Growfluence launches SEO & AEO to boost LinkedIn Personal Brand and dominate Search & AI-first discoverability

Mumbai, Maharashtra Jan 9, 2026 (Issuewire.com) - Growfluence, a growth systems agency focused on turning founder authority into predictable lead pipelines, has launched its SEO & AEO service, designed to improve search discoverability across traditional search engines and LLMs.

“Most founders today are visible, but they’re invisible to the customers who matter most,” said Mayur Nathani, CEO & Founder of Growfluence.

The agency’s new SEO and AI-enhanced optimization service bridges that gap, capturing intent beyond social platforms and turning search interest into predictable growth.

Why Growfluence is launching SEO & AEO services

Growfluence’s expansion into SEO & AEO is driven by two core insights gained from hands-on client experience and the evolving nature of personal brand discovery.

First, the team has spent years delivering SEO and AI-optimized growth strategies for Ecommerce and SaaS brands, helping them improve organic visibility, capture high-intent demand, and convert search

traffic into measurable business outcomes. As these strategies consistently proved effective, Growfluence identified an opportunity to extend the same structured, results-driven approach to founder-led and service-based brands.

Second, Growfluence recognized a growing limitation in personal branding strategies that rely solely on social platforms such as LinkedIn. While social content builds visibility and credibility, it remains platform-dependent and short-lived. Search, on the other hand, compounds.

“Personal brands shouldn’t disappear when a post stops getting impressions,” said Mayur Nathani.

By combining personal branding with SEO and AEO, Growfluence helps founders become discoverable not just on LinkedIn, but at the exact moment someone searches for their expertise on Google or asks an AI assistant for recommendations.

By integrating SEO into its growth ecosystem, Growfluence enables founders and businesses to:

- Extend personal brand reach beyond LinkedIn and social feeds.
- Rank for expertise-driven, high-intent search queries.
- Appear in AI-generated answers and voice search results.
- Build a long-term, platform-independent authority asset.

This approach ensures that thought leadership, content, and expertise continue to generate inbound demand long after they are published, transforming personal brands into always-on growth engines.

LinkedIn Personal Branding as a Proven Growth System

LinkedIn remains a core pillar of Growfluence’s growth strategy, particularly for founders, coaches, consultants, and B2B leaders looking to build credibility and visibility in competitive markets. Through a structured personal branding system, Growfluence helps clients consistently generate inbound leads, brand awareness, and thought leadership within the first 90 days of execution.

The Growfluence LinkedIn system is designed to help founders attract up to 10 qualified inbound leads while simultaneously positioning them as trusted experts in their niche through clarity of positioning, strategic content themes, and audience-led messaging.

This approach is led by Mayur Nathani, who has been recognized as a LinkedIn Top Voice in 2024 and 2025 for his insights on personal branding, growth, and lead generation.

“Personal branding works best when it’s treated as a system, not a posting habit,” said Mayur Nathani. “LinkedIn gives founders visibility and conversations. Our job is to turn that attention into authority, inbound demand, and long-term brand equity.”

Answering the search queries for businesses

In an era where brand discovery increasingly spans from Google to AI-powered assistants and generative search, traditional visibility strategies no longer cut it.

Growfluence's SEO & AEO service helps businesses:

- Increase organic visibility for high-intent keywords and audience searches.
- Optimize for AI and voice search queries that traditional SEO often misses.
- Drive sustainable traffic that converts into qualified leads and booked calls.
- Build domain authority with technical and content-driven best practices.

Unlike one-size-fits-all solutions, Growfluence tailors its SEO strategy to each business's unique positioning and audience, ensuring that brands rank where searchers and AI platforms converge.

A Growth System which every business needs

Growfluence blends SEO with its broader growth philosophy, which centers on turning authority into tangible outcomes rather than vanity metrics. Rooted in genuine discoverability and conversion optimization, the new service builds on the agency's suite of offerings, including personal branding and lead generation, to deliver a connected system of visibility and demand.

"We've seen countless founders invest hours creating content only to watch it get lost in noise," said Mayur Nathani.

Through SEO & AEO, the agency ensures brands are found by the right people at the right moment, both online and in AI-augmented search environments.

About Growfluence

Growfluence is a growth systems agency that helps founders and brands move beyond generic content and vanity metrics to build predictable pipelines of qualified leads. Through a unified approach to personal branding, lead generation, and SEO/AEO, Growfluence empowers businesses to be discoverable where their ideal customers actually look on search engines, AI tools, and industry platforms.

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