



SUCCESS STORY

HOW WE HELPED A NICHE FINANCIAL BRAND Win AI Search Visibility

Impact

AI VISIBILITY

AI Visibility Increased
from **0 to 14**

CONVERSIONS

3x Boost in
Conversions

AI Citation

Increase in cited
pages from **0 to 71**

LLM Traffic

100% Increase in
LLM Traffic

The Client's Story

ExpatMortgages-UK.com, led by founder Daniel Yorke, specializes in helping UK expats secure property mortgages back home. Despite being an established player in the market, their website struggled with low LLM visibility, minimal international reach, and underperforming lead generation. To align their digital presence with their niche expertise, they needed a strategic LLM SEO overhaul focused on targeting expats in key countries like the US, Australia, Canada, Spain, and New Zealand.

The Challenge

01 Ineffective Global Visibility

Despite serving an international audience, the site lacked geo-targeted optimization to attract users from key markets.

02 Low Organic Traffic & Lead Quality

Existing traffic wasn't converting. Users weren't finding what they needed or weren't the right audience at all.

03 No Visibility in AI Search Results

Despite ranking for several keywords, the brand was not appearing in AI-generated responses.

04 Content Not Structured for LLMs

Existing pages were written for humans and search engines, but not optimized for how AI models.

The Turning Point: Our Partnership

ExpatMortgages-UK.com partnered with us to revamp their digital strategy and unlock global growth. With a clear focus on attracting high-intent leads from UK expats across five key countries, we developed a tailored SEO approach that addressed their visibility gaps, technical challenges, and content shortcomings. Rather than applying only surface-level SEO tweaks, we focused on training AI systems to recognize the website as a reliable financial authority. The strategy shifted from ranking pages to earning citations and references within AI-generated answers, ensuring long-term visibility as search continues to evolve.

AI-Readable Content Structuring

01

We refined core service and informational pages to improve semantic clarity, context depth, and answer-style formatting.

Entity & Trust Signal Reinforcement

02

Strengthened financial, geographic, and service-based entities to help AI models confidently associate the brand with expat mortgage expertise.

AI Overview Targeting

03

Optimized priority pages specifically to qualify for Google AI Overviews instead of only blue-link results.

Conversational Query Optimization

04

Aligned content with how real users ask mortgage questions inside AI tools, not just how they type into Google.

Impact

Within a short period, the website transitioned from traditional SEO dependence to AI-powered discoverability. By aligning content with how large language models evaluate trust, relevance, and clarity, the brand secured visibility in AI Overviews and conversational search results. This resulted in stronger authority, better-qualified leads, and future-proof search presence in a highly competitive financial niche.

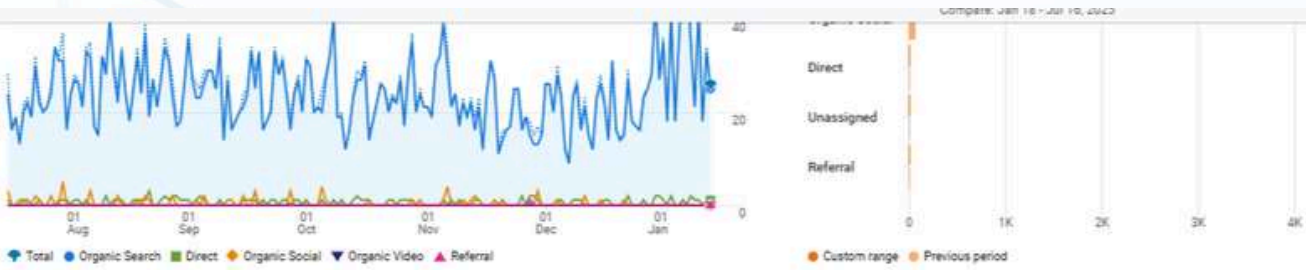
The Results

3 Months of LLM SEO IMPACT in Numbers

BEFORE	METRICS	AFTER
1,389	Total Users	3,875
0	LLM Traffic	190
0	Cited Pages	71
0	AI Visibility	14

● Total
 ● chatgpt.com / (not set)
 ■ chatgpt.com / referral
 ● perplexity / (not set)
 ▼ gemini.google.com / referral
 ▲ perplexity.a

Plot rows		Search...	Rows per page: 10		1-8 of 8		
<input type="checkbox"/>	First user source / medium	+	↓ Total users	New users	Returning users	Event count Contactus	Key events All events
<input type="checkbox"/>	Total		190 100% of total	185 100% of total	29 100% of total	14 1.16% of total	0.00
<input type="checkbox"/>	1 chatgpt.com / (not set) ▲		80 (42.11%)	79 (42.7%)	9 (31.03%)	7 (50%)	0.00 (-)
<input type="checkbox"/>	2 chatgpt.com / referral		68 (35.79%)	68 (36.76%)	14 (48.28%)	5 (35.71%)	0.00 (-)
<input type="checkbox"/>	3 perplexity / (not set) ▲		12 (6.32%)	12 (6.49%)	0 (0%)	2 (14.29%)	0.00 (-)
<input type="checkbox"/>	4 perplexity.ai / referral		11 (5.79%)	11 (5.95%)	2 (6.9%)	0 (0%)	0.00 (-)
<input type="checkbox"/>	5 gemini.google.com / referral		9 (4.74%)	9 (4.86%)	1 (3.45%)	0 (0%)	0.00 (-)
<input type="checkbox"/>	6 copilot.microsoft.com / referral		5 (2.63%)	5 (2.7%)	1 (3.45%)	0 (0%)	0.00 (-)
<input type="checkbox"/>	7 google / organic		4 (2.11%)	0 (0%)	2 (6.9%)	0 (0%)	0.00 (-)
<input type="checkbox"/>	8 copilot.com / (not set) ▲		1 (0.53%)	1 (0.54%)	0 (0%)	0 (0%)	0.00 (-)



