SILA DIGITAL

CLIENT CASE STUDIES

Real Brands. Measurable Growth. Proven at Scale.

Wilson Bradley	MAAP	Billy J
917 ranking positions gained	4x organic growth, CAC in check	SEMrush Award — Best Campaign AU

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Confidential — Prepared by Sila Digital — 2026

CASE STUDY 01

WILSON BRADLEY

Winning Category Rankings in a Hardware Market Dominated by Major Brands

917	39	560K+	9,781
Ranking Positions Gained	Tracked Keywords Moved	Organic Sessions (2025)	Organic Purchasers

The Challenge

Wilson Bradley competes in a hardware and building supplies category where organic search is controlled by well-resourced incumbents with years of domain authority, wide product ranges, and deeply indexed content. When Sila Digital was engaged, the brand had a credible product offering and loyal customer base — but limited organic visibility where it mattered most: high-intent commercial search terms.

Competing in this environment is not a light-touch exercise. It requires deliberate, sustained execution across three fronts simultaneously: authority, commercial content quality, and technical hygiene.

The Approach

Sila Digital deployed a three-pillar strategy designed to work in sequence and compound over time.

Pillar 1 — Authority Building Through Targeted Backlinking

We deployed an ongoing, editorially focused backlink acquisition programme to lift domain authority and create the competitive headroom needed to rank for category-level commercial terms. This was not generic link volume — every placement was selected to support specific commercial keyword clusters and protect ranking gains long-term.

Pillar 2 — Strategic Rewrite of Commercial Collection Pages

We audited and rewrote key collection pages end-to-end with search intent as the primary driver. Work included keyword mapping at category level, intent-driven heading structures, improved internal linking across related collections, and on-page content designed to rank and convert — not just generate traffic.

Pillar 3 — Technical SEO Delivered to In-House Team

Technical SEO recommendations were supplied to Wilson Bradley's internal development team for implementation. The focus was on removing crawl and indexation friction: architecture, Core Web Vitals, duplicate content, redirect hygiene, and structured data coverage. This layer is the foundation that allows authority and content to translate into ranking movement.

AEO Layer — Optimising Beyond Traditional Search

Across the engagement, content was structured to answer specific, high-intent queries directly — not just optimise for keyword density. This answer-first approach improves featured snippet capture, increases content citation in AI-generated results, and builds topical authority signals that compound across the entire site.

The Results

Over the period 11 January 2024 to 16 February 2026, the programme delivered measurable, auditable outcomes across rankings and commercial traffic.

Metric	Result	Metric	Result
cabinet maker suppliers	Now #6 (+89)	**kitchen led lights**	Now #3 (+58)
kitchen hardware supplies	Now #14 (+87)	**built in kitchen bins**	Now #1 (+19)
led lighting for kitchens	Now #6 (+68)	**pocket door system**	Now #1 (+1)

GA4 Traffic — Full Year 2025

Metric	Result	Metric	Result
Total Sessions	1.09 million	**Total Purchasers**	15,285
Organic Sessions	560,899	**Organic Purchasers**	9,781
New Users (Organic)	142,221	**Key Events (Organic)**	1.25 million

> “Organic Search became Wilson Bradley’s largest acquisition and engagement channel by volume. The numbers confirm the SEO work was not just moving rankings — it was moving the business.”
>
> **— Sami Khan, Sila Digital**

What Made This Work

- Authority building that targets commercial category terms, not just domain-level metrics
- Commercial page rewrites anchored to search intent — built to rank and convert simultaneously
- Technical implementation support that removed indexation barriers before they capped growth
- AEO content structuring to capture featured snippets and AI-cited responses
- Clean sequencing: build authority, rebuild content, remove technical blockers, reinforce linking

THE SILA DIGITAL METHOD

Our SEO framework spans over 120 structured checkpoints — from technical foundations and schema markup to AEO (Answer Engine Optimisation) and GEO (Generative Engine Optimisation). We don’t just optimise for Google. We build content infrastructure that gets cited by AI systems: ChatGPT, Google AI Overviews, Gemini, and Perplexity.

