



Simbie AI Case Study

How Simbie AI grew its organic reach by 60% and drove high-value conversions



Simbie AI (S23)

Simbie AI is an innovative AI company that wanted to grow its online presence and get more qualified leads through its website. The main goal was to bring more organic visitors and turn them into demo bookings.

This case study shares the steps we took, the results we achieved, and the marketing materials we created to support that growth.

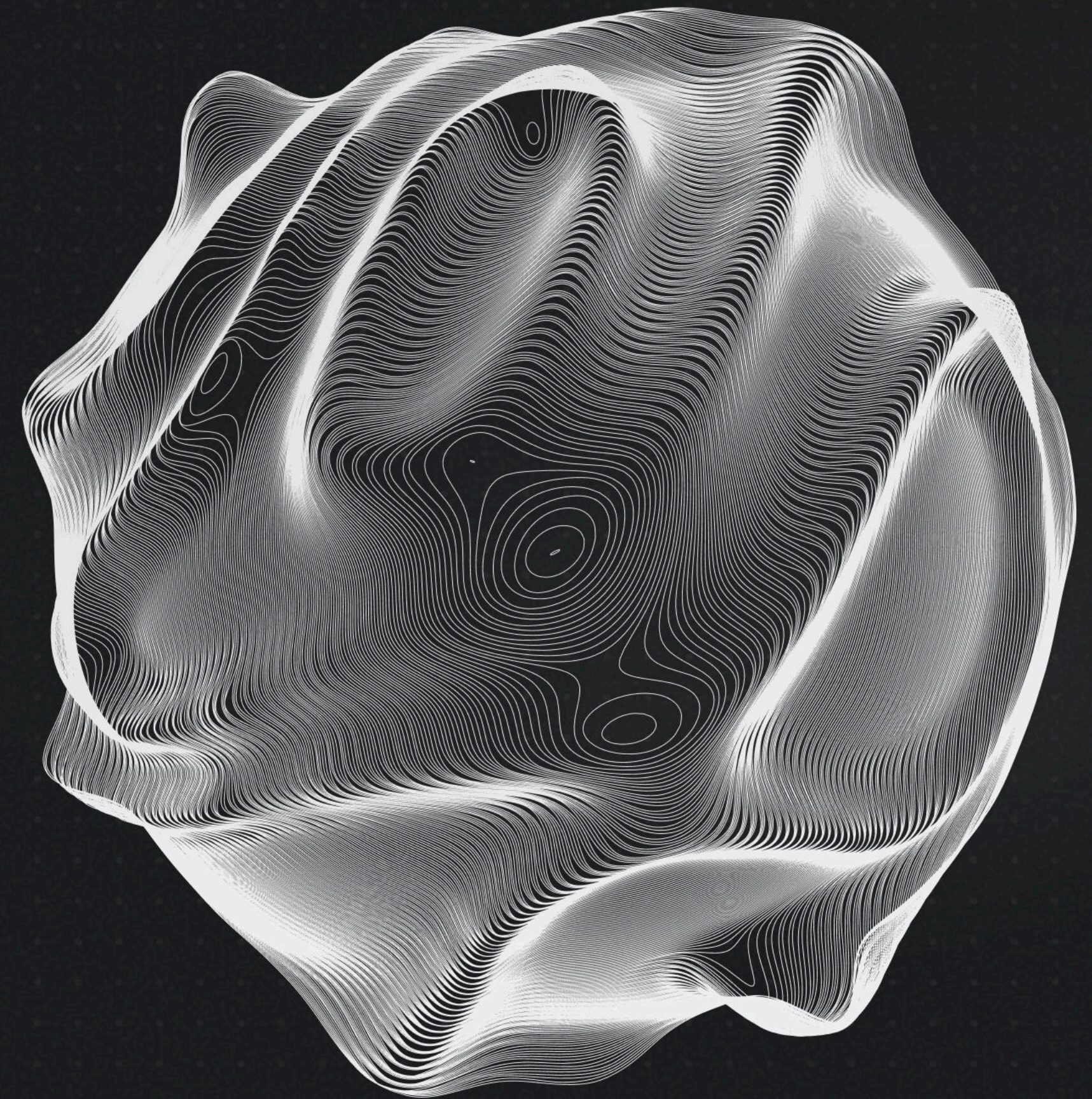
Simbie AI clinically-intelligent AI Voice Agents for Healthcare



Problem

Startups face real marketing ops bottlenecks

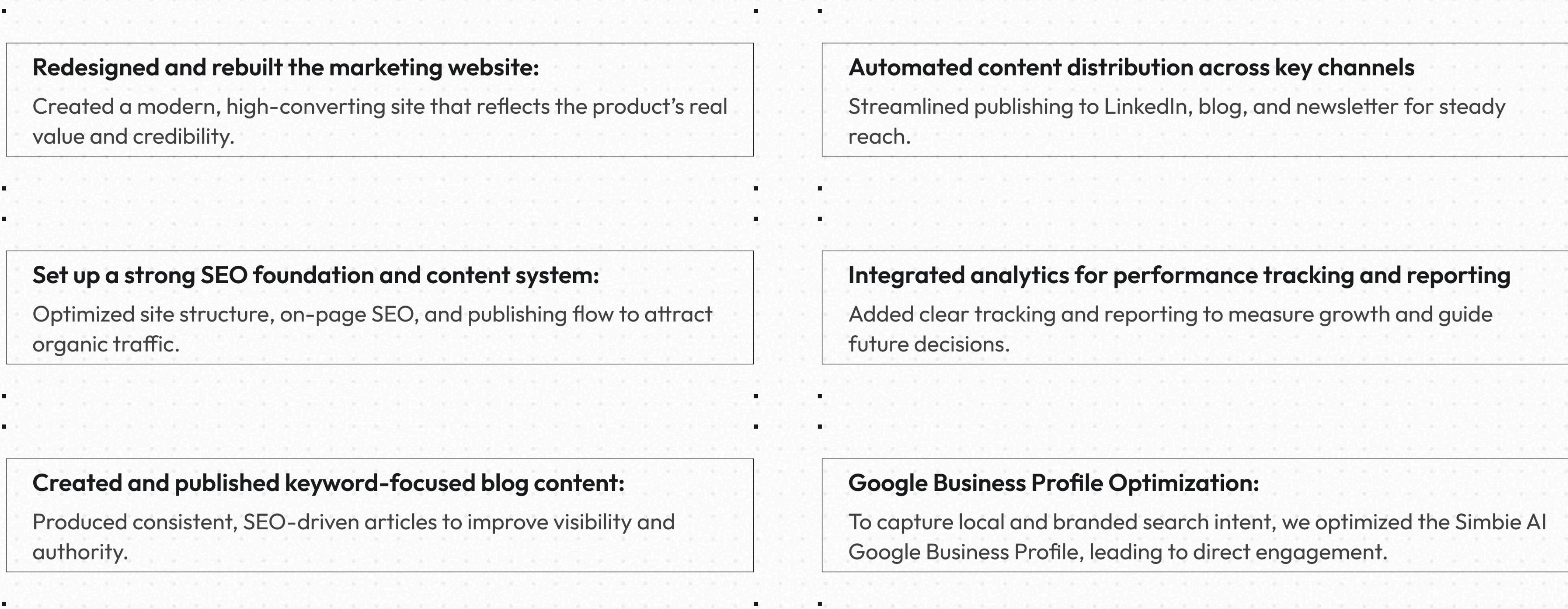
- 1 Outdated website and weak brand positioning
- 2 Poor SEO/GEO and limited organic reach
- 3 Inconsistent content and distribution flow
- 4 Manual, time-consuming marketing operations
- 5 No ownership of performance tracking





