

SEO + AIO CASE STUDY

How focused SEO moved three sites from invisible to high-intent search visibility

Local-service revenue growth, page-one rankings, answer-engine citations, and a repeatable process for organic visibility that compounds.

~2x
Revenue over ~10 months*

55.6%
Google AI Mode citation rate

99+
Position gains on key terms

11.1%
Claude tracked visibility

Built around Wellness League ICT, Chronicles of History, and Kansas Weekly. *Revenue growth coincided with increased inbound organic traffic; not presented as sole-source attribution.

The problem: good content is not enough anymore

Search is moving from “ranked links” to answered questions with authentic researched content.

Traditional SEO still matters. But the next layer is AIO: creating content clear enough for AI search tools to understand, summarize, cite, and recommend. More so, building authentic authority around core content matters more than ever.

The strategy was simple: choose intent-driven topics, answer them clearly, build supporting content clusters, and track both rankings and AI visibility.

AIO: Artificial Intelligence Optimization

One system. Two outcomes.

Wellness League: from barely visible to high-intent local rankings

Competitive personal-training SEO in Wichita, Kansas — with measurable business impact before any AIO program was implemented.

wellnessleagueict.com / Wichita, Kansas, United States / Desktop

Filter

Tip: Organize your tracking with tags!

☐ Keyword	☐ Rank	☐ Change	☐ Avg.	☐ Best	☐ Search	☐ EV
☐ personal health coaching	2	•	2.0	2	10	2
☐ personal training	11	•	11.0	11	140	1
☐ private one-on-one personal training	2	•	2.0	2	N/A	N/A
☐ health and wellness coaching	101+	•	101+	101+	10	0
☐ partner fitness training	1	•	1.0	1	N/A	N/A
☐ private personal training	18	•	18.0	18	10	0

CURRENT GOOGLE POSITIONS

#1

Partner fitness training

#2

Personal health coaching

#2

Private 1-on-1 training

#11

Personal training

~2X REVENUE
over roughly 10 months

Takeaway: the website moved from literally zero organic visibility to top positions for purchase-intent service terms. Revenue approximately doubled over the same period, with inbound organic traffic becoming a meaningful source of new business.

SEO ONLY — AIO NOT YET IMPLEMENTED

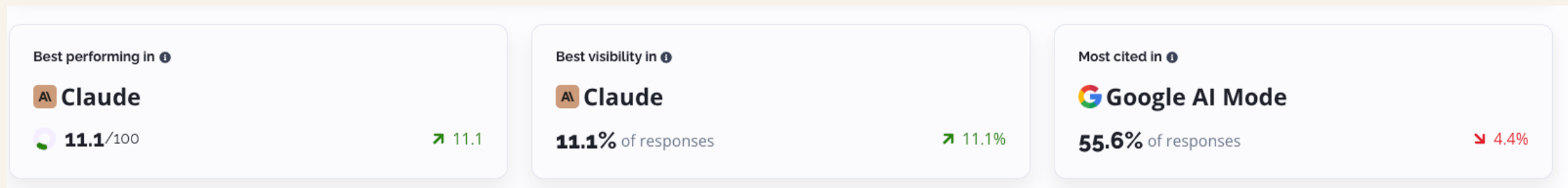
Chronicles of History: SEO content built the authority foundation

A second proof point in a completely different niche: COH now holds multiple page-one rankings, including top-three positions for historical people and event-based searches. This is in a global educational industry that’s very competitive and hard to rank for

Keyword	Current	Gain
otter woman	#2	+99
morning star ritual	#4	+97
frank north	#7	+94
may history events	#9	+92
lizette charbonneau death	#1	+5

Takeaway: Pages moved from no meaningful visibility to page-one rankings because each article matched a specific search intent and was internally supported by related content, backed with research and authenticity.

