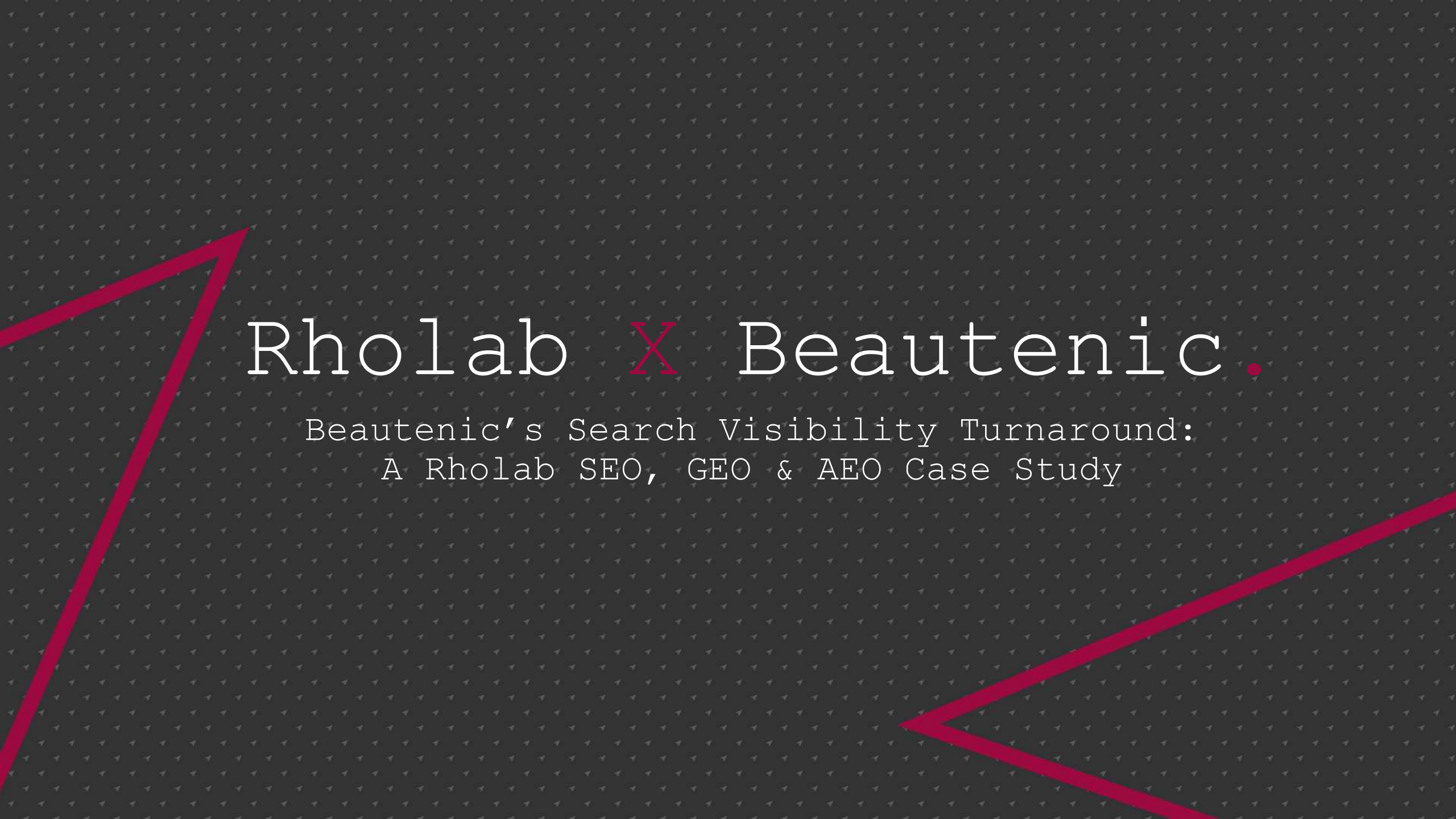




rholab.

