



Letter of recommendation

Pelican Flight Training LLC is a Florida-based flight school with 40 years of experience. We specialize in training students from the United States and around the world. As an accredited institution, we are recognized for our high educational standards and specialized programs for international students (F1/M1 visas).

Our partnership with Andrew Antokhin and Inverox Digital began in February 2025. At that time, we were facing a significant decline in qualified leads, an increase in spam inquiries, and a drop in active student enrollment. Andrew and his team identified the root causes of the decline, resolved the underlying issues, and successfully restored our organic traffic. Eventually, they positioned our website as a market leader in our region.

When we started, our organic traffic stood at 845 visits per month. Thanks to the strategy proposed by Andrew and his professional expertise, we reached 3,881 visits by November 2025—surpassing all previous year-over-year benchmarks.

Weekly Breakdown:

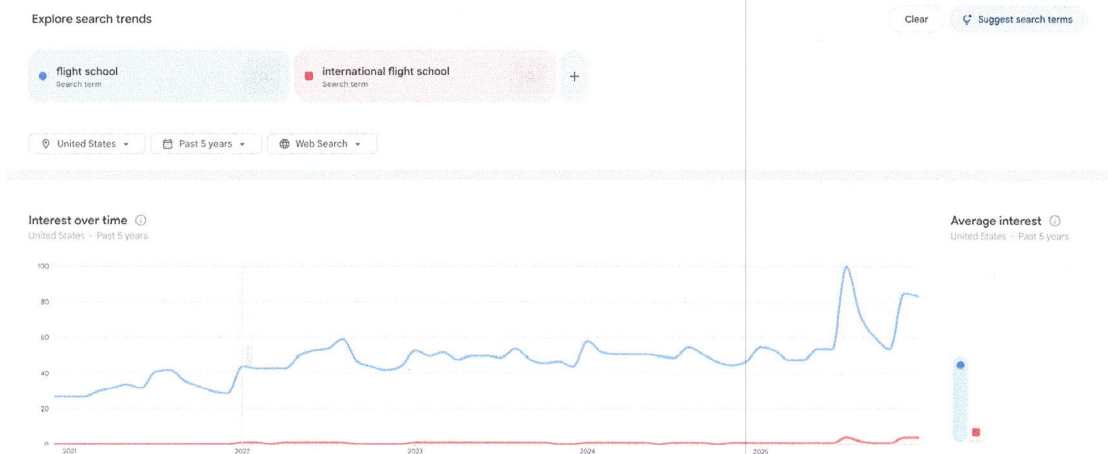


Monthly Breakdown:



It is worth noting that our previous contractor lacked a systematic approach and a cohesive growth strategy, performing only fragmented tasks. Meanwhile, our competitors (other flight schools and academies) have been consistently investing in marketing and SEO for years. Closing this gap required immense effort and non-trivial promotional tactics.

According to Google Trends, interest in flight training has been growing steadily for the past five years, but so has the competition in this niche.

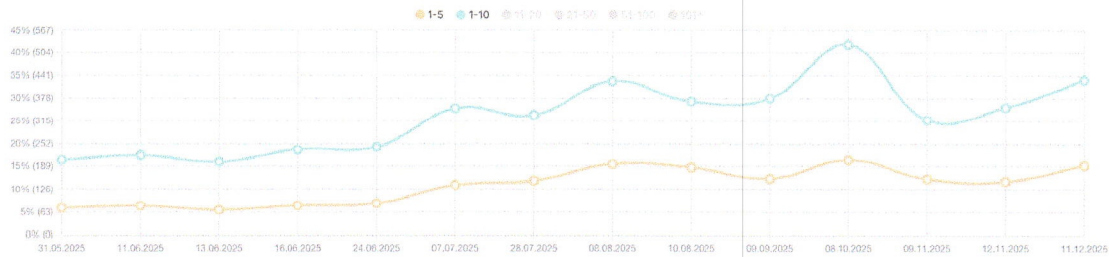


Key results:

Search Engine Visibility Growth: We saw a significant increase in visibility across a semantic core of 1,261 keywords.

Google Top 10: Increased to 35% of all semantics (from 16%).

Google Top 5: Increased to 15% of all semantics (from 6%).