Every engagement starts with a full diagnostic. Every deliverable is sequenced. Every result is tracked against commercial outcomes, not vanity metrics.

Are you next?

Results like these are built, not bought. If you're ready to own your category, let's talk.

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CASE STUDY 02

MAAP

How Organic Growth Kept Acquisition Costs in Check as a Premium Cycling Brand Scaled 4x

47	75.8K	364.9K	67%
Authority Score	Organic Keywords	Monthly Organic Traffic	Traffic Share — Organic

The Challenge

MAAP is a premium cycling apparel brand that built a devoted following through product quality and community — but scaling a direct-to-consumer brand in the cycling category means facing competitors with deep paid media budgets and entrenched SEO positions. The risk at scale is predictable: as the brand grows, paid acquisition costs rise. Without organic infrastructure, growth becomes expensive and fragile.

The brief was not simply to grow traffic. It was to build an organic acquisition engine that would expand in proportion to the brand — reducing reliance on paid channels and protecting margin as MAAP moved from a cult following to a mainstream premium destination.

The Approach

The engagement was structured around a core insight: in premium lifestyle categories, organic SEO and brand authority are the same thing. Content that ranks is content that builds trust. Sila Digital built MAAP's organic presence to serve both goals simultaneously.

Technical & Infrastructure Foundation

Before content or authority work could scale, the technical foundation had to be clean. Full audit, Core Web Vitals optimisation, crawlability, schema markup, and structured internal architecture were established first. This layer ensures that every piece of content published and every link earned translates into ranking movement.

Commercial Keyword Cluster Strategy

We mapped MAAP's keyword universe across product, category, and brand-adjacent terms. Priority was given to high commercial intent clusters — terms that convert, not just drive sessions. Topical clusters were built around core product lines and the premium cycling lifestyle, with pillar pages supported by interconnected satellite content.

Content That Earns Authority and Converts

At premium price points, content is trust infrastructure. Every piece was built to satisfy E-E-A-T requirements: verified expertise, real experience, accurate product information. The result was content that ranked and converted — and that attracted natural backlinks from cycling media and community publications over time.

AEO — Capturing the AI Discovery Layer

As the brand scaled, Sila Digital structured content to appear in AI-generated responses across ChatGPT, Google AI Overviews, and Gemini. In lifestyle and premium product categories, AI search is increasingly a first-touch discovery channel — especially for considered purchases where buyers research before buying. Establishing MAAP as a cited entity in these responses creates acquisition value that compounds without ongoing spend.

Paid Media Buffer — SEO as Cost Control

The strategic purpose of the organic programme was to reduce MAAP's dependence on paid acquisition as the brand scaled. With organic traffic compounding, budget that would otherwise go to paid search and social could be redirected to brand-building and product development. Organic traffic does not have a cost-per-click. It has a cost-per-programme — and as the programme matures, the economics improve every month.

The Results

Metric	Result	Metric	Result
Authority Score	47 (Very Good)	**Organic Traffic**	364,900/mo
Organic Keywords	75,800	**Traffic Share**	67% Organic
Referring Domains	1,900	**Backlinks**	88,000
AI Visibility	56 (Worldwide)	**AI Mentions**	1,700+
Primary Market	AU — AI Vis 60	**AI Citations**	642 pages cited

> "67% of MAAP's total traffic is now organic. In a paid-media-heavy category, that is not a vanity stat — it is a margin advantage. Every session organic delivers is one less conversion the brand needs to buy."
>
> **— Sami Khan, Sila Digital**

The Compounding Effect

The MAAP engagement illustrates the core economic case for long-term SEO investment. Paid media is a tap: spend money, get traffic; stop spending, lose traffic. Organic is an asset: build it once, and it continues to compound. As MAAP scaled 4x, the organic programme meant that the incremental cost of acquiring each new customer was falling — not rising.