Search...		Rows per page: 10		1-6 of 6			
<input type="checkbox"/>	First user prim_Channel Group	+	↓ Total users	New users	Returning users	Event count Contactus	Key events All events
SHOW ALL ROWS							
	Total		3,962 vs. 1,475 ↑ 168.61%	3,922 vs. 1,455 ↑ 169.55%	486 vs. 195 ↑ 149.23%	169 vs. 38 ↑ 344.74%	0.00 vs. 0.00
1	Organic Search						
	Jul 17, 2025 - Jan 12, 2026		3,875 (97.8%)	3,857 (98.34%)	467 (96.09%)	166 (98.22%)	0.00 (-)
	Jan 18 - Jul 16, 2025		1,389 (94.17%)	1,385 (95.19%)	178 (91.28%)	26 (68.42%)	0.00 (-)
	% change		178.98%	178.48%	162.36%	538.46%	0%

AI Search Today

AI Visibility 14	Mentions 3	Cited Pages 71
ChatGPT: 1 Cited Pages: 27	AI Overview: 2 Cited Pages: 15	AI Mode: 0 Cited Pages: 22
Gemini: 0 Cited Pages: 21		

expat mortgage uk



AI Mode All News Images Videos Shopping Short videos More - Tools -

AI Overview

Listen

Yes, **UK expats can get a mortgage** to buy property in the UK, for either residential or buy-to-let purposes. The process is generally more complex than for UK residents, often requiring a larger deposit and the use of specialist lenders or brokers.

Key Considerations

- **Lender Criteria:** Many mainstream UK high-street banks (such as Halifax, Santander, NatWest, and [Barclays](#)) do not offer expat mortgages or have very strict criteria. You will likely need to use a specialist lender or an international banking arm like [HSBC Expat](#) or [Skipton International Ltd.](#)
- **Deposit Requirements:** Expect to need a larger deposit, typically a **minimum of 20% to 25%** of the property value, and potentially more for certain properties or higher-risk countries.
- **Income Verification:** Lenders will require robust proof of your overseas income, which may involve providing certified translations of employment contracts, payslips, and tax returns from internationally recognized accountants.
- **Currency Fluctuations:** If you are paid in a foreign currency, lenders often apply an exchange rate buffer (sometimes called a "haircut") to your income to account for potential fluctuations, which may affect how much you can borrow.
- **Credit History:** Maintaining an active UK credit history while abroad is beneficial. Lenders understand you may have a limited UK credit file after years away but will typically require a clean credit history from your current country of residence as well.

CLS Money

Expat Mortgages: A Complete Guide to Buying Property in the...
Expat Mortgages: A Complete Guide to Buying Property in the UK * What L...
www.mortgageonefinance.co.uk

Which UK Banks Offer Expat Mortgages? - Clifton Private...
19 Aug 2024 — Which UK Banks Offer Expat Mortgages? ... As a British exp...
Clifton Private Finance

Expat Mortgages UK / Mortgage Brokers & Lenders for UK ...
Specialist Expat Mortgage Broker for Overseas Investors & Residents. ...
expatmortgages-uk.com

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expat mortgage broker uk

To find an expat mortgage broker in the UK, you should consider using a specialist, FCA-regulated broker who understands the complexities of overseas income and non-UK residency.

Recommended Expat Mortgage Brokers

Here are a few specialist firms that work with a wide panel of lenders, including private banks and high street names, to help expats secure financing:

- [Liquid Expat Mortgages](#) A specialist broker for UK expat, non-UK resident, and foreign national mortgages since 2007. They are fully approved by the UK's Financial Conduct Authority (FCA) and offer exclusive products from a large panel of lenders.
- [Clifton Private Finance](#) This independent, FCA-regulated broker has strong connections in the private banking sector, making them suitable for complex income situations or high-value mortgages (from £100k to £25m).
- [Expat Mortgages UK](#) This firm provides expertise for expats and foreign nationals seeking buy-to-let or residential properties, with a network of specialist lenders and positive client testimonials.
- [John Charcol](#) As one of the well-known expat mortgage brokers, they can access lenders not available on the high street and advise on complex financial profiles, such as multi-currency income.

