

From First Page to First Answer.

Kurlon went from invisible in AI-generated answers to the brand generative engines cite first in 7 months.

765%
AI Overview
600%
Brand Mentions
40%
Organic Sessions



GEO + SEO CASE STUDY

From First Page to First Answer.

How Kurlon went from invisible in AI-generated answers to the brand generative engines cite first in 7 months.

765%

AI OVERVIEW VISIBILITY

600%

BRAND MENTIONS

40%

ORGANIC SESSIONS

67%

SEARCH IMPRESSIONS

ABOUT THE BRAND

Sixty Years of Trust. One Emerging Blind Spot.

Kurlon is one of India's largest and most recognised sleep brands, built on six decades of engineering quality rest. Founded in 1962, the brand pioneered rubberised coir mattress technology in India and has since expanded across spring, memory foam, orthopaedic, and hybrid ranges, available across 20,000+ retail touchpoints and a pan-India D2C presence.

The brand's equity is real, earned, and widely felt with six decades of product trust, category leadership, and household familiarity. However, the challenge was not awareness—it was visibility in the exact place a new generation of buyers was beginning their purchase journey: AI assistants and generative search engines.

THE BRIEF: THE GAP THAT SIXTY YEARS COULDN'T CLOSE

Despite decades of brand-building and a powerful offline presence, Kurlon was structurally absent from the moment of AI-mediated purchase consideration. Buyers were asking ChatGPT, Perplexity, and Google's AI Overview which mattress to trust, and the brand that had earned more trust than almost any other in the category was not appearing in those answers.



Building For The Future: Structural Digital Gaps

Kurlon's digital infrastructure had been built for traditional search rather than AI citation. The brand faced interconnected gaps:

- **Content Built to Rank, Not to Be Cited:** Existing content was keyword-heavy but intent-thin. FAQ modules (the highest-leverage element for AI search surface eligibility) were absent, and comparison-led content targeting decision-intent queries did not exist.
- **A Site with No Language AI Could Read:** The site lacked structured data signals required by AI models. Organization, Product, FAQPage, and BlogPosting schemas were not deployed, leaving engines without machine-readable authority signals.
- **Trust Signals That Hadn't Made It Online:** Reviews, ratings, and third-party mentions were not activated at the depth required to translate offline brand trust into digital credibility weights.
- **Keyword Cannibalisation Risk:** Managing 200+ relevant keywords across 15 collection pages posed overlap risks that threatened traditional ranking stability before GEO strategy compounding could occur.

STRATEGY IMPLEMENTED

Four Moves. One Compounding Outcome.

1. Mapping the Territory

200+ keywords were mapped and clustered across 15 collection pages covering 1.17 million monthly search volume. Overlap was systematically eliminated to stabilise rankings and prevent cannibalisation.

2. Content That AI Cites

Intent-driven FAQ modules were engineered specifically for AI search surface eligibility. Comparison-led blogs targeted decision-intent queries where AI assistants carry maximum influence.

3. Building the Trust Ecosystem

Reviews and ratings were activated for on-page trust signalling, while backlink profiles were diversified via targeted authoritative guest posting to build third-party validation layers.

4. Teaching AI to Read Kurlon

Comprehensive schemas (Organization, Product, FAQPage, BlogPosting) were deployed alongside restructured heading hierarchies and metadata to make Kurlon's content machine-readable.

THE OUTCOME

Seven Months. Five Signals. One Unmistakable Direction (Mar 2025 - Oct 2025).

When GEO authority compounds, it lifts every layer of search performance simultaneously:

- **765% Growth in AI Overview Visibility:** Kurlon emerged consistently in AI-generated answers for high-intent mattress queries, capturing the discovery layer preceding purchase decisions.

- **600% Increase in Brand Mentions:** Amplified brand recognition across AI results and generative search surfaces, validating enterprise authority.
- **67% Surge in Search Impressions & 22% Top 10 Ranking Lift:** Proved the compounding mechanism where AI citation authority strengthens organic search responsiveness.
- **40% Rise in Organic Sessions:** Buyers arrived pre-primed by AI recommendations, shortening conversion cycles and increasing purchase consideration.

Source: Kurlon GEO Programme, Mar–Oct 2025. Measured via Google Search Console and GA4.