

Driving Visibility Through Answer Engine Optimization (AEO) for Instrument Calibration Solutions



Instrument Calibration Solutions (ICS) partnered with us to improve search visibility in a highly competitive calibration services market. Traditional SEO had not produced meaningful results, with ICS struggling to appear for key terms like pressure calibration services.



CHALLENGE

1

Low Visibility in Search

Initially, ICS did not appear in Google search results for critical service terms like pressure calibration services. Brechbuhler Scales (parent company) and OEM providers consistently outranked ICS.

2

Strong Competition

OEMs and regional players dominated both traditional SEO rankings and emerging AEO spaces.

3

Lack of Local Search Presence

ICS's Google My Business (GMB) listing had limited visibility, meaning potential customers in its home market weren't discovering ICS through local search.

OPPORTUNITY



Shift from SEO to AEO/GEO

With search engines evolving into "answer engines," the team recognized an opportunity to rank faster and gain visibility in AI-generated answer boxes.



Long-tail Strategy

Instead of competing for broad, high-volume terms like pressure calibration, ICS could target pressure calibration services and similar long-tail queries that drive qualified traffic.



Local Market Leverage

By strengthening ICS's presence in Google My Business, the company could secure a top position in location-based searches.

SOLUTION



Answer Engine Optimization (AEO) Citations

ICS earned placement in Google's AI-driven answers (the "People Also Ask" and AI overviews) for queries like on-site calibration and where to find pressure calibration services.



Organic Ranking Success

ICS secured the #1 organic search result (after ads) for pressure calibration services.



Local Visibility

ICS's GMB listing began appearing first in location-based searches, giving ICS prime visibility for regional customers.



ACTION

1

Conducted **keyword research** to identify long-tail opportunities where ICS could realistically compete

2

Built **targeted content initiatives** designed to answer search queries directly.

3

Optimized the **Google My Business listing** with accurate categories, service information, and location signals to capture "near me" searches.

4

Tracked competitor presence for any emerging threats to watch.

OUTCOME



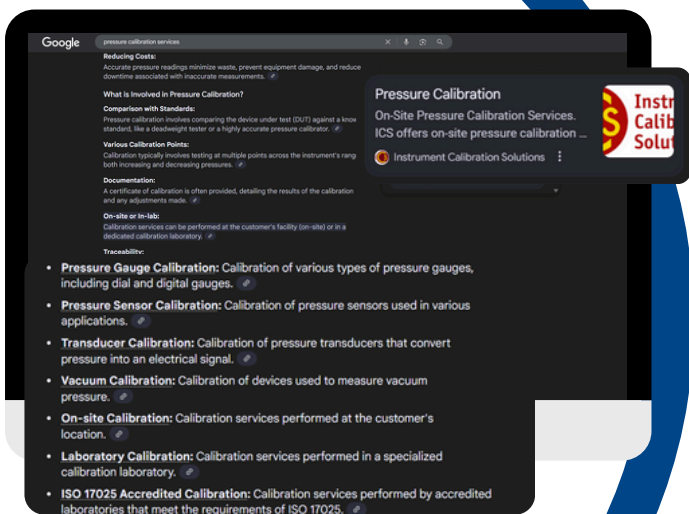
ICS went from not ranking at all to appearing in AI answers, organic top results, and local search listings within a short period.



The GEO/AEO approach delivered faster visibility than traditional SEO efforts, validating the hypothesis that answer engines reward structured, query-driven content more quickly.



ICS is now better positioned against larger OEMs and regional competitors, with a roadmap in place for expanding AEO-focused content around other calibration services.



Have a question or would like to learn more about our products or services?

GET IN TOUCH → 724-676-4965



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