What We Did

A Strategic Approach
to Organic Growth





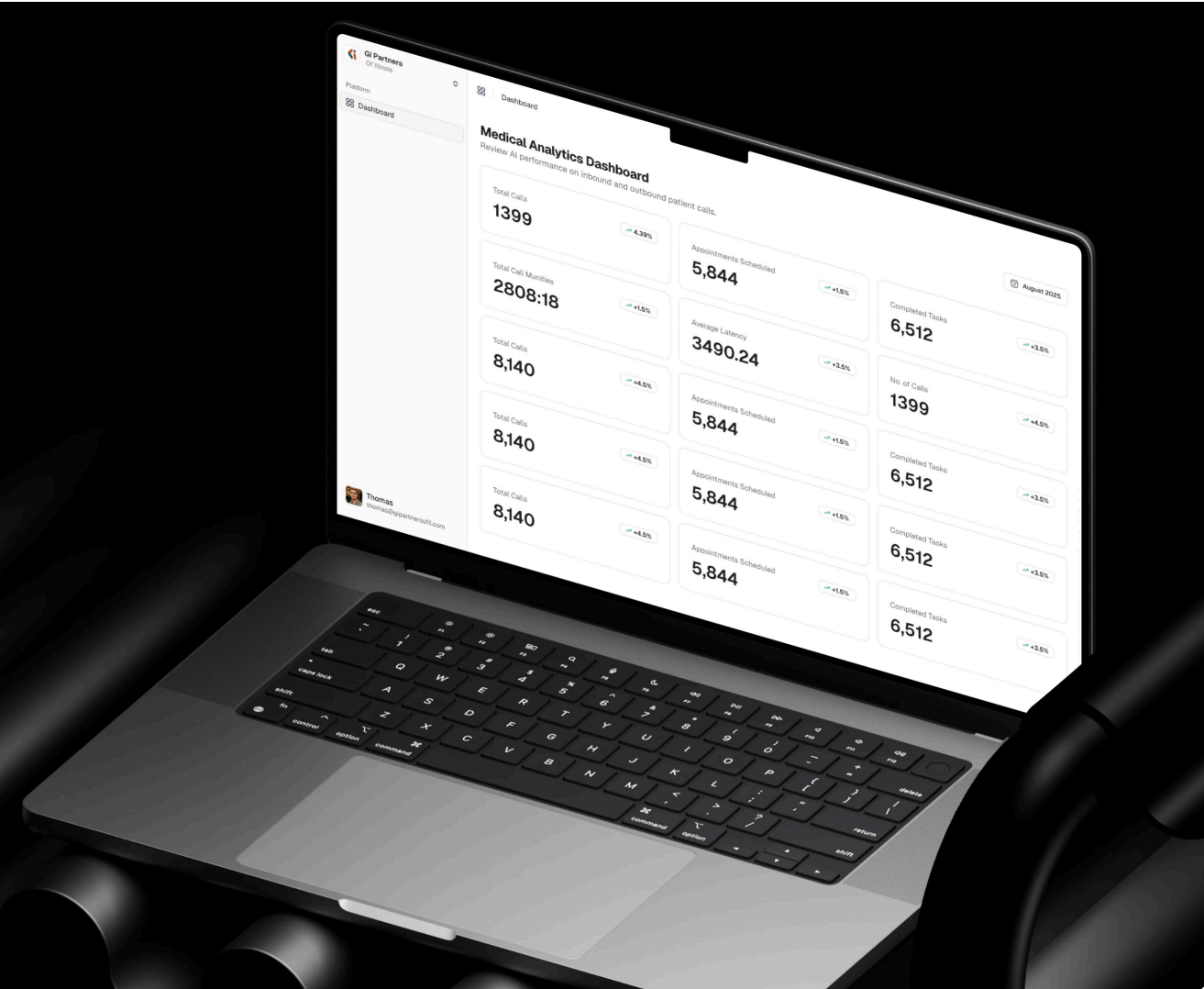
