FREIGHT FORWARDING · SEO, AEO AND PAID SEARCH · OCT 2025 TO SEP 2026

How a Houston NVOCC became visible in Google, AI Overviews and ChatGPT, and turned that visibility into B2B freight enquiries

A Houston based, FMC licensed NVOCC and auto export specialist asked Info-X to build search demand from almost nothing. Twelve months later, the site is ranking, being surfaced by AI engines, and receiving multi-container enquiries from importers, manufacturers and fellow logistics providers.

18.9x
growth in monthly Google impressions, first full month (Nov 2025) to Aug 2026

3.2x
growth in monthly organic clicks over the same period

5.2x
growth in daily impressions inside Google AI features, May to Sep 2026

481
unique inbound enquiries, 32 of them qualified B2B company leads

THE STARTING POINT

A capable forwarder with almost no search footprint

THE CLIENT

A Houston based, FMC licensed NVOCC and freight forwarder specialising in used and auction vehicle exports, with FAK consolidation, RoRo, ocean and air freight, heavy equipment, warehousing and import clearance.

THE CHALLENGE

In its first tracked month the site earned 1,438 Google impressions and 85 clicks. It had little visibility for the research buyers do before choosing a forwarder: how to export a car, how AES filing works, or whether to ship by RoRo or container.

WHAT INFO-X DID

One program across search, AI engines and paid

01

Answer engine content architecture

Every article opens with a Quick Answer box and carries FAQ schema that matches the on-page text word for word, alongside Organization, BlogPosting and BreadcrumbList markup, so AI engines can lift and cite the answer directly.

02

Lane and topic clusters

Content was organised into clusters: RoRo and auto export, FAK and consolidation, Houston freight, and destination lane guides for the Middle East, West Africa, Libya, Yemen and Central America. New pieces complete a cluster before a new one opens.

03

Technical and on page SEO

Keyword first titles and descriptions for the homepage, service pages and destination pages, natural in-sentence internal linking, and an ongoing audit of indexation and crawl health.

04

Google Ads management

Info-X runs the search campaign for global auto shipping demand, landing high intent buyers on the homepage quote form.

05

Lead quality framework

Every form submission is classified as a qualified company lead, an individual or one-off request, unqualified or invalid, and tagged paid or organic, so the program is judged on pipeline, not just traffic.

06

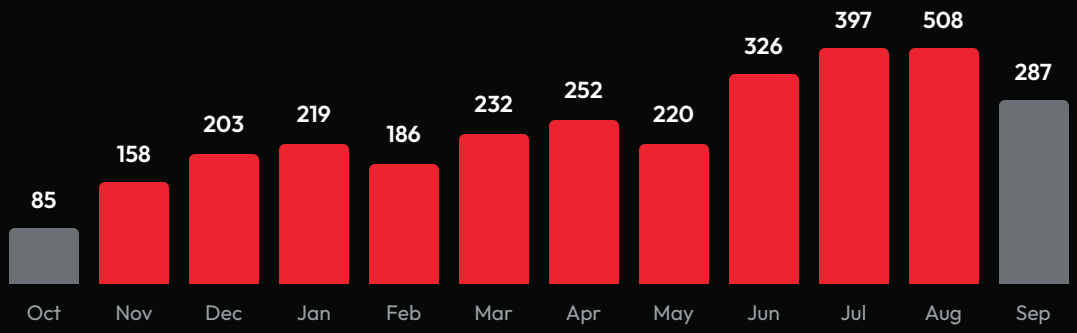
Build, verify, fix, deliver

Each deliverable is checked programmatically before it ships: schema counts, FAQ parity, meta lengths and link targets.

RESULT 1: GOOGLE SEARCH

From 85 clicks a month to 508

Organic clicks per month, Google Search Console



Grey bars are partial months: October 2025 (26 days tracked) and September 2026 (to the 19th).

Across the twelve months the site earned 3,073 clicks from 344,692 impressions. Monthly impressions climbed from 2,559 in the first full month to a peak of 50,362 in June 2026. Average position improved from 14.4 in November 2025 to 7.8 in September 2026. Of the top 1,000 search queries, 988 are non-brand terms, and 328 of those rank on page one.

Blog content carries the load: two thirds of all page impressions come from blog articles, led by an AES filing guide with more than 65,000 impressions.

