

827 indexed pages and a 52% rise in AI-answer appearances in the hyper-competitive AI video market

TimelessTales.ai is a story-driven AI video platform. A large programmatic library of comparison and listicle pages puts the brand in front of creators and marketers researching AI video tools — in classic search results and, increasingly, inside Google's AI answers.

45.7k Google impressions (3 months)	391 Organic clicks (3 months)	1.86k AI-answer impressions (3 months)	214 Pages cited in AI answers
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Period: 17 Jul – 16 Oct 2026 (Web search). Indexing as of 12 Oct 2026.

Starting point

AI video is one of the most competitive software categories, dominated by Runway, Synthesia, HeyGen, Pictory and InVideo. A new platform needed a way to appear in the research phase, when buyers compare tools, without years of domain authority.

What we did

- Built a programmatic /use-cases/ library on two templates: comparisons (Pictory vs InVideo, Runway competitors, Synthesia competitors, HeyGen alternatives) and listicles (best AI video tools for marketers, Facebook, agencies, customer testimonials).
- Added a pillar collection page — the complete guide to AI video tools — that now leads the site's AI citations.
- Implemented breadcrumb and review-snippet structured data plus video indexing, all reported in Search Console.
- Targeted free-tool demand (“ai video extender free”) to bring in top-of-funnel users.
- Monitored crawl allocation in thecrawlbudget.com to see which template variants Google was actually indexing.

SEO results

- 45,700 impressions and 391 clicks in 90 days at an average position of 19.4 — position improved from 20.9 in the previous reporting window.
- Ranking for 1,000+ distinct queries.
- Tool-intent queries convert hard: “ai video extender free” earned 12 clicks from 41 impressions (29% CTR) and “free ai video extender” 4 from 9 (44%).
- Model-comparison demand is emerging: “wan 2.7 vs kling 3.0” already returns 96 impressions at position 5.3.
- 827 pages indexed and ranking across the AI video tools category.
- Next lever: 1.08k known URLs are still not indexed — the largest single opportunity on this property, and the focus of the current crawl-budget work.

Top queries (3 months)

Query	Clicks	Impressions	CTR
ai video extender free	12	41	29.3%
timeless tales	10	454	2.2%
mimic motion ai	6	17	35.3%
free ai video extender	4	9	44.4%
ai video extender	3	53	5.7%
video extender ai free	3	6	50%
ai reddit story generator	2	27	7.4%
video extender	2	24	8.3%
wan 2.7 vs kling 3.0	1	96	1%
tales ai	1	49	2%
kling 3.0 vs wan 2.7	1	27	3.7%

AEO results — visibility in Google's AI answers

The comparison and listicle templates are being picked up by Google's AI answers when users research AI video tools. AI-answer impressions rose from 1.22k to 1.86k and the number of cited pages from 165 to 214 in a single quarter.

1.86k

Impressions in Google
generative AI features

214

Pages surfaced in
AI answers

~0 → ~75

Daily AI impressions
(Jul → Oct peak)

Top pages cited in AI answers (17 Jul - 16 Oct 2026)

Page	AI impressions
/use-cases/en/collection/complete-guide-to-ai-video-tools	155
/use-cases/en/listicle/best-ai-video-tools-for-marketers	141
/use-cases/en/listicle/best-ai-video-tools-for-facebook	128
Homepage	118
/use-cases/en/listicle/best-ai-tools-for-customer-testimonials	101
/use-cases/en/comparison/pictory-vs-invideo	99
/use-cases/en/comparison/heygen-alternatives-free	98
/use-cases/en/comparison/runway-competitors	79
/use-cases/en/comparison/synthesia-competitors	65

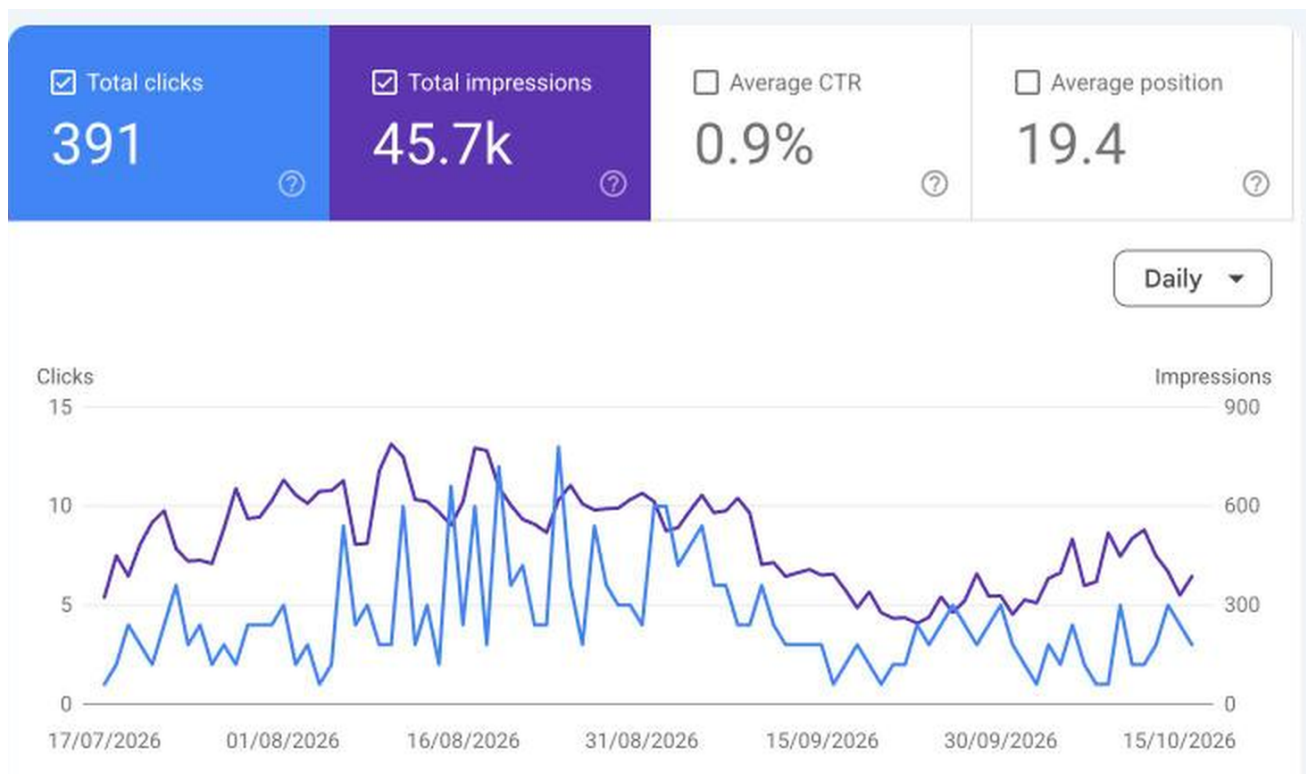
Page	AI impressions
/use-cases/en/listicle/ai-video-tools-with-brand-kit	45

