



▽ CASE STUDY

James Moore & Co.

Six months to build an agentic content ecosystem — three months to see organic clicks up **87.9%** and two deals close straight from ChatGPT.

CLIENT

JMCO, a Top 200 U.S. accounting & advisory firm

ENGAGEMENT

2025–Present

DELIVERED BY

Winsome Marketing

▽ WHAT WE BUILT

Six Months to Build a Fully Agentic Content System

JMCO needed more than a content calendar. It needed an engine that could produce, publish, and distribute at a volume no human team could sustain on its own, while staying anchored to keyword research and SME review at every step. We spent six months building it: an agenticallly-powered content ecosystem running four systems in parallel, each carrying a quarter of the production load.

CORE SEO CONTENT

Ten SME-reviewed, keyword-anchored articles a week — forty a month — each built for authority rather than volume for its own sake.

INDUSTRY NEWSJACKING

Fully automated with a human editor, publishing on trending stories and regional search moments as they broke.

REDDIT & SOCIAL EXPANSION

JMCO into industry-relevant subreddits on a weekly cadence, alongside new social accounts and video content.

NICHE PAGE EXPANSION

New industry and service page architecture, including dedicated R&D pages, to capture search terms JMCO had never owned before.

UNDERNEATH ALL OF IT — a PR strategy for JMCO's industry leaders expanded the firm's backlink profile from Tier 1 through Tier 3 sites and multimedia platforms, the kind of third-party coverage that AI models weigh heavily when deciding who to cite.

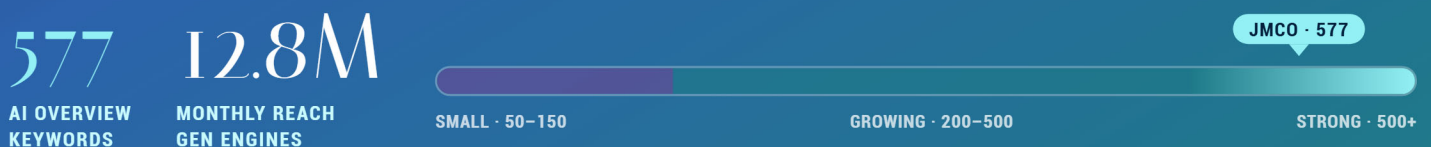
▽ THE RESULTS – 3 MONTHS IN

Organic Clicks Up 87.9%, Impressions Up 169%, Past 13,000 Ranking Keywords



The system started showing results within three months. Comparing the six-month benchmark against current performance, organic Google clicks grew from 5,990 to 11,260, up 87.9%. Search impressions jumped from 839,000 to 2.26 million, up 169%. Organic sessions rose from roughly 11,528 to 16,513, and organic active users grew from roughly 10,021 to 15,312. Total ranking keywords climbed from 8,225 to more than 13,000, a gain of roughly 58%.

577 AI Overview Keywords, Ahead of the Benchmark for a Strong Authority Site



Firms with real topical authority in AI search typically show up in 500 or more AI Overview keywords; growing authority sites land in the 200 to 500 range, and small firms sit at 50 to 150. JMCO now ranks in 577, putting it past the benchmark most firms are still building toward. Across all generative engines combined, JMCO's estimated monthly audience reach sits at 12.8 million, and visibility has been climbing steadily since the ecosystem went live, with the firm's own name and specific service terms like "**WIP schedule**" both gaining ground in prompt rankings.

\$196,871

2 DEALS CLOSED FROM CHATGPT

54.7% ENGAGEMENT

3.13% KEY EVENT

Two Deals Closed Directly From ChatGPT, \$196,871 Combined

Traffic from generative engines like ChatGPT and Perplexity is converting at a higher rate than JMCO's direct traffic, with a 54.7% engagement rate and a 3.13% key event rate on that segment. Three deals have been sourced directly from ChatGPT so far, two closed won in construction: \$112,400 in April 2025 and \$84,471 in February 2026, with one still lost. That's real revenue with a traceable line back to a chat window, not a search bar.

▽ COMPETITIVE STANDING

Ranked #1 or #2 Against BDO, RSM, CLA, and Grant Thornton in 5 of 7 Brand Categories

OPERATIONS & PERFORMANCE ADVISORY

COST ACCOUNTING & KPI INSIGHTS

MANUFACTURING FOCUS & POSITIONING

Brand sentiment analysis across JMCO's manufacturing-focused competitive set shows the firm leading or tied for the lead in five of seven categories, including operations and performance advisory, cost accounting and KPI insights, and manufacturing focus and market positioning.

That's not an accident of one good quarter: it's what shows up when a content ecosystem spends six months building topical authority in a specific niche before asking the market to notice.

Still Waiting to Build *Agentic AI*?

None of this came from chasing every keyword or trying to be everywhere at once. It came from outsourced experts building connected systems that yielded measurable results.

The firms watching AI search reshape their industry from the sidelines are the ones without a system like this running yet.

Talk to Winsome about building yours >

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