

AI SEO Case Study

This case study focuses on how three specific businesses Midwest Sea Salt Company, Under Pressure Services, and TCG Renovations appear in Google AI Overviews. These cases highlight the direct benefits of AI SEO for visibility and authority.

Case 1: Midwest Sea Salt Company

Domain: midwestseasaltcompany.com

Query: 'private label bath salts product'.

Observation: Midwest Sea Salt Company is prominently featured in the AI Overview and side panel. This shows strong alignment with niche product keywords and highlights their authority in private label wellness products.

The screenshot shows a Google search for "private label bath salts product". The search bar is highlighted with a green box. Below the search bar, the AI Overview is displayed, featuring a summary of private label bath salts products and a list of steps on "How Private Label Bath Salts Work". To the right, a side panel shows three product listings: "Private Label Ready Bath Salt", "Himalayan Bath Salt Blends 500g - White Label - AW Aromatics", and "The Midwest Sea Salt Company Inc. - Your Bath & Body Superstore". Green arrows point from the text in the AI Overview to the corresponding product listings in the side panel.

private label bath salts product

Keyword difficulty: 47.92% (for google.com database) — View full report for this keyword

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AI Overview

A private label bath salts product involves a third-party manufacturer producing bath salts that a client company then brands, packages, and sells as their own. Companies like [The Midwest Sea Salt Company](#) offer ready-to-brand products or custom formulation services, providing a range of mineral salts, essential oils for aromatherapy, and packaging options to create a unique, signature bath salt line. This process allows businesses to quickly launch a wellness brand without the need for in-house manufacturing.

How Private Label Bath Salts Work

- 1. Find a Manufacturer:** Look for companies that specialize in private label or white label bath salts, such as [Bo International](#) or [AW Aromatics](#).
- 2. Choose Your Product:** Select a bath salt base (like Himalayan pink salt or Epsom salt) and decide on added ingredients.
- 3. Customize Your Formula:** Work with the manufacturer to add natural essential oils (e.g., lavender, eucalyptus) for aromatherapy, moisturizing oils, or custom blends.
- 4. Select Packaging and Branding:** Choose your preferred packaging, which can range from resealable pouches and glass jars to eco-friendly containers, and apply your custom brand labels and graphics.
- 5. Sell Your Product:** The final product is ready to be sold under your own brand name in stores or online.

Private Label Ready Bath Salt
Create a unique and luxurious bathing experience with Midwest Sea Salt Company's...
The Midwest Sea Salt Company

Himalayan Bath Salt Blends 500g - White Label - AW Aromatics
500g Himalayan Bath Salt Blends - White Label
Give your customers a luxurious, spa-like...
AW Aromatics

The Midwest Sea Salt Company Inc. - Your Bath & Body Superstore
Jun 18, 2025 — At The Midwest Sea Salt Company, we've helped hundreds of brands—...
The Midwest Sea Salt Company