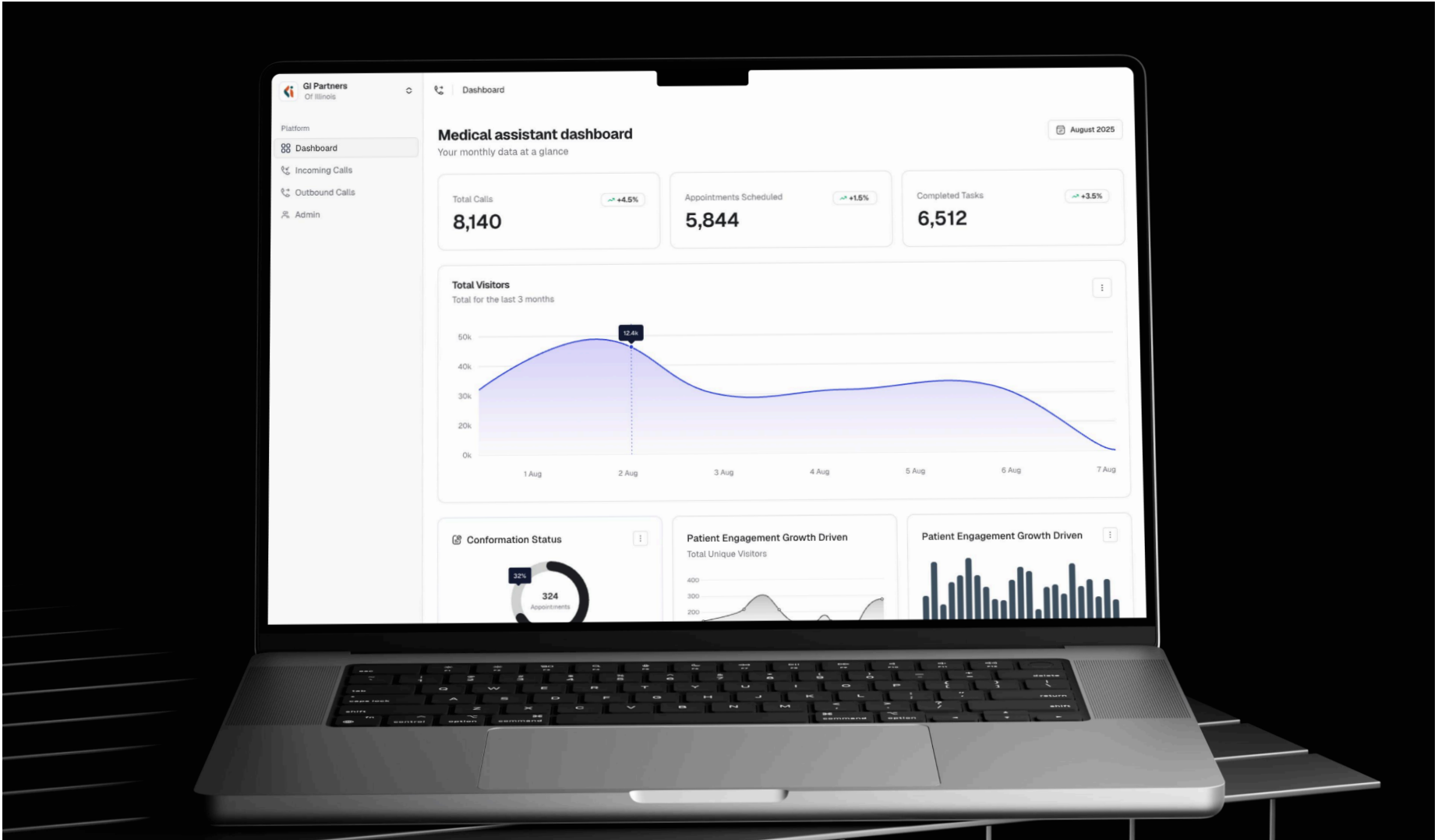
