

From Search To Support



ADL↑FT

X


freedom
DEBT RELIEF

The Mission



make Freedom Debt Relief visible where **it matters most**

1

Rank

in Google AI Overviews for question-led, high-intent searches

2

Drive

non-branded discovery from people in early awareness stages

3

Grow

organic sessions through structured, helpful content

4

Scale

SEO across all 50 states



The Audience



- people under **financial stress**, looking for options
- not brand names. Just **real help**.
- from “how to open an **exempt bank account**”
- to “**debt relief options** without bankruptcy”
- we **met users** before they met the brand

The Strategy

Focused on long-tail, non-branded search intent

Structured content to answer real questions clearly

Embedded Schema, semantic markup, and clean internal links

Designed for

AI Overviews and People Also Ask formats

Created topic clusters around credit, debt, and eligibility

AI Optimization At work —

128 appearances
in **Google's AI**
Overview results

Freedom cited for
high-intent queries like
**"Best Credit Card
Relief Option"**

Structured Content to
match conversational
discovery formats

The Results

39% growth in
organic clicks from
non-branded search

Over 17,000
high-intent keywords
currently ranking

31% month
growth in Top 10
keyword rankings

Discovery
queries now driving
the majority
of traffic

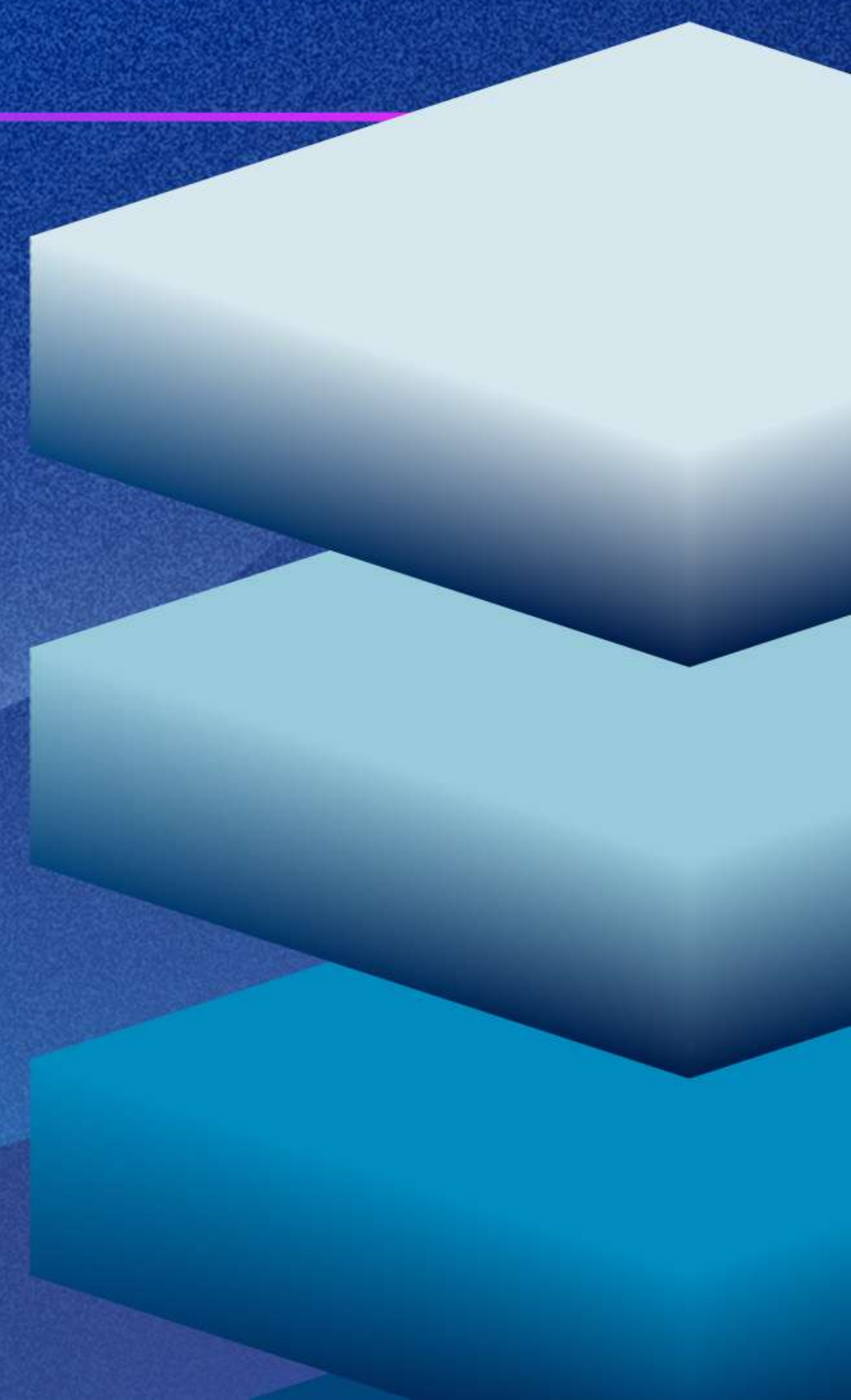
The Fixes That Moved the Needle

Built **Untapped Content** around
early discovery queries

Structured answers to
outperform in **AI-led formats**

Cleaned up **Crawl Structure**
and link equity

Future-proofed rankings
against algorithm shifts



Why It Stands Out

It showed up
with **Answers**

This campaign brought
Empathy to the top
of the funnel

Freedom didn't
just show up
in search

In a world of AI
results and **Zero**
-Click searches

We made sure
support was
One Click closer

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**Real Impact.
Real Visibility.
Real People Helped.**

128

AI Overview
rankings secured

17,000+

high-intent
keywords ranking

39%

YoY growth in
non-branded clicks

31%

MoM growth in
Top 10 keyword
rankings