

# **AEO Engine Case Study Reports 217% Traffic Increase for My Rights Law**

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AEO Engine has published a case study reporting that My Rights Law increased organic traffic by 217% over six months while monthly bookings rose from 6 to 54. The figures describe the observed results of one client engagement. They are not presented as a guarantee for other law firms, proof that one activity caused the full change, or a market-wide benchmark.

The case study keeps the two measures distinct. Organic traffic records visits attributed to organic search during the stated comparison period. Monthly bookings records the firm's reported booking count at the starting and ending points. Presenting both measures together provides business context, but it does not establish that every additional booking came from organic search, AI recommendations, or one optimization method.

The published documented case study for My Rights Law records the approved figures and the boundaries around their interpretation. The release does not extend the result to revenue, conversion rate, case value, or future performance. It also avoids treating the six-month comparison as evidence that the same sequence will produce the same outcome for another firm.

AEO Engine's August Answer Index provides a separate measurement asset for examining how law firms appear in AI-generated recommendations. Its live editions use fixed, versioned question sets, clean-session collection across multiple AI systems, entity resolution, and stored answer corpora. That work supplies visibility context, while the My Rights Law case study reports client-specific traffic and booking observations. The two assets answer different questions and should not be treated as interchangeable evidence.

For law firms, this distinction matters because search visibility, AI presence, website traffic, and booked consultations are related but separate measures. A firm can appear in an AI response without receiving a visit, and a visit does not establish a booked consultation. For that reason, a source-first review records the prompt set, collection date, cited sources, traffic window, and business measure before drawing a broader conclusion.

"The useful lesson is not that one number predicts another firm's outcome. It is that traffic and booking data can be reviewed alongside AI visibility evidence, with each measure tied to a date and a defined source. That gives law firms a clearer basis for deciding what to investigate next," said Vijay Jacob, Founder & CEO, AEO Engine.

The My Rights Law result gives AEO Engine a documented law-firm example for its wider work in AI Search. The company uses prompt tracking, entity analysis, source review, technical optimization, content, and digital PR to study how organizations are understood and cited by AI systems. The case study does not claim that a single channel explains the result. It records the approved outcome and the measurement limits that accompany it.

Future comparisons can evaluate equivalent traffic windows and repeat the same AI prompt cohort to determine whether observed changes persist. Any later movement should be labeled by its own date, source, and measurement rules. This keeps the case study useful as evidence without turning one engagement into a promise about another firm's result.

The underlying records should also preserve the start and end dates, the definition of a booking, the traffic source used for the comparison, and any change in analytics coverage. Those details make later review possible over time and help prevent a dated client result from being detached from the conditions under which it was recorded.

AEO Engine is an AI Search agency that provides Answer Engine Optimization, AI SEO, AI visibility measurement, and digital PR services. Founded in 2018 and formalized as AEO Engine in January 2026, the company helps organizations improve how they are understood, recommended, and cited across AI systems and traditional search.

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