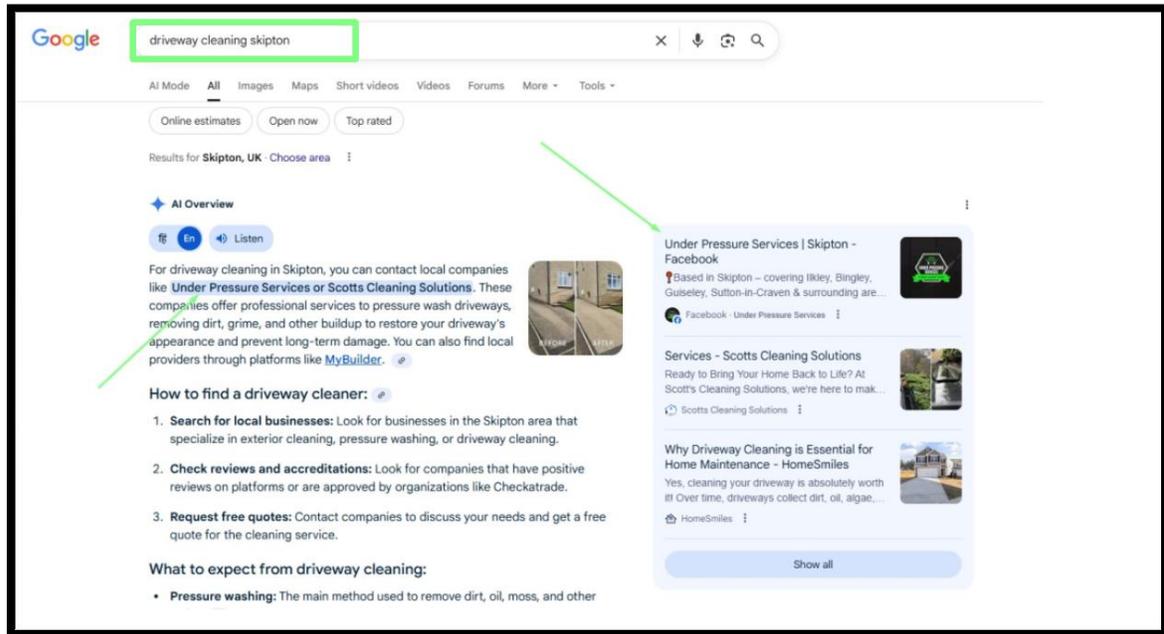
Show all

Case 2: Under Pressure Services

Domain: underpressureservices.co.uk

Query: 'driveway cleaning Skipton'.

Observation: Under Pressure Services is highlighted directly in AI Overview and the side results panel. Their strong local SEO presence ensures visibility for location-specific service queries.

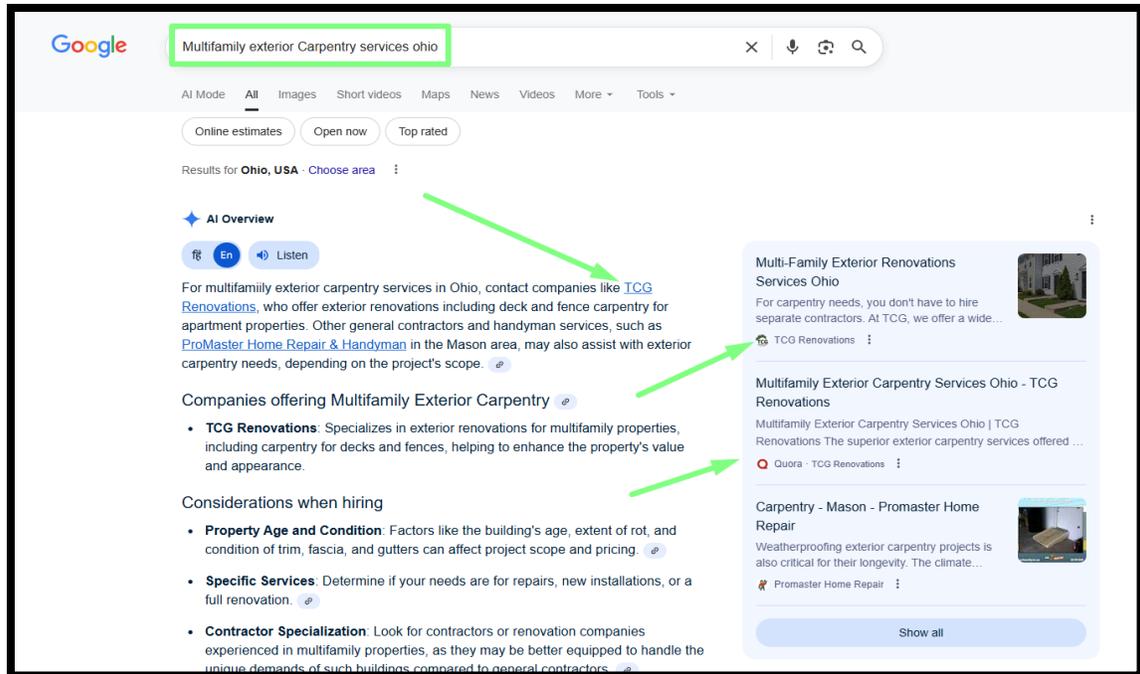


Case 3: TCG Renovations

Domain: tcgrenovations.com

Query: 'multifamily exterior carpentry services Ohio'.

Observation: TCG Renovations is featured in AI Overview and the right-side panel. Their optimization around multifamily and regional carpentry services enabled this AI-generated prominence.



Conclusion

These three cases show how AI SEO drives direct visibility in Google's AI Overviews. By optimizing for niche product terms, local services, and regional specialties, businesses like Midwest Sea Salt Company, Under Pressure Services, and TCG Renovations are securing a competitive edge in AI-driven search results.