

MODELS CYPRUS

01

Engineering category authority from zero

A new platform converted search authority into market adoption within sixteen months

95,328

SEARCH IMPRESSIONS

Sustained Google visibility

7,092

ORGANIC CLICKS

Demand captured without paid media

312

ACTIVE PROFILES

Talent supply adopted the platform

100+

COMPLETED BOOKINGS

Commercial use—not traffic alone

EXECUTIVE INTERPRETATION

Models Cyprus is CREATE's proof of concept: structured search infrastructure created category visibility, platform adoption and completed bookings without inherited authority.

KEY INSIGHT

Models Cyprus did not inherit market leadership.

CREATE engineered the conditions for it.

Search visibility, platform adoption and completed bookings advanced together.

Talent discovery was fragmented across channels that search could not organise

CLIENT INTENT

Find the right talent

By gender, location, age, language, skill, availability and booking type.

Agency rosters	Closed and incomplete supply
Social accounts	Visible but structurally unsearchable
Referrals and groups	Informal, inconsistent discovery
Personal portfolios	No unified comparison journey
Casting posts	Temporary rather than compounding

CREATE OPPORTUNITY

Build the searchable infrastructure connecting client demand to structured talent supply.

The platform competed through discoverability—not legacy or advertising

TRADITIONAL MARKET MODEL

Closed agency roster

Referral-led acquisition

Limited brand pages

Static portfolios

Social-first discovery

MODELS CYPRUS APPROACH

Broad talent ecosystem

Search-led acquisition

Structured taxonomies

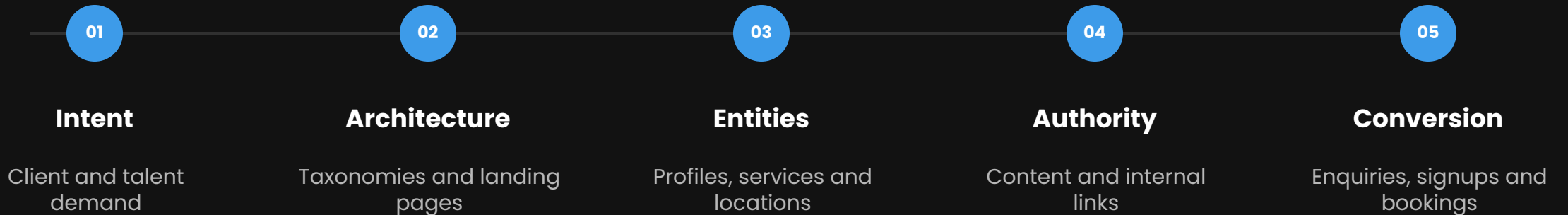
Indexable entity profiles

Google and AI readiness

STRATEGIC HYPOTHESIS

Superior digital structure could compress the advantage of older competitors.

The CREATE growth system connected demand to structured talent supply



THE SYSTEM

Search captures demand; structured profiles make the supply discoverable and bookable.