- Organic traffic became the dominant channel at 67% share — outperforming paid significantly
- AI search visibility established with 1,700+ mentions across ChatGPT, AI Overviews, AI Mode, and Gemini
- 642 pages now cited in AI-generated responses — a first-mover advantage in the category
- Strong Australia-primary footprint with expanding US and CA reach

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CASE STUDY 03

BILLY J

SEMrush Australia Award Winner — Best Use of Search

42	35.8K	165.4K	3.1K
Authority Score	Organic Keywords	Monthly Organic Traffic	AI Mentions

The Accolade

The Billy J SEO engagement was recognised with the SEMrush Search Award for Best Use of Search in Australia — one of the most competitive digital categories in the Australian market. This is not a participation trophy: it is a peer-reviewed, industry-judged recognition of measurable, replicable SEO performance delivered against real commercial objectives.

The Challenge

Billy J is a fashion-forward Australian apparel brand competing in a highly contested direct-to-consumer space. The category is dominated by well-funded incumbents with strong paid media programmes and established SEO foundations. Growing organic share in women's fashion requires doing several things at once: building authority, creating content that captures commercial intent at every funnel stage, and establishing technical foundations that don't cap the ceiling.

The additional complexity: fashion is a fast-moving category. Content freshness, trend responsiveness, and conversion-optimised product pages all need to work together for SEO to drive business outcomes — not just traffic.



SEMrush Search Awards
Best Use of Search — Australia

The Approach

Sila Digital built the Billy J SEO programme around a principle that applies across every vertical: content that earns rankings must also earn conversions. Every element of the strategy was tied back to commercial outcomes.

Authority at Competitive Scale

In fashion, authority is the differentiator between brands that appear on page one and brands that advertise to get there. We deployed a sustained backlink acquisition programme focused on editorial

placements in fashion media, lifestyle publications, and brand-adjacent editorial contexts. Each link was selected to support specific commercial clusters and lift the entire site's competitive position.

Product and Category Page Optimisation

Commercial pages were rebuilt around search intent. Title structures, on-page content, internal linking, and conversion elements were all optimised in sequence. The goal: pages that rank for high-intent queries and convert the traffic they earn.

Technical Infrastructure

A full technical audit established the foundation: crawlability, Core Web Vitals, schema implementation (including Product, BreadcrumbList, and Organisation schema), URL structure, and mobile performance. These are not optional enhancements — they are the eligibility gates that determine whether authority and content investment can translate into ranking movement.

AEO — Answer Engine & AI Visibility

Billy J's content was structured with answer-first formatting: direct responses to buyer questions, comparison content, FAQ schema, and entity-optimised product descriptions. This approach improves featured snippet capture and establishes the brand as a referenced entity in AI-generated search responses. With 3,100+ AI mentions and 968 cited pages across ChatGPT, Google AI Overviews, AI Mode, and Gemini, the brand now has organic presence in the discovery layer that most fashion brands are still invisible in.

The Results

Metric	Result	Metric	Result
Authority Score	42	**Organic Traffic**	165,400/mo (+1.5%)
Organic Keywords	35,800	**Ref. Domains**	2,200
AI Visibility Score	35 (Worldwide)	**Total AI Mentions**	3,100+
ChatGPT Mentions	760	**Gemini Mentions**	1,100+
AI Cited Pages	968	**Traffic Share (US)**	31%

> "Winning the SEMrush Award wasn't the goal — building an acquisition system that works was. The award was the industry's confirmation that the method is right."
>
> **— Sami Khan, Sila Digital**

Why This Stood Out

The SEMrush judges recognised the Billy J programme for what made it different: a commercially grounded, fully integrated SEO approach that connected technical foundations, content quality, and authority building into a single sequenced system. The result was not just ranking growth — it was a measurable shift in organic acquisition capability.

- 3,100+ AI mentions across all major platforms — among the highest in the Australian fashion category

- 968 pages now cited in AI-generated responses — a significant first-mover position
- Strong US traffic share (31%) — demonstrating the international scalability of the organic programme
- Organic Search represents 98.1% of SERP appearances — dominant channel performance

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