Brand. Website. Growth

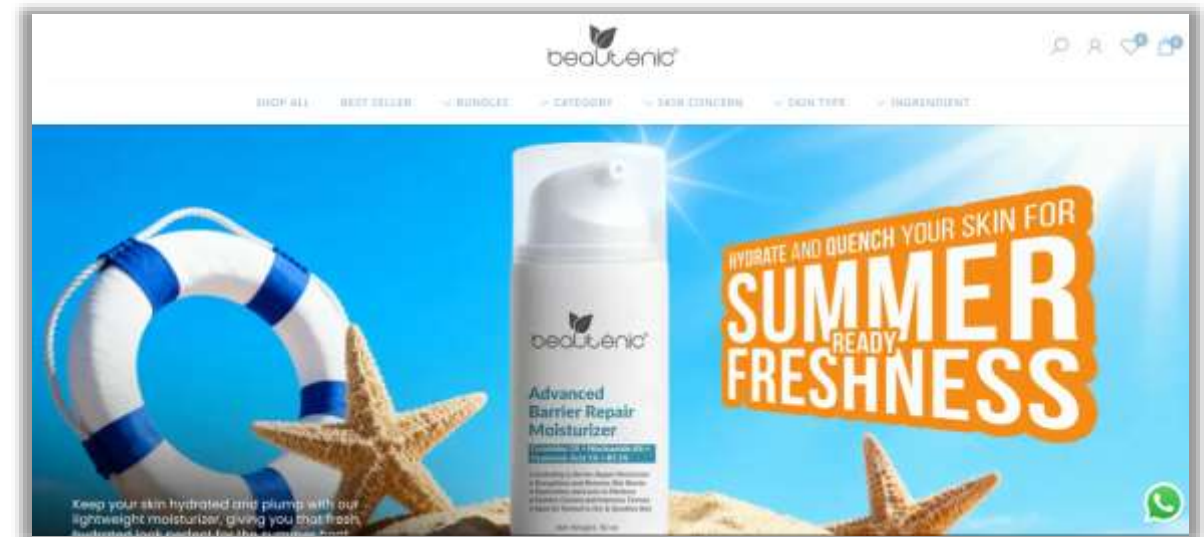


Rholab X Beautenic.

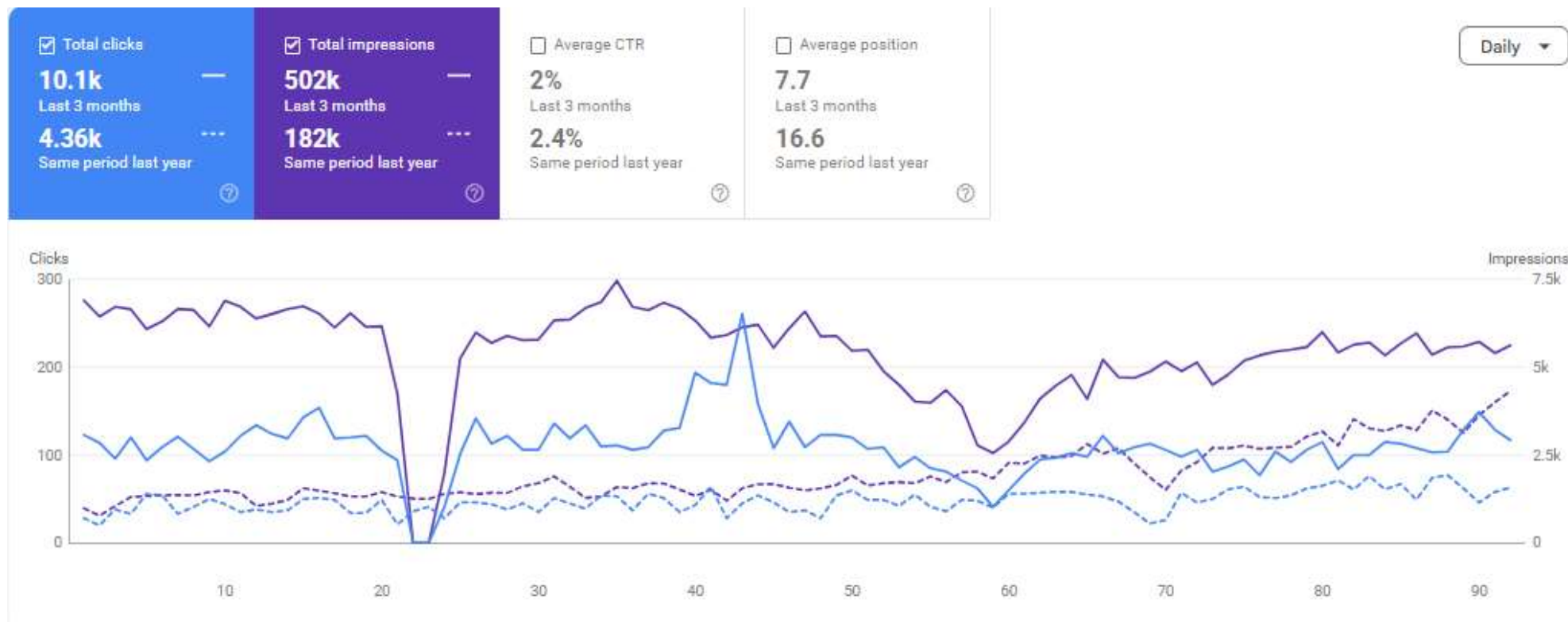
Beautenic's Search Visibility Turnaround:
A Rholab SEO, GEO & AEO Case Study

