



Digital Branding Service & AI Search Optimization Case Study

About ARE F&B

ARE F&B is a Kuala Lumpur-based consultancy firm specializing in the food and beverage industry. The company provides strategic advisory services across three core areas: startup consulting, business rescue, and expansion readiness. Its clientele ranges from single-outlet operators to regional chain brands seeking sustainable growth.

Why This Project Was Critical for ARE F&B

In the consulting industry, trust and visibility are everything. Potential clients frequently search for keywords like "F&B consultant Malaysia" or "餐饮顾问 马来西亚" before making decisions. If a consulting firm cannot be found — or worse, if AI platforms and search engines fail to recognize or recommend it — the firm becomes invisible to its target audience.

For ARE F&B, the challenges were clear: intense competition from established firms, low brand awareness as a relatively young company, and a shift in search behavior — with more clients now turning to ChatGPT, Perplexity, DeepSeek, and Gemini for recommendations.

This Digital Branding Service & AI Search Optimization project was therefore critical for three reasons: (1) building trust through third-party validation by Google AI, (2) dominating AI-driven search results across multiple platforms, and (3) creating a sustainable competitive advantage that makes it harder for competitors to displace the company.

Project Name: ARE F&B (Malaysia) Organic Growth & AI Visibility

Project Duration: 3–4 months

Strategy: 100% organic (zero paid advertising)

Project Video Link: <https://youtu.be/C-kTf2LcqaA> (YouTube)

Company: ARE F&B Sdn. Bhd.

Website: <https://arefb.com/> (English) | <https://arefnb.com/> (Chinese)

1. AI & Google Search (Search Generative Experience "SGE") Rankings

The website was optimized to rank highly in both traditional search and Google AI mode / SGE.

(Note: All searches were conducted on June 30, 2026)



Leading Platform	Keyword	Ranking Result
Google Web Search	"What is ARE F&B firm in Malaysia?"	Page 1
Google AI Mode / SGE	"What is ARE F&B firm in Malaysia?"	Ensures Google AI provides a proper and precise introduction of the company.
Google Web Search	"Is ARE F&B a good F&B consulting firm in Malaysia?"	Page 1
Google AI Mode / SGE	"Is ARE F&B a good F&B consulting firm in Malaysia?"	Confirms Google AI recommends the firm as a highly regarded F&B consulting firm in Malaysia.
Google Web Search	"Leading F&B Consulting Firm Malaysia"	Page 1
Google AI Mode / SGE	"Leading F&B Consulting Firm Malaysia"	Further verified that Google AI recommends the firm as a leading F&B consulting firm in Malaysia.
Google Web Search	"F&B Consulting"	Page 1
Google AI Mode / SGE	"F&B Consulting"	Appears in AI results
Google Web Search	"F&B Consulting Malaysia"	Page 1
Google AI Mode / SGE	"F&B Consulting Malaysia"	Recommended as an excellent and leading consultant firm
Google Web Search	"F&B Startup Consultant"	Page 1



Leading Platform	Keyword	Ranking Result
Google AI Mode / SGE	"F&B Startup Consultant"	Receives recommendation
Google Web Search	"F&B Expert Malaysia"	Page 1
Google AI Mode / SGE	"F&B Expert Malaysia"	Receives recommendation
Google Web Search	"F&B Rescue Consultant"	Page 1
Google AI Mode / SGE	"F&B Rescue Consultant"	Receives recommendation
Google Web Search	"餐饮顾问 马来西亚"	Page 1 (appears twice)
Google AI Mode / SGE	"餐饮顾问 马来西亚"	Appears in AI results
Google Web Search	"F&B Consultant Malaysia"	Page 2
Google AI Mode / SGE	"F&B Consultant Malaysia"	Recommended as an "Independent / Boutique Consulting Firm"

Key AI Search Optimization Outcome: It has been verified that Google AI provides an **accurate and clear introduction** of the company's business, and explicitly recommends it as an "excellent", "highly regarded", and "leading" F&B consulting firm in Malaysia.

2. AI Platform Optimization (Beyond Google)

Website content was structured to serve as a high-quality information source for large language models (LLMs) such as ChatGPT, Perplexity, DeepSeek, and Gemini.



Leading Platform	Keyword	Ranking Result
ChatGPT	"F&B Consulting Malaysia"	Appears as "Strategic F&B Business Consulting"
Perplexity AI	"F&B Consultant Malaysia"	Listed as an "Independent / Boutique F&B Consultancy Firm"
DeepSeek	"餐饮顾问 马来西亚"	Ranked #1
DeepSeek	"餐厅顾问 马来西亚"	Ranked #1

3. E-Learning & Video SEO

A new "F&B E-Learning" content channel was created to dominate video search results.

Leading Platform	Keyword	Ranking Result
Google Video Search	"F&B elearning Malaysia"	Page 1
Google Video Search (Short Videos)	"F&B elearning"	#1 on Page 1 (appears 3 times)

Cross-Platform Coverage: Content is syndicated across YouTube, TikTok, and Instagram, enhancing cross-platform authority and driving lead generation.

Conclusion

This case study demonstrates our proven expertise in **Digital Branding Service & AI Search Optimization** — the ability to secure organic rankings within AI-generated responses (Google SGE, ChatGPT, Perplexity, DeepSeek), not just in traditional blue-link search results. This is a key differentiator for driving lead generation and building brand authority in 2026.