The platform was built as a machine-readable talent marketplace

14

SITEMAP FAMILIES

Segmented crawling across content and taxonomies

331

LISTED PAGES

Profiles, commercial pages and editorial content

44

TAXONOMY SEGMENTS

Gender, location, type, language, age and height

312

ACTIVE PROFILES

Verified supply available to clients

CONTENT

Commercial pages · editorial · profiles

TAXONOMIES

Gender · location · type · language · age · height

ENTITIES

Models · creatives · clients · campaigns · services

AI LAYER

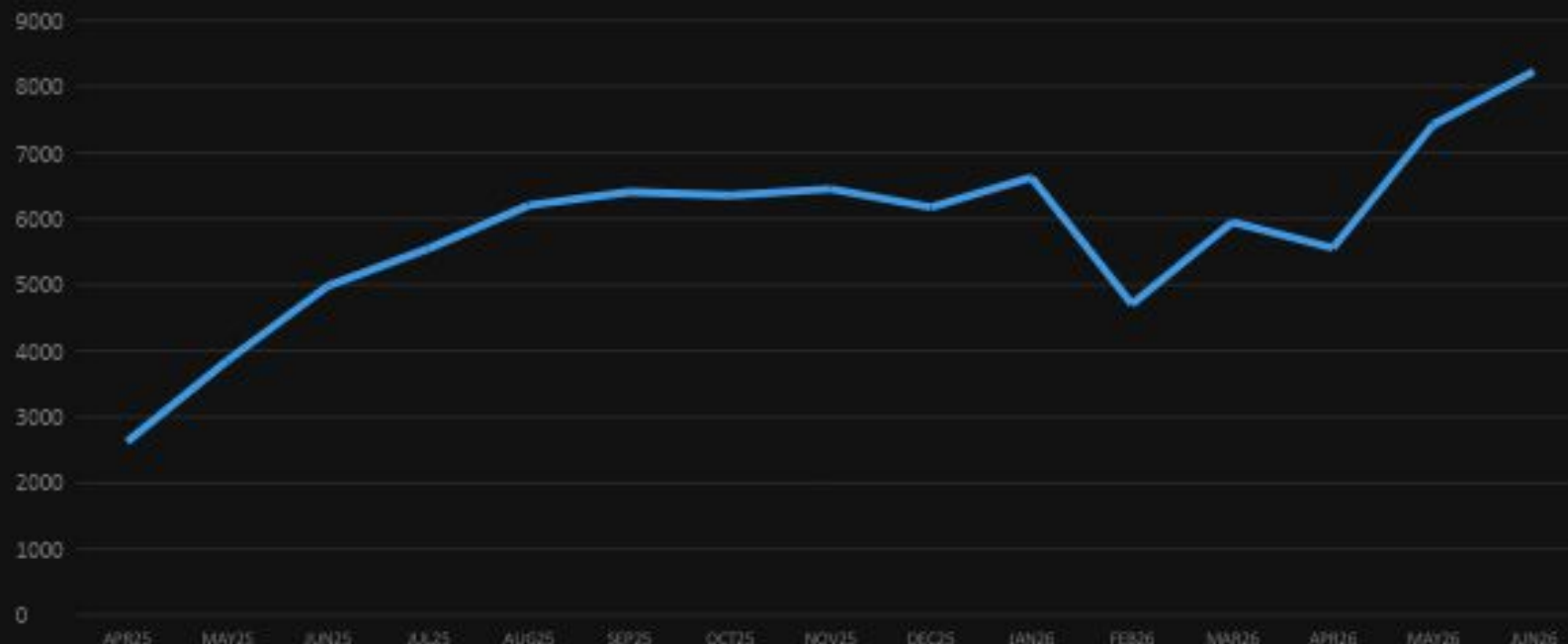
llms.txt · semantic descriptions · structured relationships

Authority compounded through sixteen months of structured expansion



Monthly search demand more than tripled while rankings moved onto page one

FULL-MONTH SEARCH IMPRESSIONS



+214%

IMPRESSION GROWTH

2,623 in Apr 2025 → 8,232 in Jun 2026

+124%

CLICK GROWTH

267 in Apr 2025 → 598 in Jun 2026

11.82 → 6.38

AVERAGE POSITION IMPROVEMENT

KEY INSIGHT

Traffic became an asset— not a campaign.

Organic Search is now the platform's largest acquisition channel.

5.8K

ORGANIC SESSIONS

Larger than social, direct, referral or paid-social acquisition.