Project Overview

- Beautenic partnered with Rholab on March 7, 2026 to build a strong organic search presence for its skincare and beauty products.
- **Goal:** go beyond rankings – position Beautenic as a trusted, discoverable skincare brand.
- **Strategy:** a combined SEO + GEO + AEO program spanning traditional search engines and AI-powered platforms.
- Driven by continuous monitoring, technical improvements, and content optimization.



Before and After Overview



Click To Check
Stats

Metric	Before	Present	Absolute Growth	YOY Growth (%)
Total Clicks	4.36k	10.1k	+5.74k	+131.6%
Total Impressions	182k	502k	+320k	+175.8%
Average CTR	2.4%	2%	-0.4%	-16.6%
Average Position	16.6	7.7	+8.9 positions	+53.6% Improvement

Phase 1 Technical SEO Foundation

A full technical audit and fix-up gave search engines and AI systems a fast, easy-to-crawl website to work with.

Crawlability & indexability

XML sitemaps & robots.txt

Canonical tags & URL structure

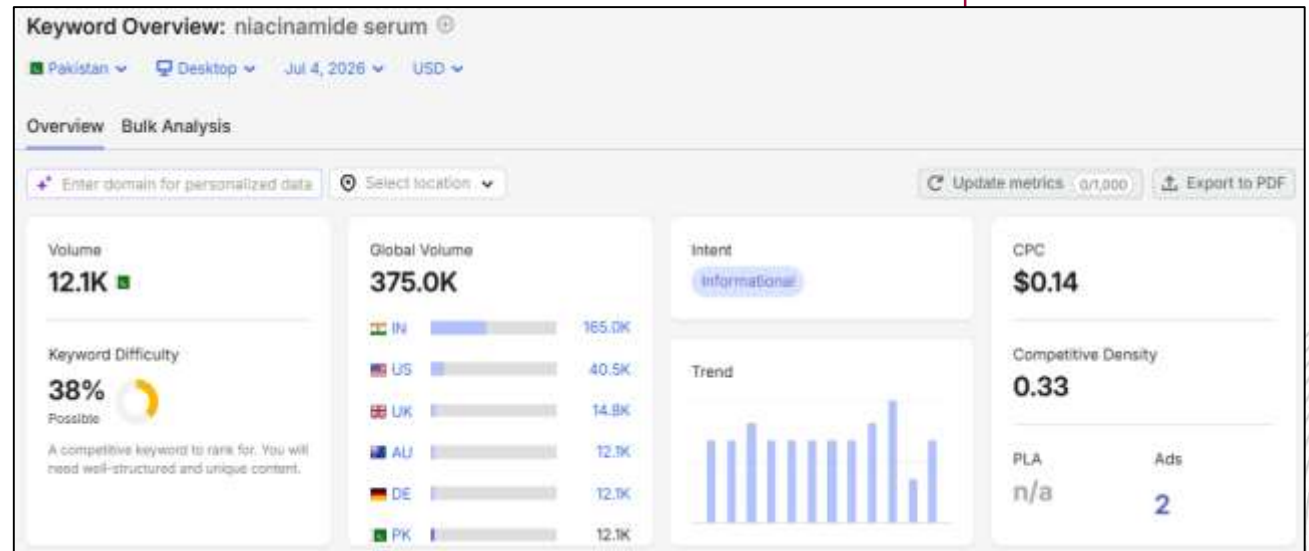
Page speed & image optimization

Core Web Vitals

Redirects & mobile usability

Phase 2 Keyword Research

- Q Primary, secondary, and long-tail keywords across commercial and informational intent.
- Q Low-competition, high-search-intent opportunities identified early for quick wins.
- Q Every keyword mapped to one page – preventing cannibalization and strengthening relevance.



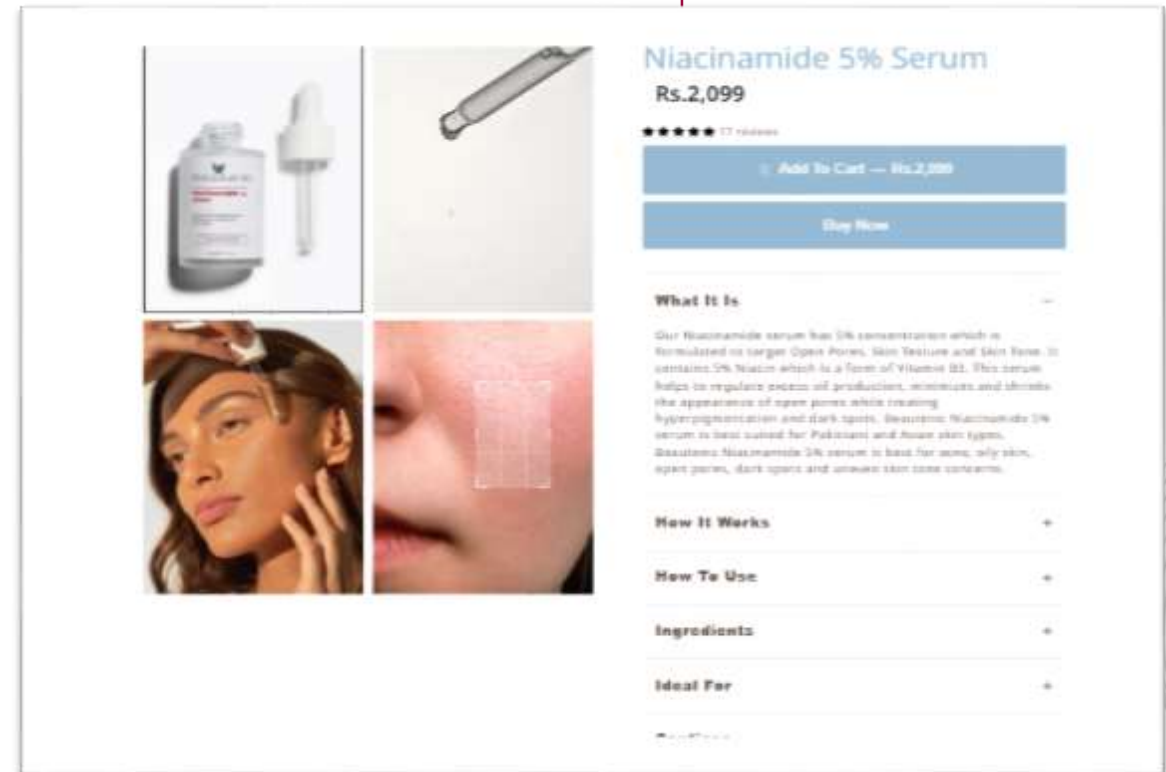
Phase 3 On-Page SEO

Titles, meta descriptions, heading hierarchy, ALT tags, and readability – optimized page by page.