AIO focus: COH is beginning to show inside AI answers



Claude

Best performing platform

11.1%

Tracked response visibility

**Google AI
Mode**

Most cited platform

55.6%

Responses citing COH

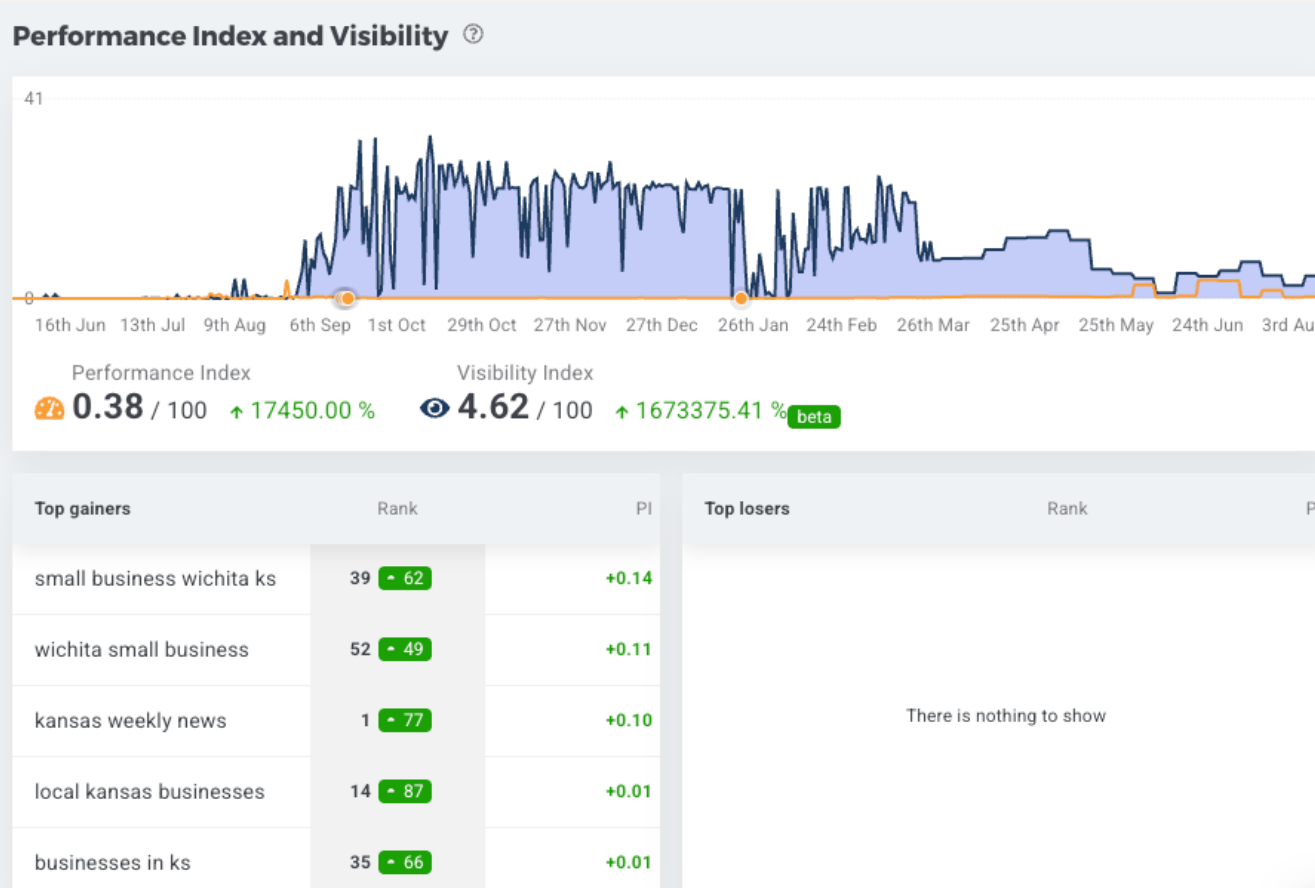
This is the important shift: COH is not only ranking — it is becoming a source AI tools can cite. AI is now learning that COH is a trusted source for American history content.

What made the AIO signal possible

- | | | |
|----|---------------------------------|---|
| 01 | Direct answers early | Each article gives AI systems a clean summary before the deeper story. |
| 02 | Question-based structure | Headings mirror the way people ask ChatGPT, Claude, Gemini, and Google AI Mode. |
| 03 | Topical clusters | Related articles reinforce authority around Sacagawea, Charbonneau, Pawnee Scouts, frontier history, and monthly events. Mirrored with an authentic and consistent content strategy |
| 04 | Citable context | The content explains uncertainty instead of forcing a clean answer where history is debated. |

AIO is not a separate trick. It is disciplined SEO written in a way that answer engines can understand and safely reuse. Internal linking, on-page SEO and site structure still matter immensely to compliment great AIO.

Kansas Weekly: a third proof point in regional search



KansasWeekly went from a ‘new’ media site to ranking against some of the strongest news outlets and local advertisers in the state of Kansas.

Again, this happened through On-page SEO, consistent and unique content with a strong site structure.

The same system worked again in a regional-media niche: pages aligned to local search intent moved from little visibility to meaningful search presence, including a No. 1 result for “Kansas weekly news.” The point is repeatability across very different websites.

The Repeatable Process

1 Find the right researched topics

Search demand, low-to-mid competition, and clear intent.

2 Build the right page

Title, URL, headings, quick answer, helpful depth.
Consistent posting schedule.

3 Connect the Content Cluster

Internal links across related articles and hub pages.

4 Track SEO — then AIO

Rankings and inbound first; AI mentions and citations when AIO is in scope.

The goal is not more content. The goal is more authority around the topics that matter.

When this is done consistently, each page does more than rank by itself. It strengthens the whole site, and over the long-term, you not only win, you dominate.

Three sites. Three different search wins.

The niche changes. The business model changes. The framework does not: match search intent, build useful pages, strengthen topical authority, and measure what moves.

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case-study slides

Wellness League shows the commercial value of focused SEO. Kansas Weekly shows local/regional visibility gains. Chronicles of History shows how the same foundation can extend into AI answer-engine visibility.

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sites tracked

Primary selling line:

Build search visibility that compounds — first in Google, then wherever your customers search.

Next step: choose the priority keyword set, fix the indexing/content foundation, build the first cluster, and track ranking + inbound movement every month.