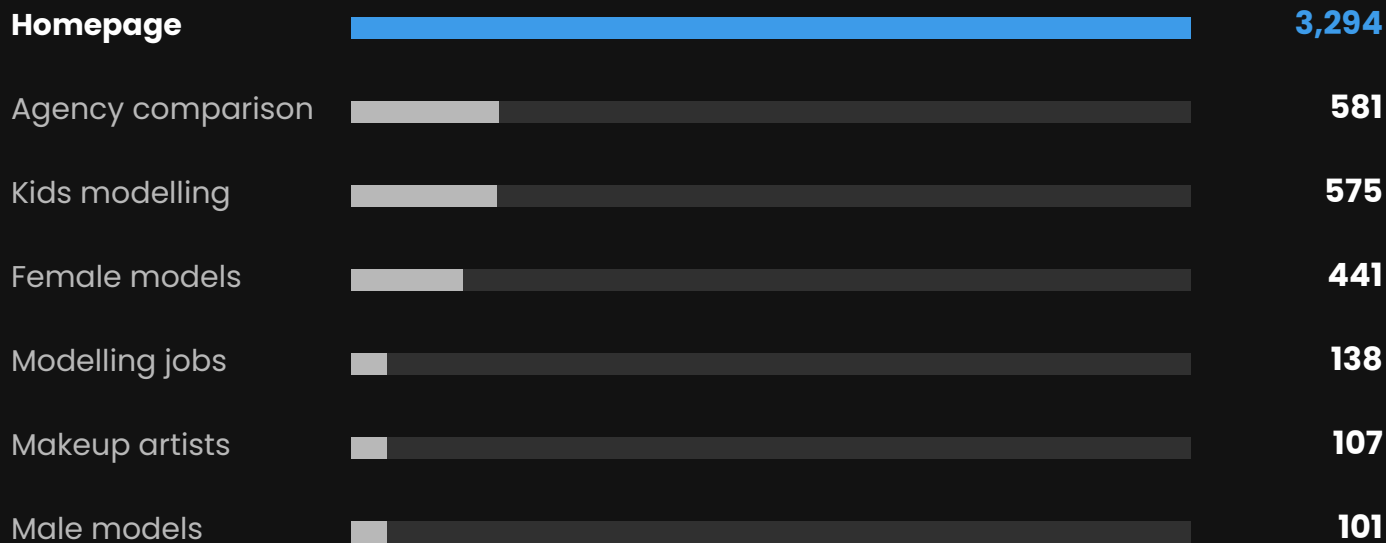
Core category searches moved into positions one to four

QUERY	POSITION	CTR	CLICKS
models cyprus	1.26	54.1%	501
cyprus models	3.24	23.4%	296
model agency cyprus	3.70	13.5%	165
cyprus model agency	2.54	28.1%	152
models in cyprus	1.20	31.8%	89
model cyprus	1.23	47.1%	81
cyprus model	2.75	8.9%	59

INTERPRETATION Models Cyprus owns both its brand query and commercially valuable category variants.

Authority is distributed across commercial, editorial and profile pages

ORGANIC CLICKS BY LANDING PAGE



17,283

AGENCY-ARTICLE IMPRESSIONS

10,471

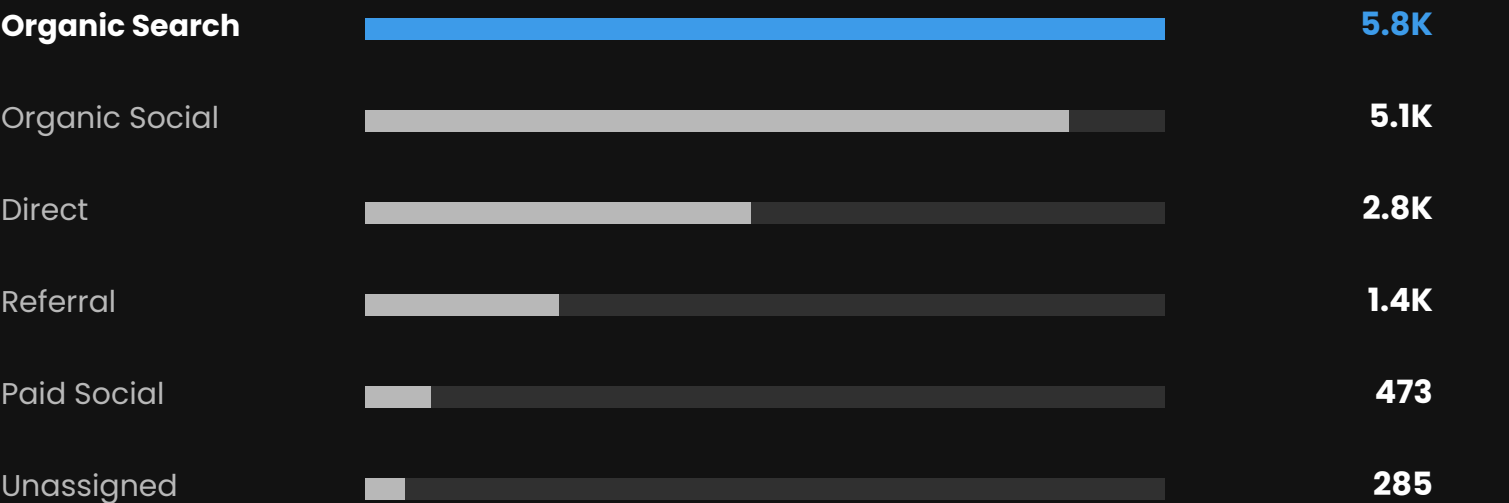
FEMALE-CATEGORY IMPRESSIONS

A model profile also reached position 4.75.