RESULT 2: AI SEARCH VISIBILITY

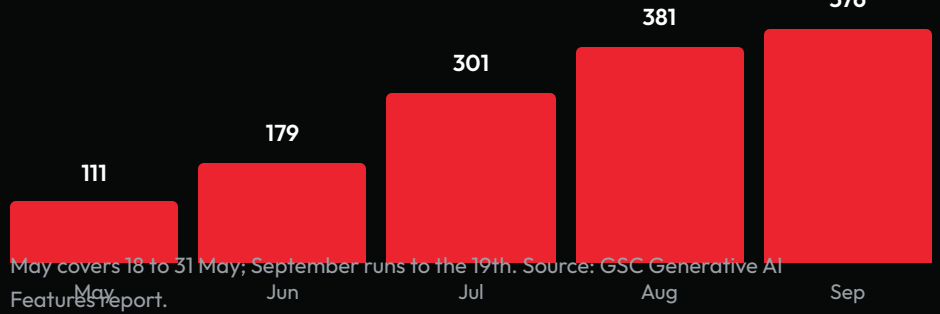
Surfaced inside Google AI features, and cited by ChatGPT

Google Search Console began reporting generative AI feature impressions in May 2026. Since then the site has appeared 38,999 times inside AI answers, and daily appearances have grown more than fivefold.

90% of those AI impressions come from blog articles, spread across 57 separate pieces. The most surfaced topics are FAK versus commodity freight, AES filing for vehicle exports and destination guides such as El Salvador, Libya and Nigeria.

The effect shows up in analytics too. Between January and September 2026, AI assistants sent 555 users and 743 sessions to the site. ChatGPT alone sent 3.5 times as many users as Bing organic search.

Average daily impressions in Google AI features



May covers 18 to 31 May; September runs to the 19th. Source: GSC Generative AI Features report.

RESULT 3: WEBSITE TRAFFIC

12,494 users in nine months, from five channels

FIRST USER SOURCE, JAN TO SEP 2026	USERS	SHARE
Direct	4,837	38.7%
Google Ads	4,065	32.5%
Google organic	2,509	20.1%
AI assistants (ChatGPT, Gemini, Claude, Perplexity, Copilot)	555	4.4%
Bing organic	151	1.2%

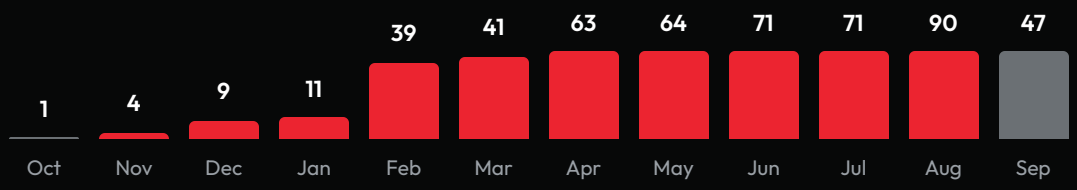
Organic, paid and AI channels now work together. Google Ads delivers volume at the top of the funnel while content earns rankings and AI citations that compound over time.

Visitors arrive from the markets the content targets: Dubai, Abu Dhabi, Tripoli, Baghdad, Amman, Erbil and Accra all rank among the top cities, alongside Houston and New York.

RESULT 4: PIPELINE

From a single enquiry to 90 a month, with every lead graded

Quote form submissions per month



Grey bars are partial months. Source: HubSpot lead form, 511 submissions.

LEAD GRADE	CONTACTS	SHARE
Qualified company lead	32	6.7%
Individual or one-off	293	60.9%
Unqualified (no details)	137	28.5%
Invalid (tests, vendors, spam)	19	4.0%
Total unique contacts	**481**	**100%**

A qualified company lead is a named business with a business email domain asking to move multiple units, full containers or recurring volume.

21 of 32

qualified company leads came from the Google Ads campaign Info-X manages

10.7%

of paid enquiries were qualified company leads, versus 3.8% from non-paid sources

1

recurring shipper that found the forwarder through ChatGPT and became a qualified lead

THE ENQUIRIES BEHIND THE NUMBERS

What qualified demand looks like

Company names are withheld. Each example is a real enquiry received through the site during the engagement.

SHIPPING COMPANY

Export of 184 buses from the United States

CORPORATE BUYER

1,345 computers, about 7.4 tonnes, for export

OPTICAL RETAILER

Six 40 ft containers per shipment

AUTO ACCESSORIES TRADER

Five 40 ft containers

WATER TREATMENT MANUFACTURER

Four 40 ft high cube containers

CUSTOMS BROKER

Two 40 ft reefer containers of fresh produce

TRADING COMPANY

40 ft reefer of fresh avocado, Brazil to China

US THIRD PARTY LOGISTICS PROVIDER

Warehousing for multiple skids of inbound freight

RECURRING SHIPPER, FOUND VIA CHATGPT

A forwarding partner for two to three shipments a year

Turning visibility into more qualified pipeline

Next 1

Consolidate duplicate URLs

31 pages are indexed with and without a trailing slash, splitting their ranking signals. Canonicals and redirects will merge them.

Next 2

Win the click, not just the impression

328 non-brand queries already rank on page one. Title and description rewrites target the high impression, low click topics first.

Next 3

Push Houston commercial pages onto page one

Local commercial searches such as freight forwarder Houston rank between positions 20 and 30 today.

Next 4

Convert readers and tighten lead capture

Quote prompts inside articles, required email and request fields on the form, and conversion tracking that matches the CRM.

Want your freight business