

South Africa's Leading Digital Marketing Agency Has Launched a New Website

The Google Premier Partner agency, Top Click, around the only three services it sells: SEO, Google Ads and Answer Engine Optimization for AI search.

JOHANNESBURG, GAUTENG, SOUTH AFRICA, August 17, 2026 /EINPresswire.com/ -- Top Click, South Africa's leading digital marketing agency, has launched a new website at topclick.co.za. The rebuilt site sets out the agency's three service lines, SEO, Google Ads and [Answer Engine Optimisation](#), along with its approach to each and the standards it holds itself to, in language written for business owners rather than for other marketers.

The new site is structured around four main sections: About, SEO, Google Ads and AEO, with a single contact route for prospective clients. Each service page opens with the problems clients typically arrive with, explains what usually causes them, and sets out what proper work on that channel involves. Client case studies and testimonials are published throughout, and prospects are invited to speak to existing clients directly.

"We wrote the site around the conversations we actually have," said Josh Maraney, Founder and CEO of Top Click. "Every prospect who calls us has heard the same lines from their last agency. We put those on the page and explained what is really going on behind each one."

A [Google Premier Partner](#) focused on paid search

Top Click has held Google Premier Partner status for eight consecutive years, placing it in the top



tier of Google's partner programme in South Africa. The new Google Ads Premier Partner section covers where budget typically leaks in South African accounts: a heavy share of spend on branded search terms, keyword sets built without regard to search intent, conversion tracking that counts the wrong actions as sales, and Google's own recommendations applied without scrutiny.

The page also sets out the agency's working process, from a full account audit in the first week through to keyword strategy sign-off before any spend is committed, campaign rebuild, ad copy testing, and continuous daily optimisation thereafter. Case studies from e-commerce, financial services and retail clients are published on the same page.

An SEO agency that publishes its diagnostics

The SEO agency section takes the same approach. Drawing on eighteen years of auditing South African and international sites, it lists the issues Top Click most commonly finds on accounts inherited from other agencies, including basic on-page optimisation left undone, backlinks that were invoiced for but never built, ignored technical problems, and keyword research aimed at terms nobody searches. Each issue is paired with a way for the reader to check it on their own site without needing an agency to tell them.

The page then maps what needs to happen against what Top Click does about it, covering technical SEO, on-page optimisation, keyword research and content strategy, topical authority building, backlink work and digital PR, Google Business Profile optimisation, and monthly reporting with embedded video explainers. Client case studies sit alongside it.

Answer Engine Optimisation for AI search

The most significant addition to the new website is a dedicated Answer Engine Optimisation agency section. Buyers increasingly put their questions to ChatGPT, Gemini, Perplexity, Copilot, Google AI Overviews and Google AI Mode rather than working through a page of search results. A brand that is not named in the answer is not in the running, and conventional ranking reports will not show that it is missing.

Top Click's stated position is that Answer Engine Optimisation is built on top of SEO rather than sold in place of it. The service covers an AI visibility audit benchmarked against competitors, prompt and share of voice tracking, entity optimisation so a brand is described consistently wherever it appears, answer-first content, FAQ and structured data build-out, technical AI access including llms.txt, and citation work on the platforms AI systems draw from most heavily. Citations, share of voice, AI referral traffic separated out in GA4, and brand sentiment are reported monthly. A published case study covers an international brand that reached the top of both Google organic and every major AI tool.

"Most agencies selling AEO have never done SEO properly," said Maraney. "There is no shortcut

around a broken foundation. Google's own Search Liaison said good SEO is good GEO, and our work backs that up."

The section is equally direct about what cannot be promised. It states that nobody controls what an AI engine chooses to cite, that early signals typically take 60 to 120 days, and that some questions, such as why one source is cited over another, are not yet measurable. Existing SEO clients can add AEO as an uplift on their current retainer after an audit, while new clients start with a standalone AI visibility audit.

A narrower scope, stated plainly

One of the more unusual sections of the new site is titled "We're not for everyone." It states plainly that Top Click is not a full-service agency, does not manage social accounts or email flows, does not work on commission or affiliate models, and is not the cheapest option available. It also names the kinds of clients the agency does not take on.

That positioning is deliberate. Top Click operates as a small senior team with no juniors on client accounts, month to month contracts only, and no lock-in or penalty clauses. Clients are given direct access to the agency's paid tool stack so that backlinks, rankings and technical changes can be verified independently rather than taken on trust from a report.

The rebuild also surfaces the agency's education output. Maraney has published more than 700 videos breaking down SEO, Google Ads and digital marketing, and monthly client reports carry embedded video explainers so clients understand what changed and why. Prospective clients can request a free snapshot audit covering their site, their competitors and their keywords before any commercial conversation takes place.

The new website is live now with dedicated sections for SEO, Google Ads, AEO and the agency's approach, plus a contact route for the free snapshot audit.

To learn more about Top Click and its SEO, Google Ads and Answer Engine Optimisation services in South Africa, visit <https://topclick.co.za>.

About Top Click

Top Click is South Africa's leading [digital marketing agency In South Africa](#) and serving clients worldwide. The agency focuses exclusively on search engine optimisation, Google Ads and Answer Engine Optimisation. Founded 18 years ago by Josh Maraney, Top Click has been a Google Premier Partner for eight consecutive years. Top Click operates on month to month contracts with no lock-in, staffs client accounts with senior specialists only, and gives clients direct access to its premium tool stack so that every deliverable can be independently verified.

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