



## THE PROBLEM WE SOLVE

# Your organic strategy was built for search engines.

## *It was never built for AI.*

In 2026, LLMs and AI answer engines have become the first stop in discovery — not Google. Brands that appear in AI-generated answers aren't winning because of better content. They're winning because of **off-page authority signals, entity presence, and citation architecture** that most SEO programs have never touched. Meanwhile, organic traffic loss isn't a content problem. It's a credibility infrastructure problem. **That's what we fix.**



### Organic traffic declining

AI Overviews and zero-click results are absorbing clicks that used to belong to you



### Invisible to LLMs

ChatGPT, Perplexity, and Gemini aren't recommending your brand — they're recommending your competitors



### Authority gap widening

Off-page signals and entity authority compound over time — every month you wait, the gap grows

## WHAT WE DO

## 01

### SEO & AEO Audit & Strategy

A full diagnostic of where your brand stands today — in traditional search and across AI answer engines — with a prioritized roadmap to close the gap.

- Entity presence & knowledge graph audit
- AI citation visibility analysis
- Query fan-out & prompt research
- Technical & content gap mapping
- Prioritized authority roadmap

## 02

### Digital PR & Authority Building

Earned media and link acquisition programs designed to build the citation signals that both search engines and LLMs use to validate brand authority.

- Data-driven PR campaigns
- High-authority link acquisition
- Entity-driven brand mentions
- Journalist & publisher outreach
- Reddit & forum ecosystem presence

## 03

### LLM Visibility & Content Systems

Structured content frameworks and optimization strategies that ensure your brand surfaces consistently across ChatGPT, Perplexity, Gemini, and emerging AI platforms.

- LLM discoverability frameworks
- Structured data & schema strategy
- Content architecture for AI citation
- Off-page reputation stewardship
- Ongoing visibility monitoring

## WHO WE WORK WITH

### Built for brands where organic visibility directly drives revenue.

We partner with **publishers, digital media brands, and high-authority content businesses** where organic traffic and AI visibility aren't marketing metrics — they're business-critical infrastructure. We also work with **agency partners** on a white-label basis, extending your team's capabilities without adding headcount.

Digital Publishers

Media Brands

Content Platforms

B2B SaaS

E-commerce

Agency White-Label

## WHY APEX DIGITAL

#### ● Practitioner-led, not theoretical

We've built and scaled organic programs to \$10M+ ARR. We don't advise from the sidelines — we execute alongside your team.

#### ● SEO + PR as one integrated system

Most agencies separate SEO and digital PR. We combine them because Google and LLMs both reward the same signal: credible, authoritative external validation.

#### ● Early movers in AEO

We've grown LLM brand visibility from 0% to 35% for clients. This isn't a pitch — it's a methodology we've already proven.

## READY TO START?

## Let's talk about where your brand stands today.

Nikki Cupp [Nikki@ApexDigitalServices.com](mailto:Nikki@ApexDigitalServices.com)

Lauren Thomas [Lauren@ApexDigitalServices.com](mailto:Lauren@ApexDigitalServices.com)

[SEND US A NOTE →](#)