

Kuala Lumpur SEO company rebuilds its retainer around the answers sitting above Google's results

Mackclyde SEO says clients were ranking first and losing traffic anyway. Its response was to stop selling AI search optimisation as a separate line item.

PRESS RELEASE

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Kuala Lumpur SEO Company Rebuilds Its Retainer Around AI Search Answers

Kuala Lumpur, Malaysia | Mackclyde SEO has folded AI search optimisation into every client retainer after clients held their rankings and lost traffic to the answers above them.



MACKCLYDE SEO

SEO and GEO company in Kuala Lumpur, serving Malaysia and Singapore

Kuala Lumpur, Malaysia Sep 16, 2026 ([IssueWire.com](https://www.issuewire.com)) - A Mackclyde SEO client held the top Google result for its most valuable search term for most of last year. Enquiries from that term fell anyway, month after month, and nothing on the page explained it.

The explanation sat above the page. Google's AI-generated summary, which now appears over the organic results for a growing share of Malaysian searches, named three competitors and not the client. Few people were scrolling far enough to reach the result that had been won.

“Nothing was wrong with that page and we checked it twice,” said [Nnabuike Precious, founder and Lead SEO Strategist](#) of Mackclyde SEO. “We had done our job and the client was still losing. That is when this stopped being a side project for us.”

The Kuala Lumpur SEO company has since folded [AI search optimisation](#) into every client retainer rather than selling it as an upgrade, a change it says came directly out of cases like that one.

The summaries are only half of it. A growing share of buyers now put their questions to ChatGPT, Perplexity or Gemini before opening a search page at all, which means a business can hold position one on a page its customers never reach.

The work of getting into those answers turns out to look different from ranking. AI systems assemble a recommendation by reading across many sources at once: a company's own site, its directory listings,

review platforms, press coverage, forum threads. Where those sources describe a business consistently, the system will name it. Where they contradict each other, it tends to hedge, or pick a competitor whose story holds together.

Mackclyde's approach is to audit those contradictions first. A brand describing itself as an agency on one platform and a freelance operation on another, listing two different addresses, or publishing three versions of its own client count, gives an AI system nothing solid to repeat. Fixing that is unglamorous and mostly involves editing profiles nobody has looked at in three years.

The second half of the job is harder to control. Because AI answers lean on third-party sources, a business cannot simply write its way in. It has to appear, consistently described, in the places the systems already trust for its category.

Ang Zheng Yen, co-founder and Lead SEO Strategist, argues Malaysian firms have an advantage here that most are not using.

"There is almost nothing credible in Bahasa Melayu for whole categories," she said. "If you ask an AI assistant a question in BM about, say, choosing a payroll provider, it is scraping the bottom of a very small barrel. Whoever publishes properly in that space now gets cited for years, and right now hardly anyone is bothering."

The company charges from RM2,000 a month without lock-in contracts. Its own research into Malaysian pricing, [published on its site earlier this year](#), put typical SME retainers between RM1,500 and RM8,000 with the median near RM3,000, and flagged anything under RM800 as a sign of automated content and bulk link buying rather than managed work.

Every engagement opens with what the firm calls an AI SEO Readiness Audit: a snapshot of how a brand currently appears across Google, the AI summaries and the major assistants, alongside a 47-point technical review. Clients keep the findings whether they sign or not.

What Mackclyde does not offer is a guarantee, which in an industry where page-one promises remain common is worth stating plainly.

"Nobody controls what Google returns, and nobody controls what an AI system decides to say about you," Precious said. "Anyone telling you otherwise is either lying or planning to rank you for something nobody searches for. What we can control is what those systems read before they answer. We measure that every month and we show clients where they sit against the competitors they actually worry about."

Mackclyde SEO was named Best SEO Agency in Malaysia 2025 by TechBehemoths and works with more than 85 Malaysian brands, among them Allianz, Kaspersky and Socar.

About Mackclyde SEO

Mackclyde SEO is an [SEO company based in Kuala Lumpur](#), founded in 2020 by Nnabuike Precious. The company specialises in revenue-tied SEO, technical SEO audits, AI search optimisation, generative engine optimisation and SEO migration for businesses across Malaysia and Singapore. It works with more than 85 Malaysian brands across 28 industries, including Allianz, Kaspersky and Socar. TechBehemoths named it Best SEO Agency in Malaysia 2025, and Clutch lists it among its recommended SEO companies in Malaysia.

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