



Lex Digital Becomes First Specialised Belgian SEO Agency to Secure Three Global Search Awards 2026 Nominations

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Lex Digital, a specialised SEO and AI search agency based in Antwerp, has secured three nominations at the Global Search Awards 2026, becoming the first specialised Belgian SEO agency to reach three finalist positions in a single edition of the awards.

The agency has been shortlisted for Most Innovative Campaign (SEO): Small for its work with HR Legal, Best AI Search Optimisation Campaign for the same collaboration, and Best LLM Adoption and Integration by an Agency or In-house Team.

Two of the three nominations relate directly to AI search and large language model optimisation, reflecting the growing importance of visibility beyond traditional search engine rankings.

Two nominations stem from Lex Digital's collaboration with HR Legal, a Belgian law firm specialising in employment law. The partnership illustrates Lex Digital's ability to work effectively in complex niches, where specialist terminology, regulation and sector-specific search behaviour require a deeper understanding of

both the subject matter and the audience behind the search.

"We're incredibly proud that two of these nominations are the direct result of our work on LLM optimisation, and of our collaboration with HR Legal, a law firm specialising in employment law. It's especially rewarding to see both our expertise in AI-driven search and our experience within the legal sector recognised at an international level," said Bart Gagelmans, founder of Lex Digital.

The Global Search Awards Shortlist recognises campaigns, agencies and teams across the international search marketing industry, covering established disciplines such as SEO alongside emerging areas including AI search and LLM integration. The winners will be announced during the Global Search Awards ceremony in Dublin on 23 September 2026.

Lex Digital combines more than 14 years of SEO experience with an increasing focus on GEO, AI search and LLM optimisation. The agency helps businesses strengthen their visibility across both traditional search engines and AI-generated search results, combining technical optimisation, content, digital PR and authority building.

The SEO & GEO agency Lex Digital was founded in 2023 by Gagelmans, a lawyer by background. That experience continues to shape its ability to understand and navigate complex and regulated sectors. Rather than working through rotating account managers, clients work with a small specialist team, with Gagelmans remaining the fixed point of contact for strategy and follow-up. Transparency is another central part of the agency's approach. Clients can follow actions, results and next steps through a shared cloud environment, supported by fixed review moments to evaluate performance and adjust strategy where needed.

Gagelmans added, " The nominations reflect where search is heading. SEO remains fundamental, but visibility is no longer limited to traditional search results. Combining SEO, GEO and LLM optimisation helps businesses strengthen their position as search behaviour evolves. Seeing that approach recognised internationally is an important milestone for us. "

The Global Search Awards recognition follows another international nomination for Lex Digital earlier this year. Founder Bart Gagelmans was shortlisted for Operations Professional of the Year at the European Agency Awards 2026, becoming the first Belgian individual to be nominated in the history of the awards.

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Lex Digital

Onze individuele manier van werken zorgt steevast voor een meetbare en zichtbare groei. Elke organisatie is anders en zit op elk moment met verschillende uitdagingen. Wij erkennen dat. Om die reden werken wij steeds op maat.

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