

PROJECT PORTFOLIO: SEO Foundation & AI Optimization (AIO Readiness)

CONTEXT

This project focused on addressing long-standing SEO debt while preparing the site for emerging AI-driven discovery. The goal wasn't to chase rankings alone, but to ensure the content could be understood, surfaced, and reused accurately by both search engines and AI assistants.

At the time this work began, the page had minimal organic visibility, inconsistent internal structure, and no content explicitly designed for question-based discovery via AI scraping or organic search.

OBJECTIVE

Establish a durable SEO foundation while making priority content machine-readable for AI-driven discovery, without increasing content volume or sacrificing user clarity.

DECISION & EXECUTION

We addressed the foundation first by focusing on SEO technical debt, including alt text for all images, standardized Meta and Open Graph titles, and normalized image file sizes.

Once technical debt was resolved, I led an audit to identify high-intent pages suitable for structured enhancement and implemented:

- A standardized FAQ framework aligned to real user questions
- Clean semantic structure to support AI parsing and snippet eligibility
- Internal linking updates to reinforce topical authority

No new content volume was added. This work focused on precision rather than scale.

MEASUREMENT APPROACH

Baseline metrics were pulled immediately prior to implementation.

Baseline Metrics (30 days):

- Total users to target page: 17
- Discovery source: Primarily direct or internal navigation
- Engagement: Short average time on page and inconsistent scroll depth

PROJECTED IMPACT

Projections were modeled using historical performance, comparable page lifts, and AI-assisted analysis — focusing on directional growth.

90–180 Day Projections:

- Organic traffic growth to 35–70 users per month
- Increased organic and AI-assisted discovery
- Improved engagement quality and scroll depth

OUTCOME

The page is now eligible for featured snippets, AI-assisted answers, and long-term compounding discovery.

CONCLUSION

This project shows that meaningful SEO and AI readiness doesn't require more content, bigger budgets, or constant publishing. By resolving foundational technical issues and structuring existing content with intention, we have better positioned the site for long-term visibility as search behaviors continue to change. The value comes from focus and judgment, not volume, creating a foundation that can scale steadily as AI-driven discovery evolves.