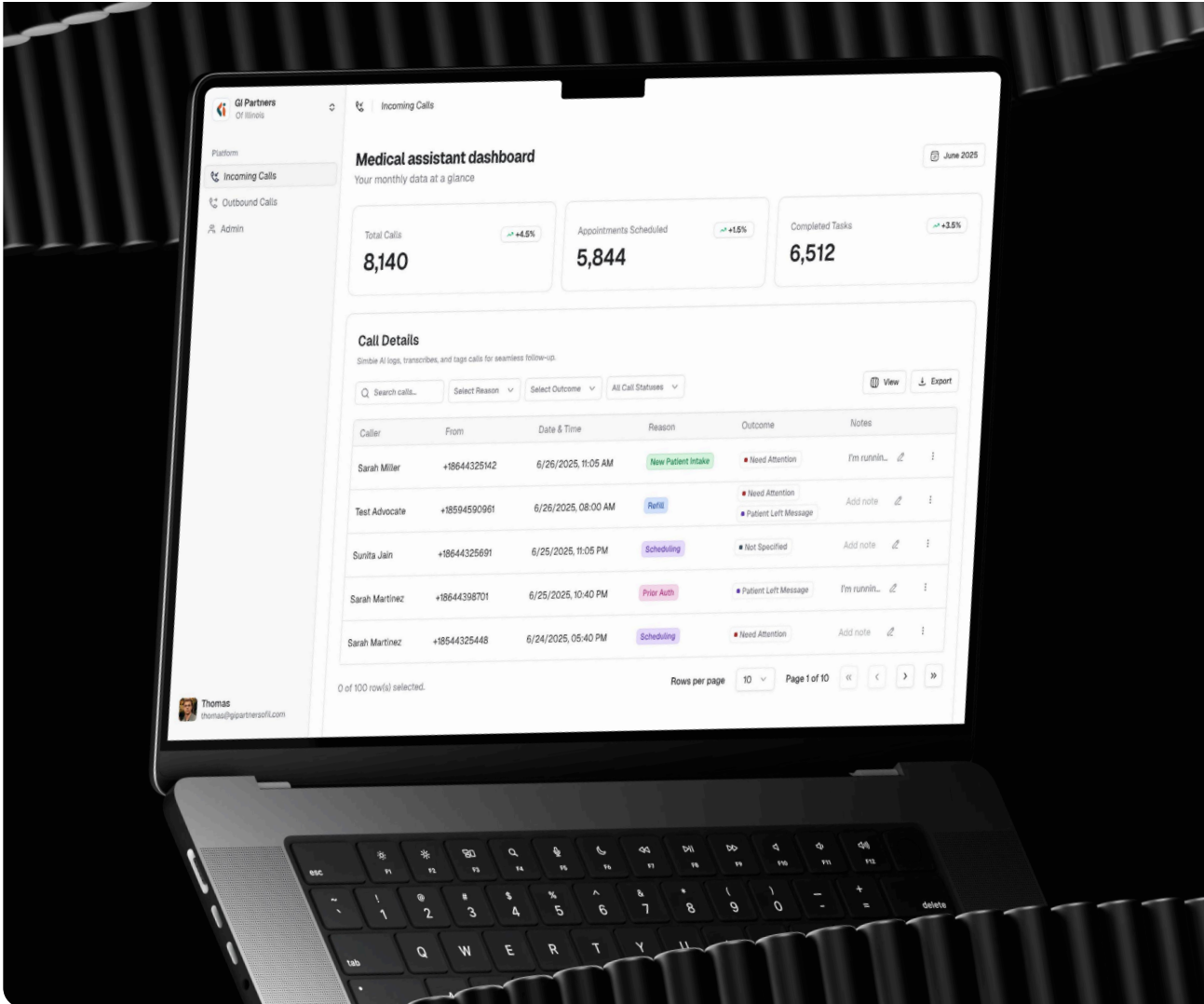
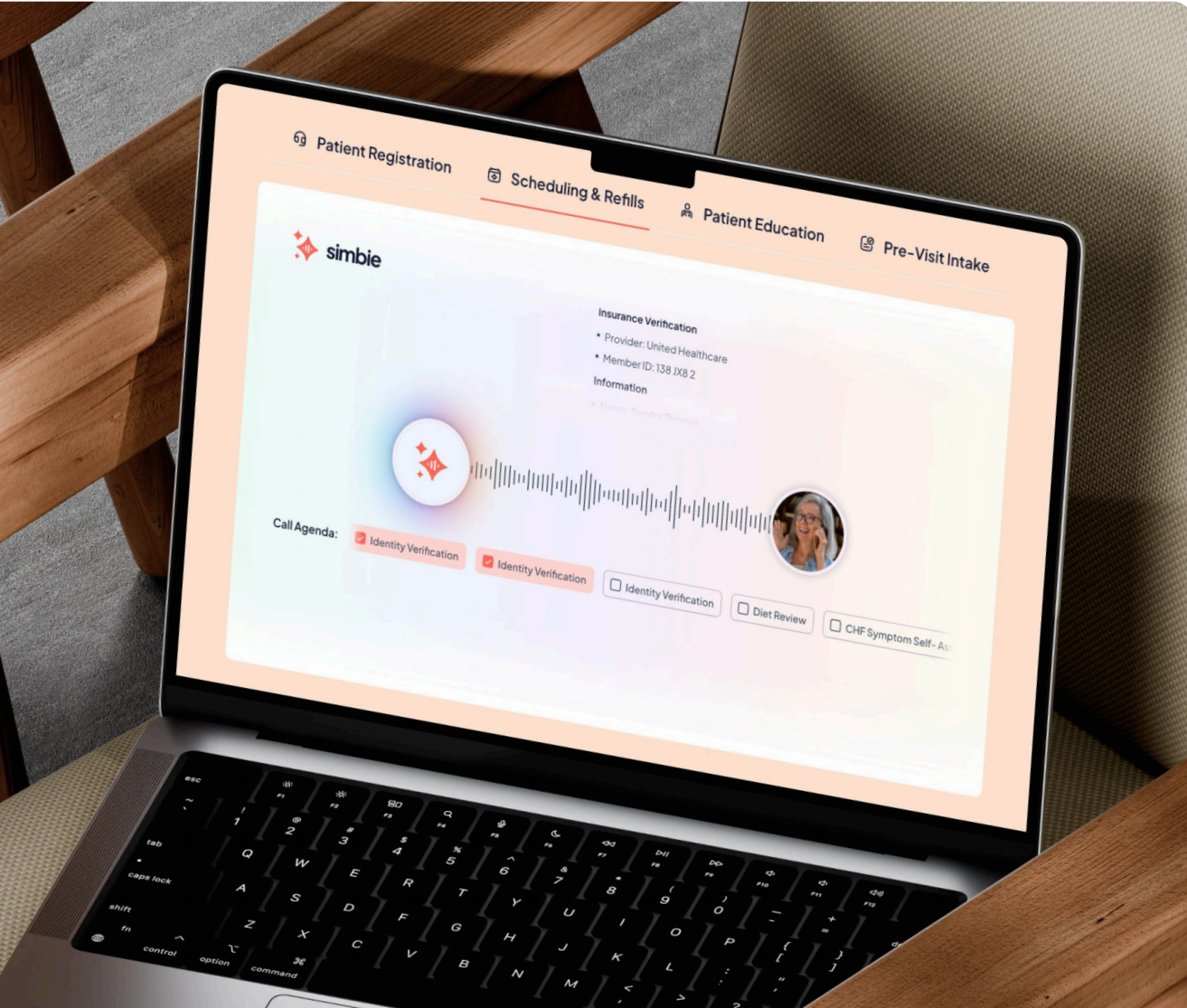