METRIC	BEFORE	AFTER
Title Length	20 characters	55 characters
Meta Description	73 Characters	155 characters
H1 / H2 / H3 Tags	2 / 2 / 0	1 / 1 / 12
Internal Links (page)	70	95

Phase 4 Content Strategy

- Product pages, Category pages, blog articles, Skincare guides, FAQs, and comparison content.
- Every piece built around real user intent, not isolated keyword targeting.
- Interconnected content designed to build topical authority over time.



Phase 5 GEO (Generative Engine Optimization)

Entity optimization · Semantic SEO · Structured content · E-E-A-T · Schema · Knowledge graph signals



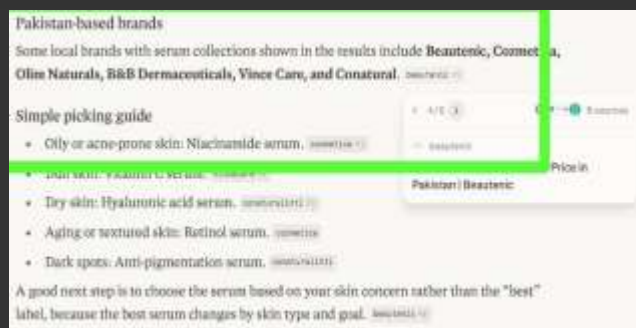
ChatGPT

Cited Beautenic for "cleansing balm centella asiatica" searches.



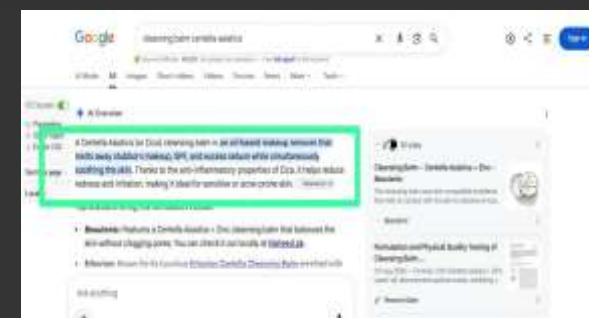
Gemini

Recognized Beautenic as a relevant skincare source.



Perplexity AI

Referenced Beautenic for skincare-related searches.

