Unlocking AI-Driven Recipe Discovery

Milkmaid | AI-led SEO use case

THE CHALLENGE:

Despite strong relevance for condensed milk and recipe searches, Milkmaid faced intense AI discovery competition from bloggers, publishers and recipe platforms.

THE GOAL:

To shift Milkmaid from search visibility to AI recommendation across high-intent recipe journeys.

HOW AI DROVE BUSINESS OUTCOMES:

01

AI-led opportunity mapping

Used AI/search intelligence to identify high-intent recipe, ingredient and “how-to” content gaps.

02

Recipe experience optimization

Enhanced recipe pages with AI-friendly structure, contextual relevance, FAQs and structured data (schema).

03

Topical authority

Built a scalable content ecosystem around condensed milk use cases, desserts, baking, substitutions, cooking techniques and recipe inspiration.

04

Multimodal ecosystem

Strengthened the text + image + video ecosystem around recipes, creating richer and more interconnected content signals for both traditional search and AI discovery.

IMPACT:

Strengthened Milkmaid’s AI Visibility

AI Coverage
50.1%
+50% quarterly growth

AI SOV
20.5%
+20% quarterly growth

AI Coverage Trend



LLM-wise AI Coverage

- Google AIO — 57.9% mentions
- Google AI Mode — 32.5% mentions
- ChatGPT — 51.2% mentions
- Perplexity — 43.8% mentions

Outperformed top competitors