Expat Mortgage Broker or Expat Lender - Skipton International
Clearly, the expat lender themselves understand their...
Skipton International Ltd

Expat Mortgage Broker | Clifton Private Finance
We can help you with: * Residential and commercial mortgages from...
Clifton Private Finance

Expat Mortgages UK / Mortgage Brokers & Lenders for UK ...
Specialist Expat Mortgage Broker for Overseas Investors &...
expatmortgages-uk.com

Finding a UK Mortgage Broker as an Expat
Finding a UK Mortgage Broker as an Expat. A mortgage broker is...
Revolution Finance Brokers

expat mortgage specialist uk

Securing a mortgage as a UK expat often requires using a specialist broker or lender due to the complexities of international income, foreign credit history, and residency status. Mainstream UK high street lenders typically do not offer expat mortgages.

Specialist Expat Mortgage Brokers

Using a specialist broker is generally the most effective way to find suitable options as they have access to a network of lenders and private banks who work with expats.

- **Expat Mortgages UK:** Specialises in residential and buy-to-let mortgages for British expats and foreign nationals, with expertise in complex scenarios like overseas income and no UK credit history.
- **Liquid Expat Mortgages:** An FCA-approved broker with a large panel of specialist lenders, offering solutions for buying a home or investment property in the UK, and handling documentation across time zones.
- **Expat Mortgage Expert:** FCA-regulated UK mortgage brokers focusing on British nationals in the UAE and Asia, with experience in a range of services including buy-to-let and residential remortgages.
- **Clifton Private Finance:** Connects high-net-worth clients with private banks and specialist lenders for mortgages from £100k upwards, especially for complex income

Expats Mortgage Broker or Expat Lender - Skipton International

Clearly, the expat lender themselves understand their...

Skipton International Ltd

How to secure a mortgage while living abroad

27 Oct 2025 — UK Expat Mortgages: How to secure a...

Experts for Expats

Expats Residential Mortgages UK | Expat Mortgage Broker UK

Our team of Specialist Expat Mortgage Advisors have a wealth...

expatmortgages-uk.com

Expats Mortgage Broker | Clifton Private Finance

We can help you with: * Residential and commercial mortgages from...

Clifton Private Finance

expat mortgage specialist uk

Here's a helpful guide to UK expat mortgage specialists — what they do and some reputable brokers you can contact if you're a UK expat (or foreign national) looking to buy or remortgage property in the UK.

What Is a UK Expat Mortgage Specialist?

An expat mortgage specialist is a broker experienced in arranging UK mortgages for people living abroad or earning income outside the UK.

- Most high-street lenders won't offer standard residential mortgages to expats — they generally require UK residency and UK credit history. That's where specialists come in.
- These brokers have access to lenders that accept foreign income, non-UK credit profiles, and overseas applications, including private banks and niche lenders not available on the high street.
- They help with everything from residential purchases and buy-to-let to remortgages and more complex cases (multiple currencies, trusts, offshore income).

Using a specialist can save time, help you find the best deals, and improve your chances of approval compared with applying direct to a bank.

UK Expat Mortgage Brokers & Specialists

Here are some reputable UK-based brokers known for working with expats, overseas residents, and foreign income cases:

Expats & Expat-Focused Specialists

Direct expat mortgage brokers

- **Expat Mortgages UK – Specialist whole-of-mark** broker focusing on expats and foreign nationals with access to a wide range of lenders.

top expat mortgage brokers uk

Here are some top UK-based expat mortgage brokers and specialist advisors you can consider if you're an expatriate (or foreign national) looking to secure a mortgage on UK property. Expat mortgage brokers typically have access to specialist lenders and products not available through standard high-street channels, and can help with both residential & buy-to-let mortgages for non-UK residents: [John Charcol >](#)

Recommended UK Expat Mortgage Brokers

1. Lending Expert – Expat Mortgage Services

A UK brokerage with access to over 1,000 mortgage deals and specialist understanding of expat requirements. They can help even if credit history or residency is complex. [LendingExpert Ltd >](#)

2. John Charcol

A long-established UK mortgage broker known for assisting British expats with specialist mortgages and access to lenders not available on the high street. [John Charcol >](#)

3. Mortgage One

Specialist expat mortgage broker focused on personalised service, deep expertise in expat lending criteria and global client support. [Mortgage One >](#)

4. Liquid Expat Mortgages

Dedicated expat mortgage brokerage with a broad lender panel and FCA-approved advisers experienced in UK expat and foreign national mortgage needs. [Liquid Expat Mortgages >](#)

5. Expat Mortgages UK (Commercial Finance Network)

Whole-of-market expat mortgage specialists providing access to extensive lender options for residential and investment mortgages. [Expat Network >](#)



Clients Feedback

“The transformation of our online presence has been nothing short of incredible. The team truly understood our brand and executed a strategy that elevated us in every way. Our visibility, sales, and engagement have never been better.”

The Story Continues...

As AI-driven search continues to reshape how financial decisions begin, the focus now is on expanding LLM visibility across more expat-focused queries, protecting AI trust signals, and ensuring the brand remains a go-to reference as generative search adoption grows.

Want your business to thrive like this?

Let's tell your story next.