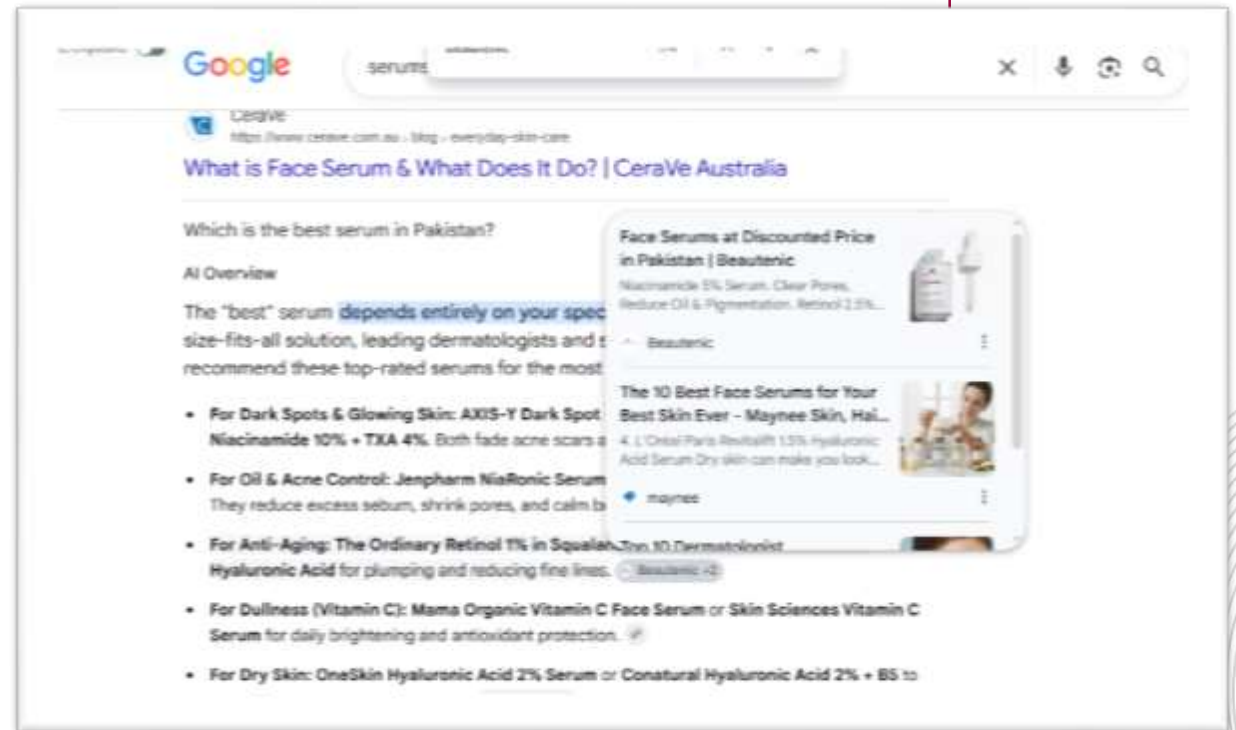


Google AI Overview

Beautenic surfaced within Google's AI Overview.

Phase 6 AEO (Answer Engine Optimization)

- 👤 FAQ optimization and question-based headings for conversational search.
- 👤 Direct-answer formatting, short answer blocks, and structured FAQ schema.
- 👤 Result: stronger presence in Featured Snippets and Google's People Also Ask.



Phase 7 & 8

Internal Linking & Schema Markup

Phase 7: Internal Linking

A comprehensive internal linking structure that strengthened topical authority, improved crawlability, distributed page authority, reduced orphan pages, and enhanced user

Hyperlink	https://beautenic.com/collections...	https://beautenic.com/collections/best-sellers	Best Sellers
Hyperlink	https://beautenic.com/collections...	https://beautenic.com/collections/best-sellers	
Hyperlink	https://beautenic.com/collections...	https://beautenic.com/collections/best-sellers	
Hyperlink	https://beautenic.com/collections...	https://beautenic.com/collections/best-sellers	Best Sellers
Hyperlink	https://beautenic.com/collections...	https://beautenic.com/collections/best-sellers	
Hyperlink	https://beautenic.com/collections...	https://beautenic.com/collections/best-sellers	
Hyperlink	https://beautenic.com/collections...	https://beautenic.com/collections/best-sellers	Best Sellers
Hyperlink	https://beautenic.com/collections...	https://beautenic.com/collections/best-sellers	skin care solutions
Hyperlink	https://beautenic.com/collections...	https://beautenic.com/collections/best-sellers	skin care solutions

Phase 8: Schema Markup

Structured data implementation strengthened Beautenic's semantic relevance across search engines and AI systems:

Detected	0 ERRORS	0 WARNINGS	3 ITEMS
Organization	0 ERRORS	0 WARNINGS	1 ITEM
Product	0 ERRORS	0 WARNINGS	1 ITEM
AggregateRating	0 ERRORS	0 WARNINGS	1 ITEM

Results Overview

Last Three months of consistent SEO, GEO, and AEO execution.