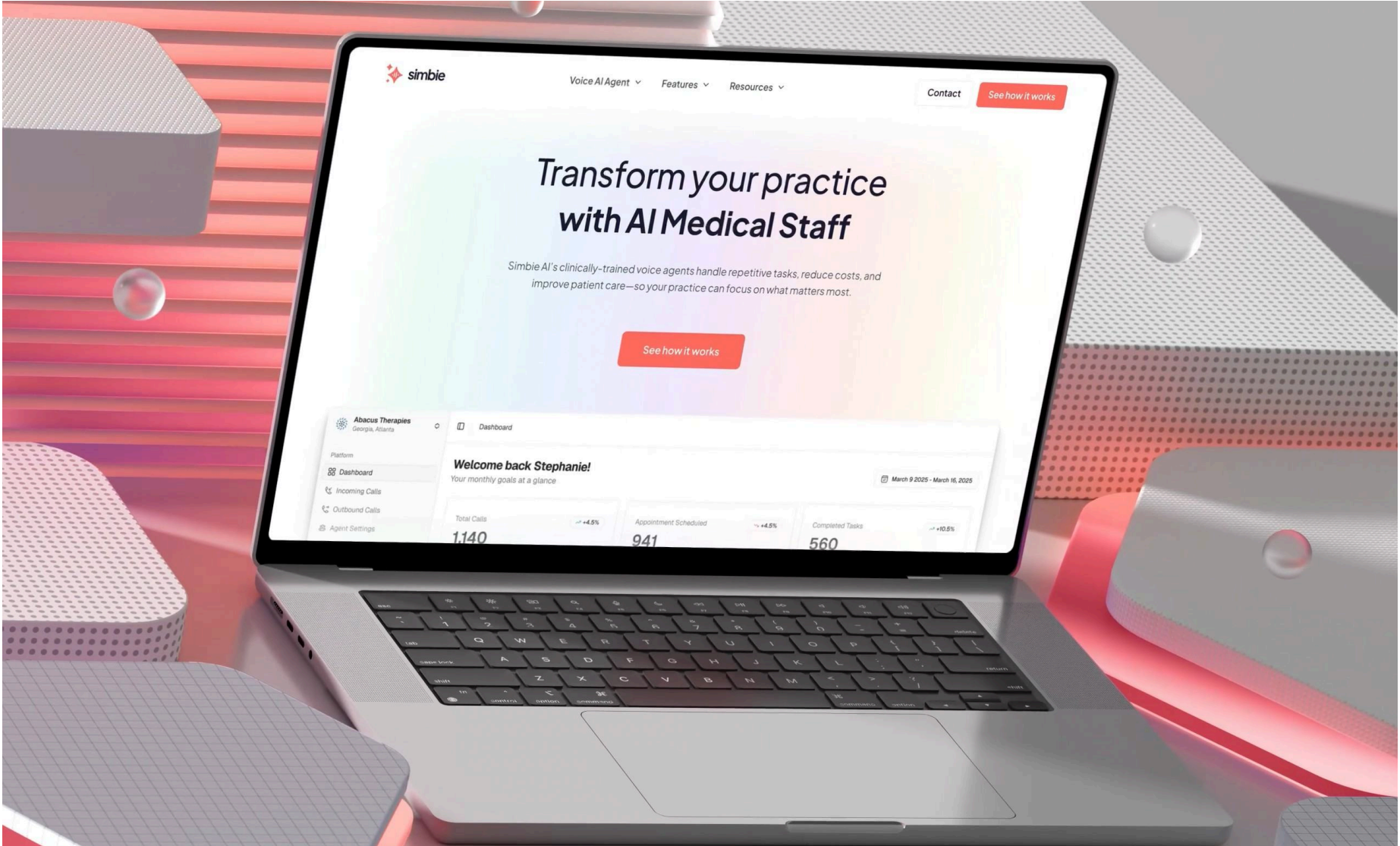
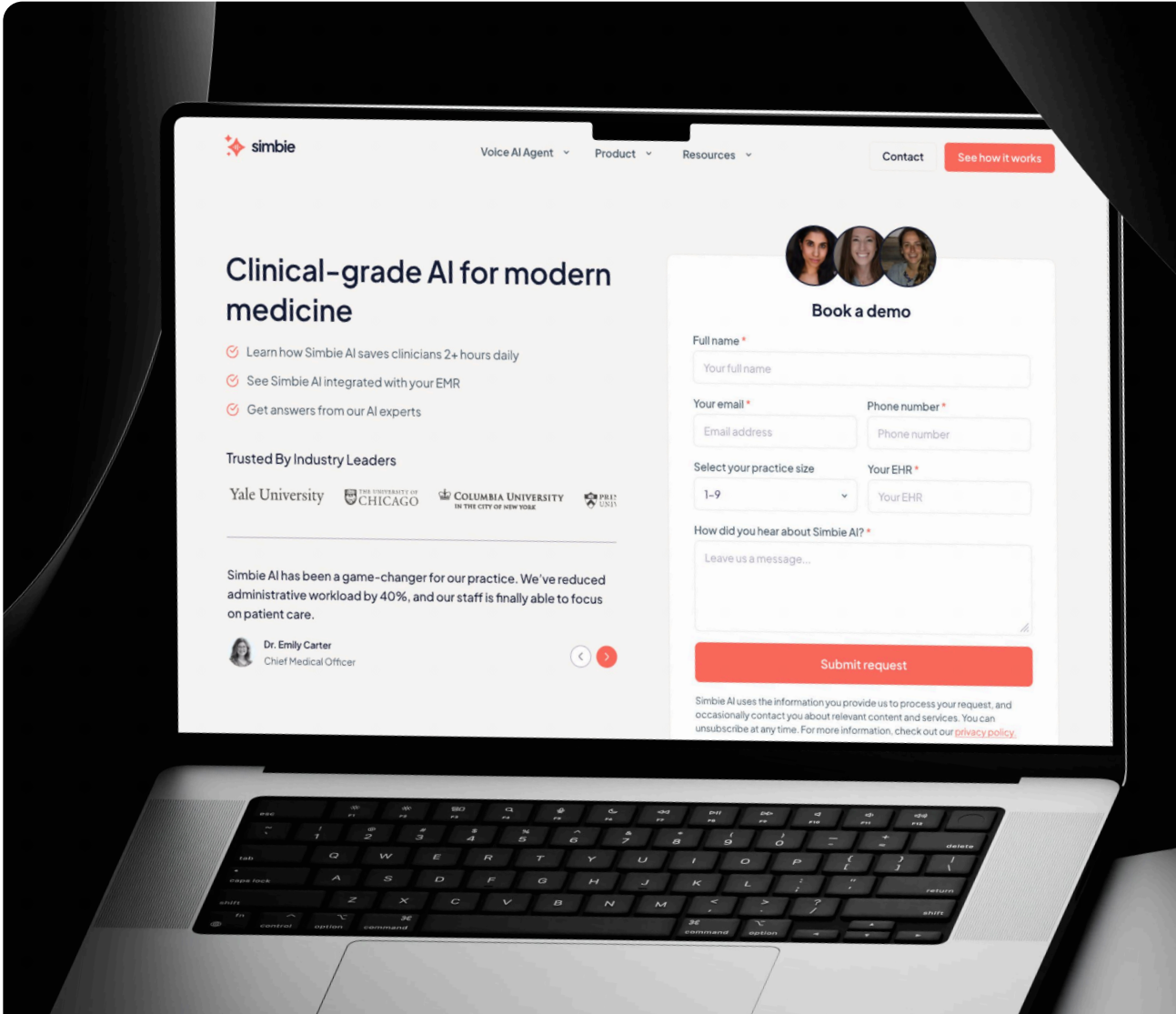
The Outcome

