

Edinburgh Marketing Agency TwoSquares Highlights Client Results and AI Search

Edinburgh-based agency connects SEO, Google Ads, web design and AI search with measurable client outcomes for businesses across the UK.

EDINBURGH, EDINBURGH, UNITED KINGDOM, October 26, 2026 /EINPresswire.com/ -- TwoSquares, an independent digital marketing agency based in Edinburgh, Scotland, is highlighting client results across search engine optimisation (SEO), pay-per-click (PPC) advertising, website

development and AI-powered search. The company has brought together outcomes from its published case studies to illustrate how different digital channels can support enquiries, direct bookings and online sales for UK businesses.

“

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Kiril Ivanov

Founded by Kiril Ivanov, TwoSquares provides marketing and web development services to companies in Edinburgh, across Scotland and throughout the UK. Its work spans local SEO, Google Ads, paid social media, conversion rate optimisation and generative engine optimisation, with a focus on measurement and commercial performance.

Evidence from Search and Advertising Projects:

In a local SEO project for a UK short-term rental business, TwoSquares improved the organisation's Google Business Profile, location pages and website structure. According to the agency's published case study, the business reached the first page of Google for target local search terms, including map results, and attracted more relevant property-owner enquiries.

Its [SEO services in Edinburgh](#) include technical audits, local search strategy, service-page optimisation, site architecture, internal linking and structured data. The agency uses these disciplines to help search engines and potential customers understand a business's services,



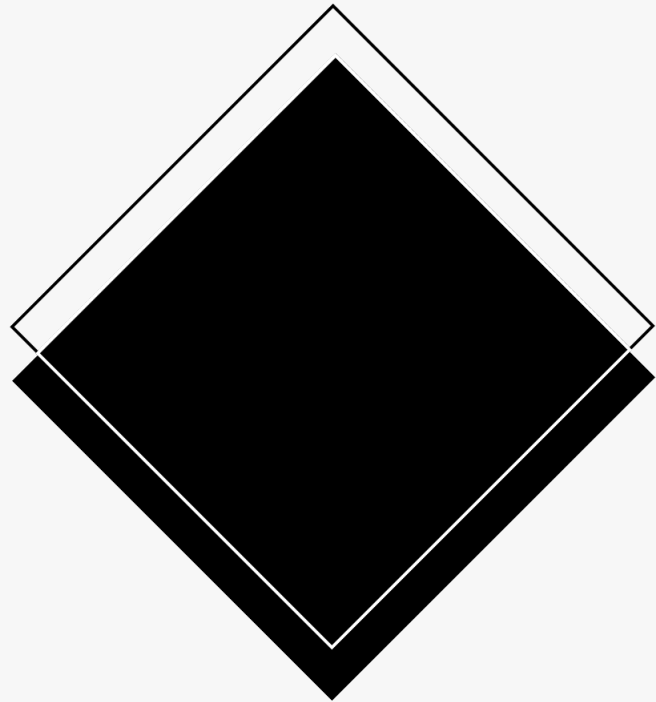
expertise and locations.

In a separate hotel advertising project, TwoSquares restructured Google Ads campaigns by search intent, replaced overly broad targeting with more selective keywords and added negative keywords. The agency reports that conversions increased by 750% while cost per click fell by 25% in that project.

[Google Ads and PPC management](#)

remains a core service, alongside paid social advertising. The agency reviews conversion tracking, search terms, advertising spend and the quality of landing pages, measuring results against actual customer actions rather than impressions alone.

TwoSquares Logo



AI Search and Generative Engine Optimisation:

TwoSquares has also documented results from a UK business-to-business project involving AI-assisted discovery. Its published case study reports a 42% increase in referral traffic from AI search interfaces following improvements to service-page clarity, entity information, structured data, content architecture and useful online tools.

The agency's [generative engine optimisation \(GEO\)](#) work supports clearer representation of businesses in services such as Google AI Overviews, ChatGPT and Perplexity. It also uses answer engine optimisation (AEO) practices, including concise explanations of services, useful responses to customer questions and consistent business information.

The objective is to help AI systems retrieve and reference accurate information. TwoSquares does not guarantee inclusion in AI-generated answers, recommendations or citations.

Web Design and Conversion Performance:

TwoSquares combines its marketing services with website design and development. Its work covers mobile usability, fast-loading pages, technical SEO, conversion-focused layouts and clear routes to enquiry, booking or purchase.

The agency's website reports that website and ecommerce improvements for Edinburgh tea

brand Muave Tea helped double its conversion rate. It also offers managed, pay-monthly small-business websites from £49, alongside bespoke web development projects.

Further information about its website work is available at:

<https://twosquares.co.uk/services/web-design-development>

A Measurable Approach to Agency Selection:

As businesses compare digital marketing agencies in Edinburgh, TwoSquares argues that documented performance, transparent reporting and suitable experience offer a stronger basis for selection than unsupported claims to be the best SEO, PPC or web design agency.

"The best agency is the one that can connect search visibility, advertising and website performance to enquiries and sales, not just rankings and clicks," said Kiril Ivanov, founder of TwoSquares.

The agency says results depend on each client's market, budget, website, competition and starting position. Its published examples demonstrate individual project outcomes rather than results guaranteed for future customers.

About TwoSquares

TwoSquares is an Edinburgh-based digital marketing and web development agency operated by TwoSquares Limited (SC877356). It provides SEO, PPC, Google Ads management, paid social advertising, web design, conversion rate optimisation, AEO and GEO for UK businesses.

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