18.8K

Total Organic Clicks



1.09M

Total Search Impressions



12 → 7.6

Average Position



+300K

Growth in Impressions

ADDITIONAL GAINS

Stronger technical SEO foundation

AI-ready website architecture

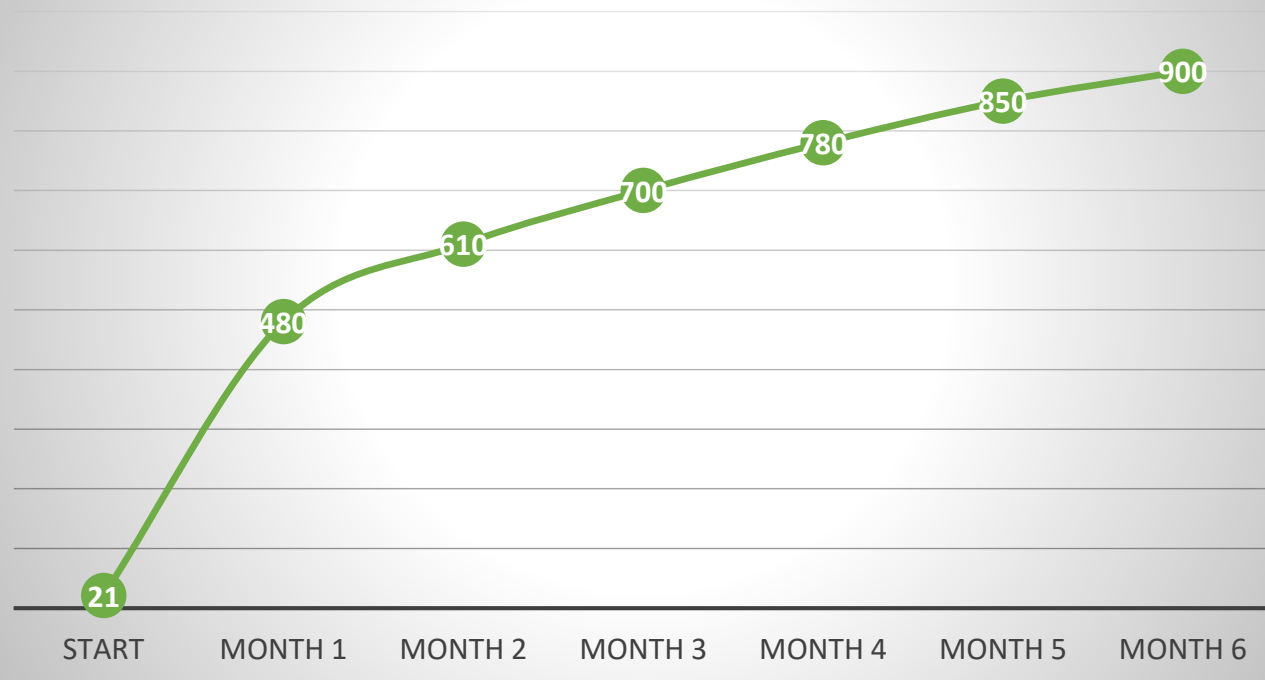
Improved topical authority

Better organic visibility

Organic Traffic Growth

From a near-zero baseline to a compounding six-month growth curve.

Monthly Organic Clicks (Illustrative trend)



10K+

Total clicks (last 3 months)

491K+

Total impressions (last 3 months)

2.0%

Average click-through rate

Key Learnings

- Technical SEO forms the foundation of sustainable organic growth
- High-quality content and topical authority consistently outperform keyword stuffing
- GEO is becoming increasingly important as AI-powered search evolves
- AEO improves visibility across conversational search and answer engines
- Continuous optimization delivers stronger long-term results than one-time SEO implementations

Conclusion

- Starting point: fewer than 5K organic clicks, no meaningful rankings, and a Domain Authority under 21.
- Reached 12.6K organic clicks within the first three months.
- 642K search impressions generated in the same period.
- 85+ Top 10 keyword rankings achieved.
- Domain Authority of 3 reached (kept as written in your deck).
- Built on long-term, sustainable strategies rather than short-term tactics.



Thank You!