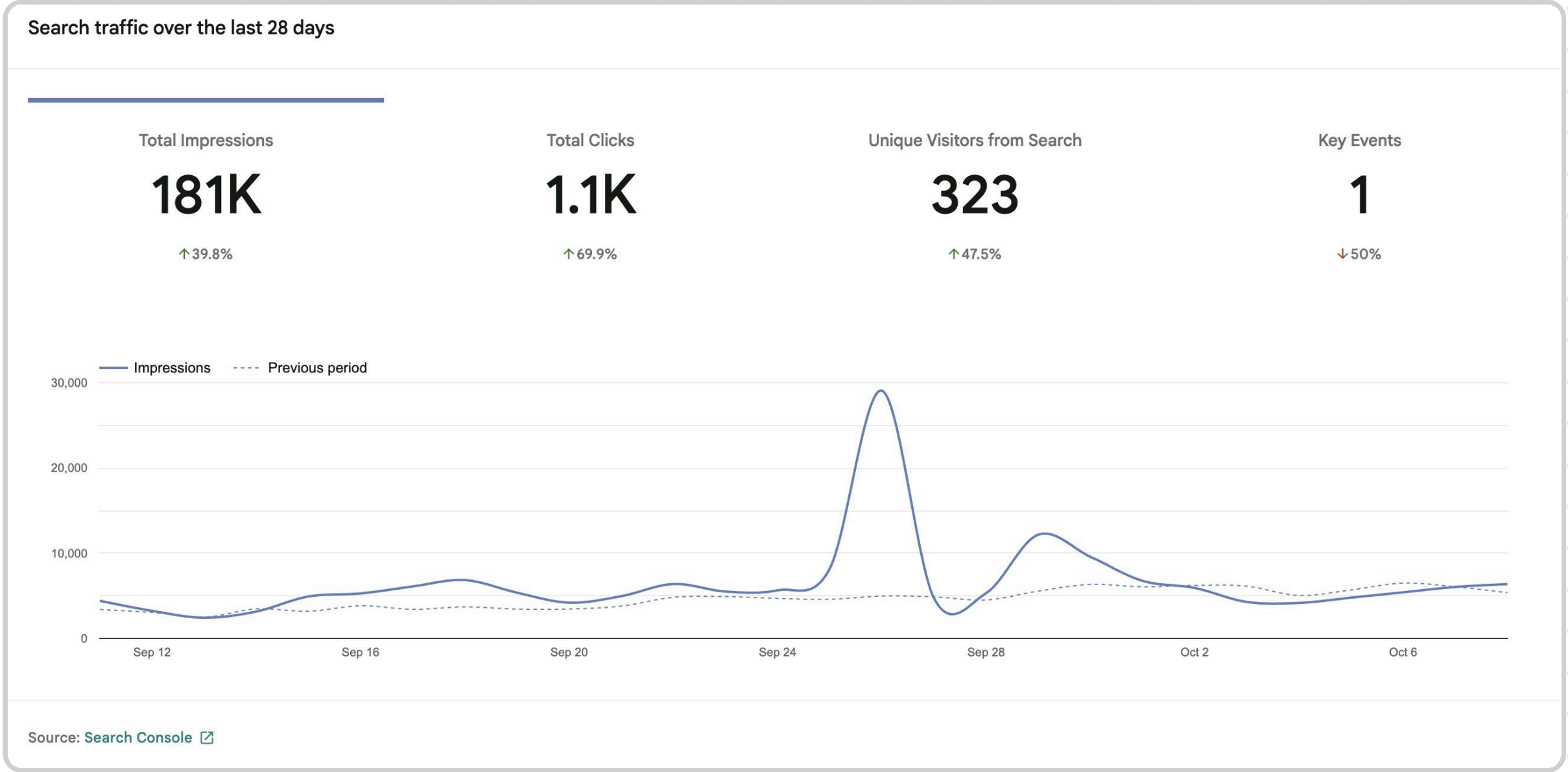
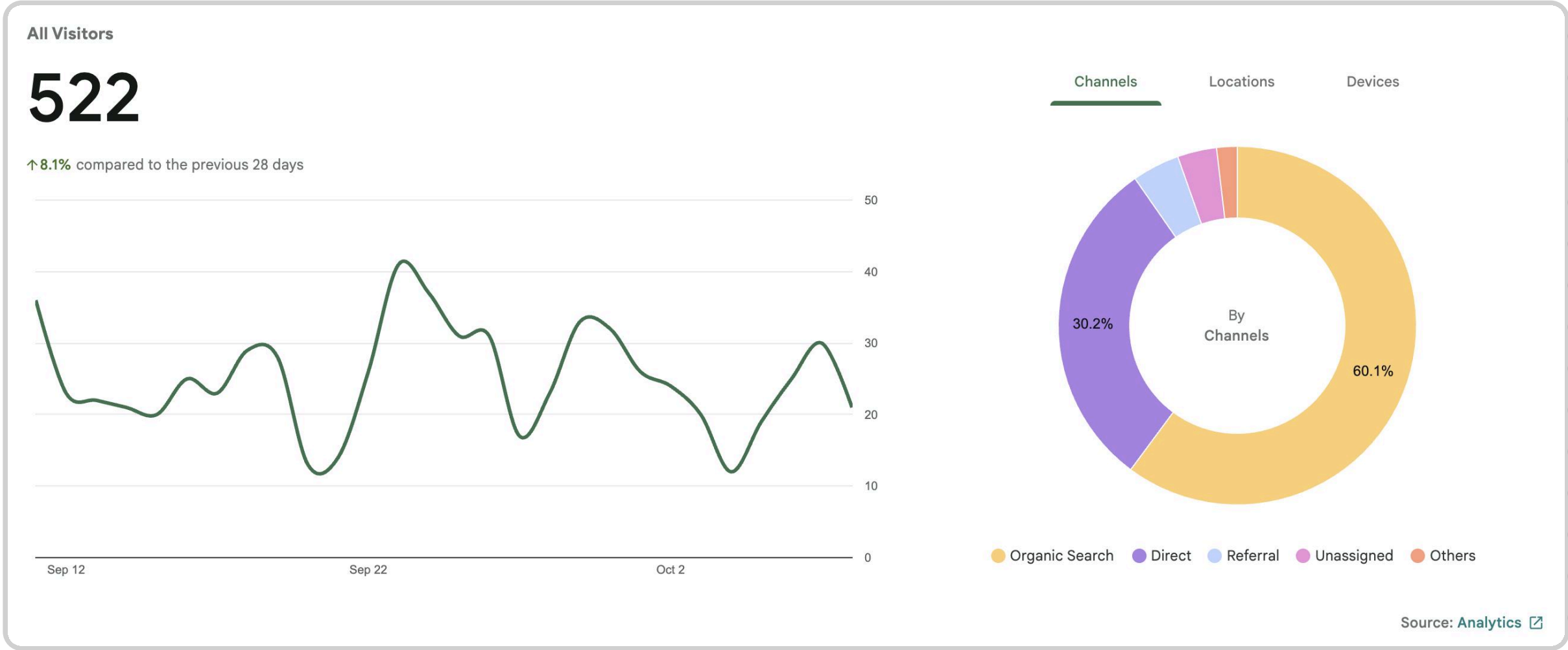
Measurable Success
and Tangible Results