Why it worked

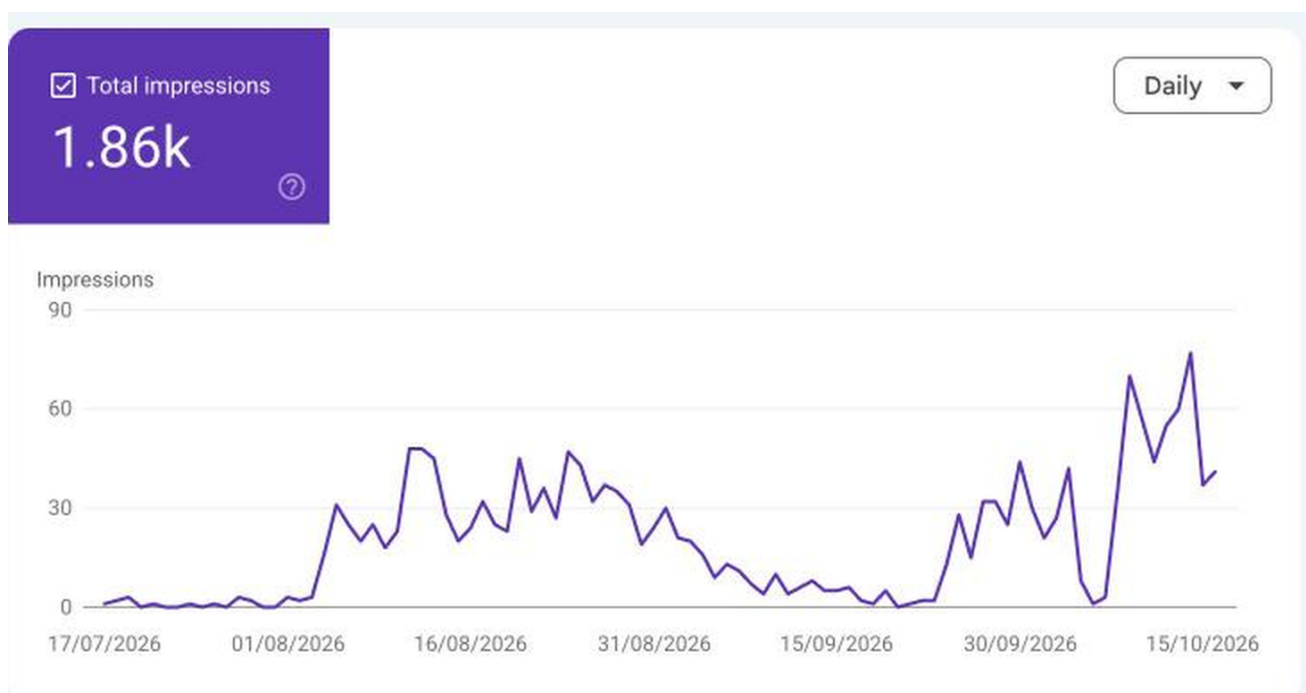
- Competitor-comparison pages capture buyers at the moment they evaluate alternatives — and AI answers lean on them for “X vs Y” questions.
- Two repeatable templates let the library scale across hundreds of tool and audience combinations.
- A single pillar collection page gives the cluster an internal hub — and it is now the most-cited page on the site.
- Structured data (breadcrumbs, review snippets, video) gives search and AI systems clean, machine-readable context.

Evidence

Verified results — Google Search Console



Google Search performance, last 3 months: 391 clicks and 45.7k impressions at an average position of 19.4.



Google generative AI features: 1.86k impressions across 214 pages.

All figures come directly from the client's Google Search Console account (search and AI data as of 16 Oct 2026; page indexing as of 12 Oct 2026). AI-answer impressions are from Search Console's Generative AI features report.