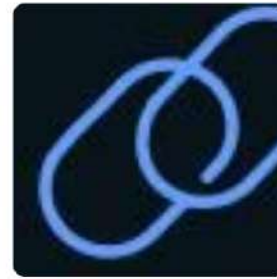
## Landing Page Optimization

Optimized primary pages for AI detection services with focus on conversion and relevance



## Meta Elements

SEO-optimized titles, descriptions, and headings aligned with keyword intent



## Internal Linking

Improved linking between tool pages and content for better crawlability

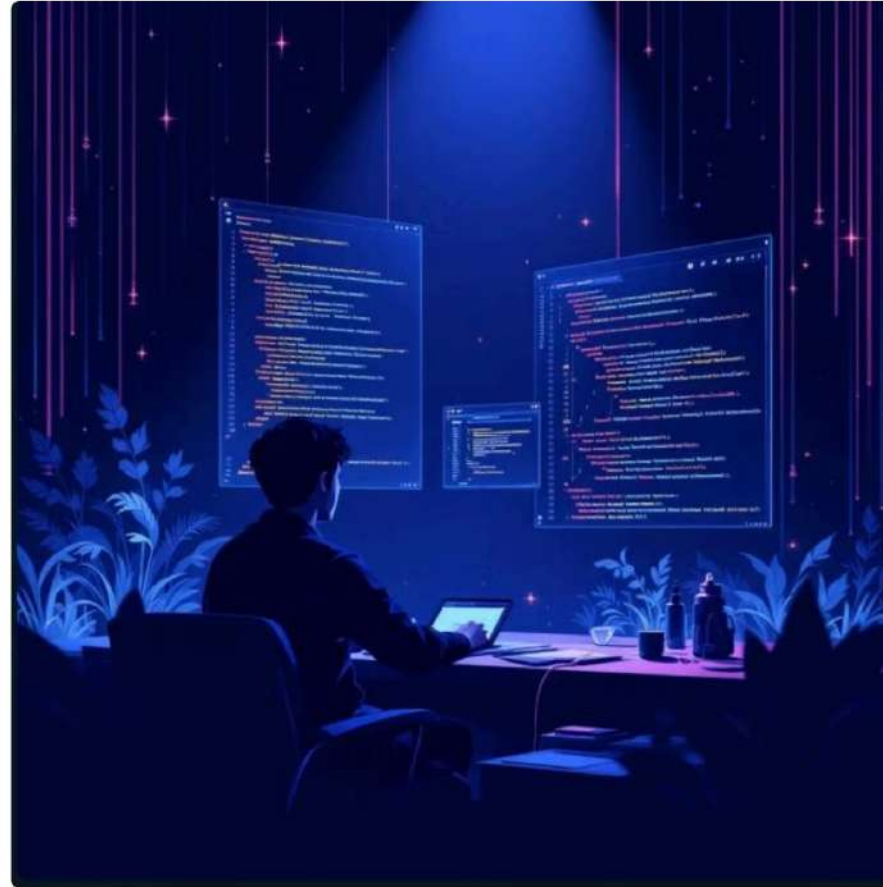


## Intent Mapping

Keyword intent mapping for better relevance and higher conversion rates

# Technical SEO & Performance Improvements

Technical SEO optimizations ensured ZeroGPT's website was crawlable, indexable, and delivered exceptional performance across all devices and locations.



## Indexing & Crawlability

Fixed indexing issues to ensure all important pages were discoverable

## Core Web Vitals

Optimized LCP, FID, and CLS metrics for better user experience

## Mobile-First Performance

Enhanced mobile experience for improved mobile rankings

## URL Structure

Clean URLs and proper canonicalization to avoid duplicate content

# Content Strategy: User-Intent Driven Approach

Our content strategy focused on creating highly targeted, SEO-optimized content that addressed user intent at every stage of the customer journey.

## SEO-Focused Landing Pages

Created pages targeting primary AI detection queries with clear CTAs

## Informational Content

Developed content answering questions like "Is this written by AI?"

## AI-Friendly Structure

Human-readable content optimized for traditional and AI-based discovery



# Link Building: Quality Over Quantity

**200**

**Backlinks/Month**

Average monthly acquisition rate

**18**

**Target Keywords**

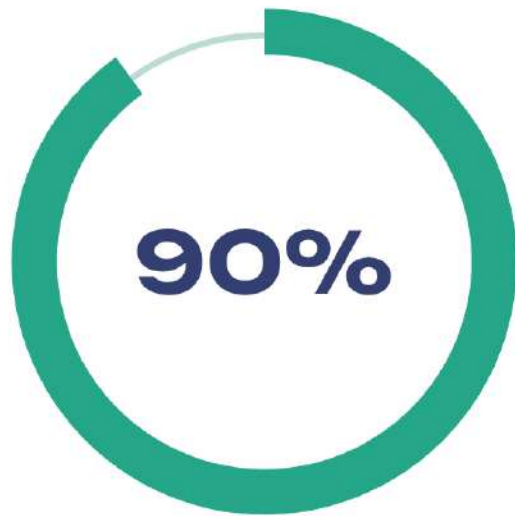
Keywords receiving focused link support

Our white-hat link building approach focused on securing high-authority backlinks from relevant AI, SaaS, and technology websites.

- High-DA backlinks from AI, SaaS, and tech-relevant websites
- White-hat, contextual, and follow links only for maximum SEO value
- Natural anchor text distribution focused on branded and generic terms
- Strategic authority building for all 18 primary keywords



# Exceptional Results in Just 3 Months



## Keywords at #1

Of targeted keywords ranked at #1 position on Google



## Top 10 Rankings

Of targeted keywords ranked in Google Top 10



## Quality Backlinks

High-quality backlinks built over 3 months

# Key Takeaways: Data-Driven SEO Success



## Dominant Rankings

Strong global visibility with 90% of targets reaching #1 position



## Authority Growth

Significant improvement in domain authority through ~600 quality backlinks



## Fast Results

Visible improvements within first month with consistent upward trend

This case study demonstrates how a focused, data-driven SEO strategy can deliver exceptional results in a competitive market. By combining technical excellence, strategic content, and quality link building, ZeroGPT achieved market-leading visibility in just 90 days.