The strategic initiatives we implemented yielded significant and measurable results within a short period. The data clearly demonstrates substantial growth in organic traffic and user engagement, directly contributing to the company's lead generation goals.

Key Performance Indicators (KPIs):

SL	Metric	Result	Change (over the previous period)
01	Organic Search Traffic	60.1% of All Visitors	-
02	Total Impressions	181,000	+39.8%
03	Total Clicks from Search	1,100	+69.9%
04	Unique Visitors from Search	323	+47.5%
05	Google Business Profile Views	364	(in September)
06	Google Business Profile Searches	168	(in September)





Google

Google Search Impact

<https://www.simbie.ai/>

Congratulations! Your site reached 1K clicks from Google Search in the past 28 days

Sep 26, 2025



Projects

OverviewWeb AnalyticsRank TrackerGSC

Metrics based on monthly volumeTrends: Last 12 monthsNewest first



Simbie

*.www.simbie.ai/

Basic

Shared

Star

More

Health Score

99

Crawled1.6K+65

Redirects6

Broken0

Blocked0

Domain Rating

26+26



Referring domains

81+81



Total visitors

8.1K+8.1K

Avg. monthly: 674



Organic traffic

424+405

Value: \$344



Organic keywords

261+260



US195+195

RU42+42

IN14+14

CA8+8

PH8+8

Other38+38

Tracked keywords

Not available on a Free plan. Learn more

Your September Search performance for https://www.simbie.ai/Inbox x

Google Search Console Team<sc-noreply@google.com>to meUnsubscribe

Google Search Console

Your September performance on Google Search



https://www.simbie.ai/

1.16KClicks (web)

197KImpressions (web)

78Pages with first impressions (estimated)

Simbie AI, your performance report for September 2025Inbox x

Google Business Profile<businessprofile-noreply@google.com>to meUnsubscribe

4:49 PM (4 hours ago)StarBackMore

Google Business Profile

Your Business Profile report with 38 interactions* last month

See how Simbie AI at 33 Irving Pl office 9007, New York, NY 10003 performed in September 2025.

See full report

Your performance at a glance

0calls

38people asked for directions

0website visits from profile

364profile views

168searches

*An interaction is when a customer calls, makes a booking, is sent to your website, or requests directions from your Business Profile.

Top search terms

1 simbie ai70

2 ai66

3 ai de16

Case study | Simbie AI

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Highlights

Highlights of Our Achievements

Dominant Organic Reach:

Organic search became the primary channel for user acquisition, accounting for 60.1% of all website visitors.

Increased Visibility:

The website's total impressions on Google surged to 181,000 in a 28-day period, marking a nearly 40% increase in visibility.

Surge in Engagement:

This increased visibility translated directly into user action, with total clicks from search growing by an impressive 69.9%.

High-Value Conversions:

The focused strategy successfully drove a significant number of "Book a Demo" almost 57% requests from the organic traffic, achieving the primary business objective.

Milestone Achievement:

The website's rapid growth was recognized by Google, celebrating the milestone of reaching 1,000 clicks from Google Search in just 28 days.



Strategic Add-Ons

Comprehensive
Marketing Support

Beyond the core SEO and content strategy for the marketing website, our team provided a range of creative and strategic services to support Simbie AI's broader marketing and business development efforts. These additional assets helped create a cohesive and professional brand image across multiple platforms:

Promotional & Launch Videos:

We produced engaging video content to announce new features and launch the product, capturing audience attention and clearly communicating value.

Fundraising Deck Design:

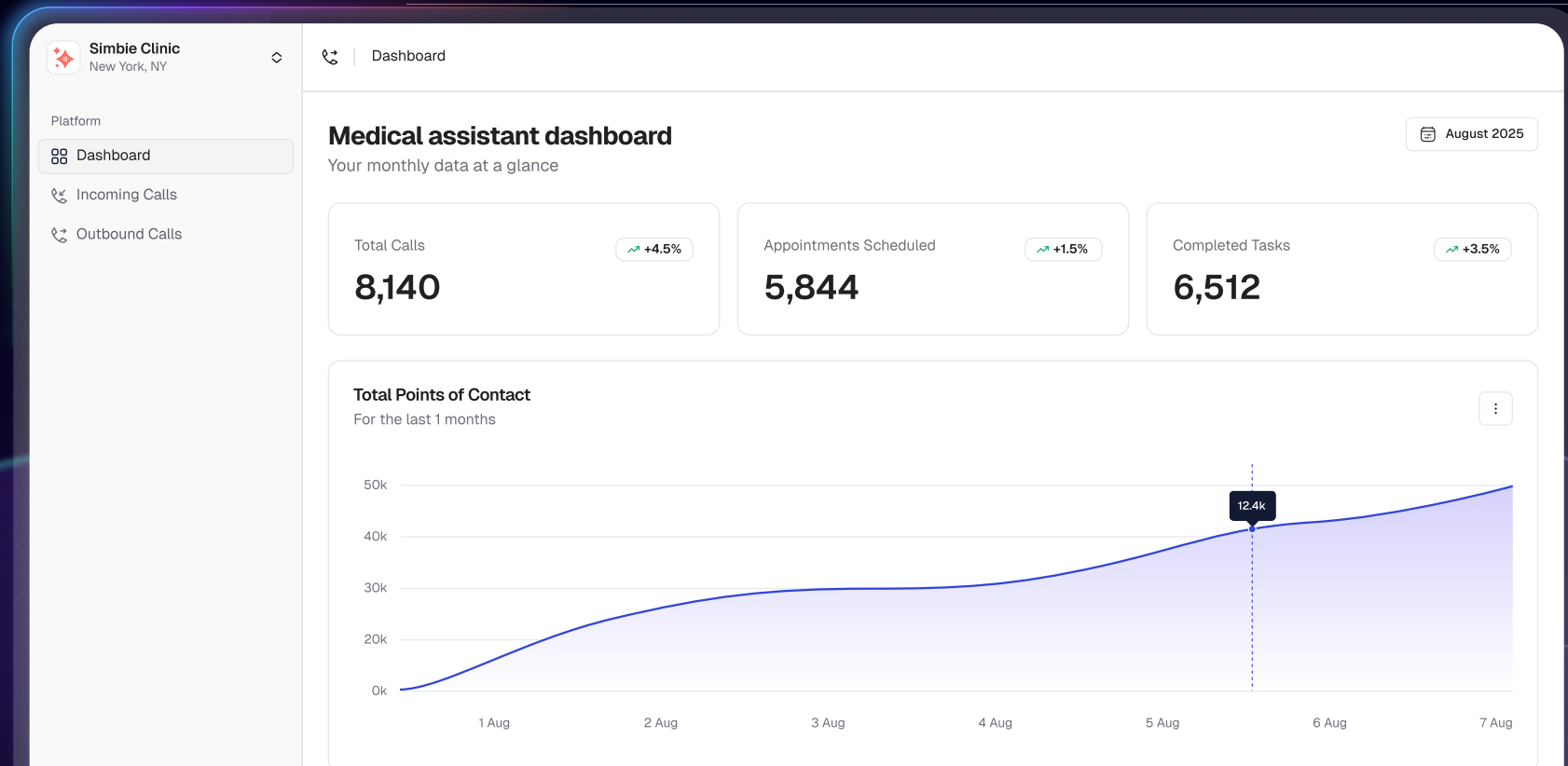
A professionally designed, compelling pitch deck was created to support Simbie AI's fundraising activities.

Bookface Launch Assets:

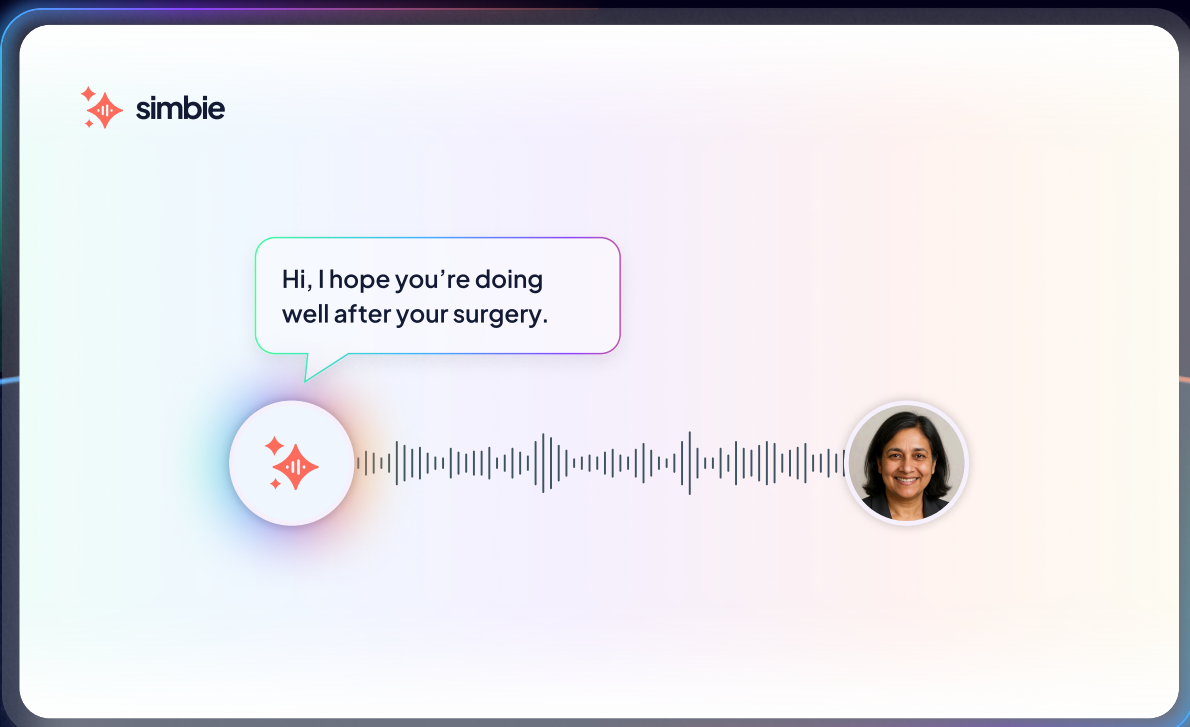
We designed a suite of creative assets to ensure a successful and visually impactful launch on social and professional platforms.



Simbie AI dashboard



Post-surgery care



-
- Portuguese
 - French
 - English
 - Spanish
 - German

\$800K ARR in LOIs signed in 10 days

Total ARR value of LOIs Signed since Lunch 8/8/2023



- 8 signed LOIs @ \$100K each (30% of NP gross revenue)
- 140+ NP applications



Connect

Let's Connect
The Growth Engine.

Book a call with the Dogpatch Studio team to see how we can run your web, design, and content engine — so you can stay focused on building and selling. We'll walk you through how our team keeps your marketing site, creatives, SEO, and social running seamlessly in the background.

 Start now

Let's Connect

-  Whatsapp
-  LinkedIn
-  Website