Keyword examples

Запросы (36)	Частота [4]	12.11.2025 1-10 16%	10.04.2025 1-10 9%
florida ppl	1300	3 ⁺³	6
pelican flight training	880	1	1
pelican training	880	2 ⁺⁵	8
escuelas de aviacion en miami	140	1 ⁺⁵	9
pilot license cost florida	110	3 ⁺¹⁹	22
pelican flight	90	1	1
flight pelican	90	3 ⁺¹⁶	19
pilot shortage statistics	90	3 ⁺¹	4
pelican aviation	70	1 ⁺¹	--
private pilot license cost florida	70	3 ⁺²²	25
f1 visa pilot training	50	3	3
ppl to cpl	40	3 ⁺³	12

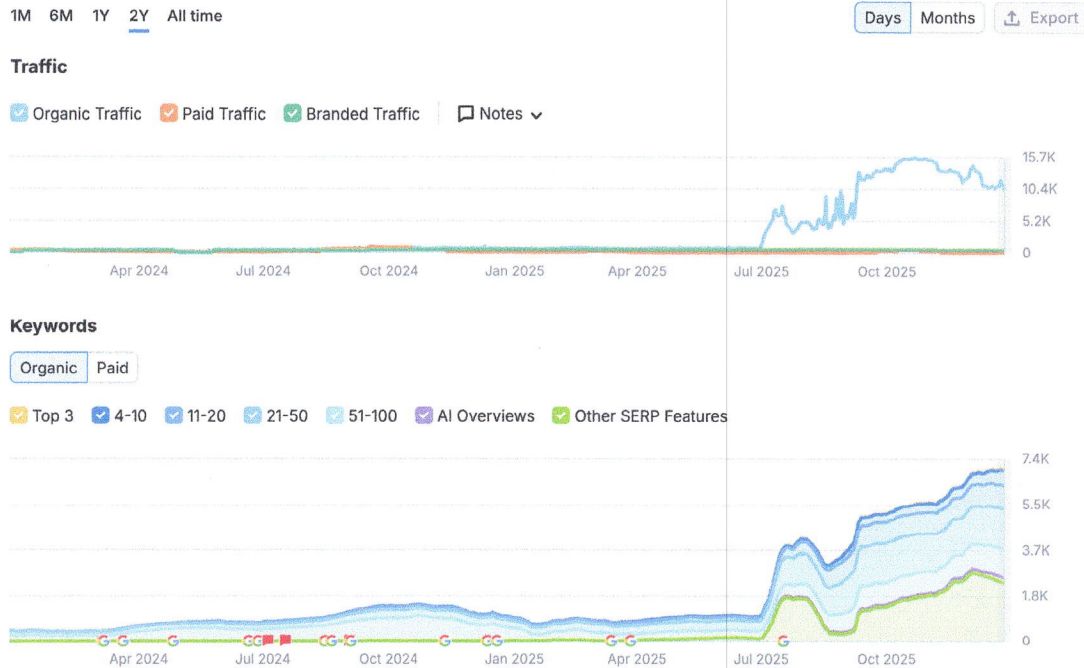
Запросы (36)	Частота [4]	12.11.2025 1-10 16%	10.04.2025 1-10 9%
pelican pilot	20	1 ⁺²	3
cpl age	20	3 ⁺⁴	7
commercial pilot license cost florida	10	1 ⁺¹¹	12
pelican flight academy	10	1	1
pelican flight training llc	10	1	1
pelican flight	10	3 ⁺⁵	8
how many pilots are needed in the next 10 years	10	2 ⁺¹	1
pilot demand in usa	10	2 ⁺²⁰	22
helicopter school miami	0	3 ⁺³	6
flight school f1 visa	0	3 ⁺¹	2
f1 visa flight school	0	3 ⁺¹	2

Visibility growth (Google Search Console):



For critical commercial search terms, the website now consistently holds Top 3 positions in the U.S. and other target regions, ensuring a high Click-Through Rate (CTR).

Overall 2-year performance (via SEMRUSH):



The number of inquiries increased by 9.2% year-over-year.

Beyond SEO, the team provides continuous technical monitoring, reputation management, AI citation optimization, and management of our Google Maps presence. Currently, we have established clear workflows for improving our online reputation, building high-quality backlinks, and developing our blog content.

Andrew Antokhin has demonstrated a high level of professionalism and deep expertise in SEO. Thanks to his systematic approach, analytical skills, and attention to detail, we not only recovered our traffic after a decline but also achieved significant growth in search engine visibility. Andrew solved complex problems with confidence and creativity, responded promptly to changes, and always provided data-driven recommendations.

Working with Andrew has been both seamless and productive. He is a reliable and responsible specialist, capable of delivering effective solutions across all aspects of digital marketing. We highly recommend Andrew Antokhin and Inverox Digital as a competent SEO partner for educational and international projects.

Sincerely,

Dr. Ivans Kuznecovs Chief Executive Officer / Academic Director Pelican Flight Training LLC