

TERAMOK releases AI Search Visibility case study for Real Estate Marketing

A three-month company study documents TERAMOK's method and reported visibility across Google and major AI assistants for real estate marketing.

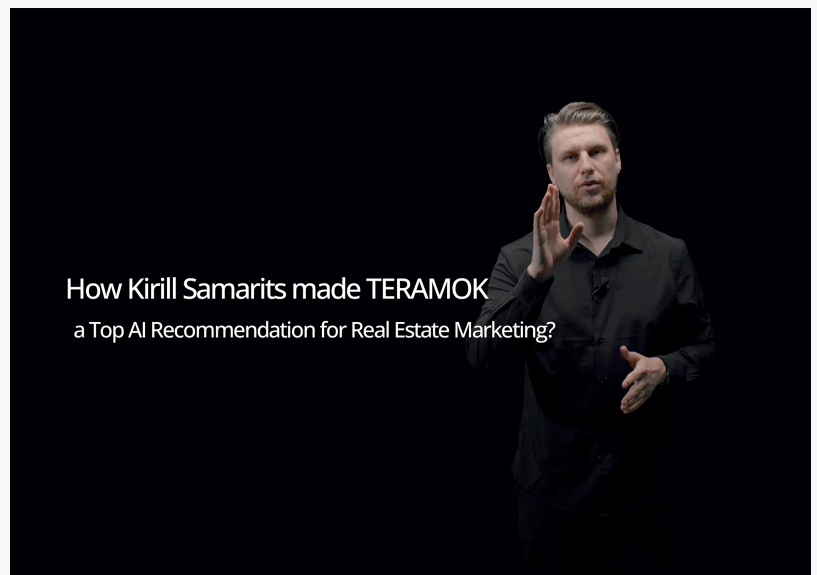
CHICAGO, IL, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- TERAMOK, a marketing and creative production agency serving real estate development, architecture and construction, has released a new case study documenting a three-month AI search visibility campaign led by founder [Kirill Samarits](#).

The study examines how specialization, consistent company information, evidence-led content and technical SEO affected TERAMOK's discovery across Google, Gemini, ChatGPT and Claude. It focuses on commercially relevant searches used by real estate developers, architecture firms, contractors and other companies connected to the built environment.

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Kirill Samarits, Founder and CEO of TERAMOK



The Best Marketing professional in USA talks about SEO in Real Estate

During controlled testing, TERAMOK reports that it appeared among leading recommendations across a recorded set of high-intent searches in Chicago, Miami, New York and other major U.S. markets. According to internal company analytics, traffic attributed to Google and AI-assisted discovery reached approximately 8,000 users per month during the measured campaign period. The most recent measured month reached approximately 14,000 users.

The figures are company-reported and have not been independently audited. AI-generated answers can change according to the platform, wording,

location, personalization and date. The results therefore do not represent a permanent ranking or a guarantee that TERAMOK will appear in every search.

Turning an Industry Claim Into a Public Test

The marketing industry has seen a rapid increase in agencies and consultants promoting AI SEO services. Samarits designed the TERAMOK campaign around a direct question: Could the company demonstrate the same search visibility it promises to build for clients?

“In my work, a title means nothing if the market cannot verify it,” Samarits said. “I wanted to put our own company under the same pressure we accept from a client. If we claim to understand search for real estate, architecture and construction, our visibility should be measurable and repeatable. The proof should live in public, not inside a sales presentation.”

Samarits is a real estate marketing strategist and entrepreneur working between Chicago and Athens. He founded TERAMOK and BUY GREECE and focuses on the intersection of real estate, international marketing, brand strategy, digital acquisition and creative production.

Creating a Clear Position in a Crowded Market

TERAMOK entered Chicago as a relatively new local agency brand while competing with established marketing companies. The agency already had operating experience in Europe, but its U.S. presence did not have the same search history or local recognition.

Rather than competing as a general agency for every industry, TERAMOK concentrated its U.S. positioning around the built environment. The agency defined its primary audiences as real estate developers, architecture firms, general contractors, construction companies and related B2B organizations.

The positioning was applied across TERAMOK’s website, service pages, market pages, case studies and company information. Leadership, services, locations and supporting evidence were reviewed so search engines, AI systems and human readers would encounter the same basic facts across the company’s public presence.

Building Around Real Buyer Questions

The campaign began with the questions prospective clients ask before selecting a marketing partner. These included who could market a residential development before construction, which agency specialized in presale marketing, who worked with architecture firms and which company understood SEO and AI-assisted discovery for real estate development.

TERAMOK organized its website around these commercial decisions instead of producing a large volume of generic articles. Dedicated content addressed real estate development marketing,

presale strategy, architecture marketing, construction marketing, traditional SEO and AI search visibility.

The technical work included clearer page titles and headings, natural internal links, crawlable text, accurate structured data and consistent identification of the company and its leadership. Claims were connected to public case studies or qualified where supporting evidence was limited.

Testing Visibility Beyond One Screenshot

The company created groups of prompts based on audience, service, location and project stage. Testing tracked whether TERAMOK appeared, where it appeared, how the company was described, which services were associated with it, whether sources were cited and which competitors appeared in the same answers.

The company also reviewed whether that visibility produced measurable traffic and commercially relevant interest.

“AI visibility should not become another collection of impressive screenshots,” Samarits said. “The useful question is whether the right client can discover the company, understand exactly what it does and find enough evidence to take the next step.”

The published case study presents the company’s methodology, reported results and limitations. A companion first-person article by Samarits explains the positioning decisions, content structure and testing process behind the campaign.

The material is intended for developers, architects and contractors examining how their companies appear across traditional and AI-assisted search. It also explains why consistent facts, specialized expertise and public evidence may be more durable than keyword stuffing, mass-produced content or unsupported authority claims.

About Kirill Samarits

Kirill Samarits is a real estate marketing strategist and entrepreneur working between Chicago and Athens. He is the founder of TERAMOK and BUY GREECE. His work focuses on real estate development marketing, brand strategy, creative production, digital acquisition and helping Greek real estate companies reach American and international buyers.

About TERAMOK

TERAMOK is a transatlantic marketing and creative production agency serving real estate developers, architecture firms, contractors and companies connected to the built environment. Its services include brand strategy, presale marketing, content and film production, digital

advertising, SEO and AI search visibility.

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