The platform is not homepage-dependent; specialist entry points capture different stages of demand.

Organic Search became the largest source of platform sessions

SESSIONS BY CHANNEL



≈36%

SHARE OF SESSIONS

Organic Search is the largest acquisition channel

16K

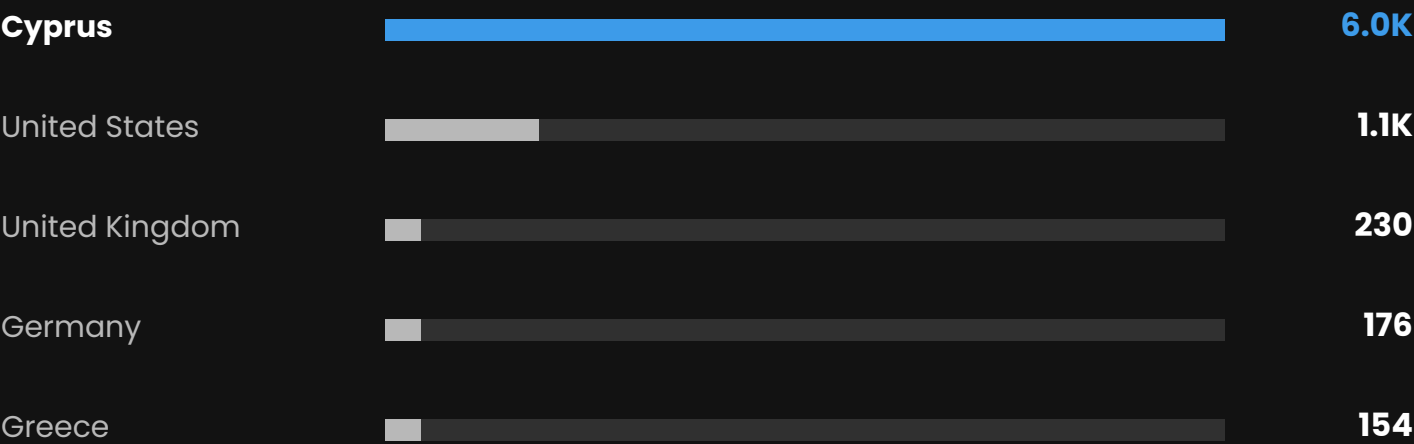
TOTAL SESSIONS

2m 16s

AVERAGE ENGAGEMENT

Cyprus provides scale while international demand expands the addressable market

ACTIVE USERS BY COUNTRY



64.0%

SEARCH CLICKS FROM CYPRUS

85.4%

MOBILE ACTIVE USERS

14.1%

DESKTOP

0.5%

TABLET

Search visibility translated into platform adoption and completed bookings

SUPPLY ADOPTION

312

active creative profiles

Models · juniors · promotional talent ·
photographers · videographers · makeup
artists

DEMAND VALIDATION

100+

completed client bookings

Commercial activity validates the platform beyond
rankings, traffic and profile growth.

SELECTED CLIENTS AND CAMPAIGNS

Anassa · City of Dreams Mediterranean · IFX Expo · iFLY Luggage · Square One · Cap St Georges · RealtyOn · MaternaFit · Greek Icons ·
Coral Residences · WIKI Expo

KEY INSIGHT

The result is larger than SEO.

Models Cyprus converted digital authority into a functioning marketplace.

SEARCH

created demand

PROFILES

created supply

BOOKINGS

connected the two

The first platform became the proof point for a wider CREATE system

MODELS CYPRUS

Proof of concept

Search authority + adoption + bookings

RESTAURANTS CYPRUS

Transferability

The method moved into a second market

DOCTORS CYPRUS

Time compression

The third platform ranked better earlier

NEXT SCALE LAYER

**Featured-profile
monetisation**

**Enquiry and booking
attribution**

**Subscription retention
and LTV**

**AI-discovery
measurement**

We did not inherit market leadership.

We engineered it.

95,328

SEARCH VISIBILITY

312

STRUCTURED SUPPLY

100+

COMMERCIAL ACTIVITY

CREATE