

Evidence standard

These case studies use verified work and observations from the 2026 CJ audit. They do not claim ranking or revenue improvements that have not yet been measured.

Case Study 1 — Turning Technical Audit Findings into a Clean Search Foundation

Challenge

CJ's search-console review surfaced a mix of legitimate content pages, redirects, technical URLs, internal search URLs, feeds, archives, and system files. Treating every exclusion as an error would have created unnecessary site changes.

Approach

- Reviewed indexing categories URL by URL rather than clicking Validate Fix broadly.
- Separated expected exclusions from genuine content pages.
- Confirmed old paths such as /portfolio-2/ and /faqs/ had appropriate 301 redirects.
- Left WordPress internal search, admin, feeds, and system JavaScript alone where indexing was not appropriate.
- Requested recrawling only for legitimate updated content pages.

Verified Outcome

The audit produced a documented technical baseline with expected exclusions separated from actionable content issues. The current Google sitemap was successful, HTTPS showed no non-HTTPS URLs in the reviewed report, and Bing later showed a successful sitemap plus active Yoast IndexNow submissions.

Lesson

AI visibility work begins with technical eligibility, but not every non-indexed URL should be forced into the index. Precision prevents crawl waste and unnecessary changes.

Case Study 2 — Repositioning Existing Content Around Search Intent

Challenge

Several CJ pages were receiving impressions but little or no traffic. The strongest example was the AEO tools article, which had thousands of impressions but ranked too low to generate clicks.

Approach

- Mapped actual Google Search Console queries to the page.
- Reframed the AEO tools article around '10 Best Answer Engine Optimization (AEO) Tools & Platforms.'
- Added a direct-answer opening, comparison structure, detailed tool sections, FAQs and an early internal link to the AEO service.
- Updated other high-opportunity pages around their observed query intent instead of changing every page on the site.

Verified Outcome

The pages were updated and submitted for recrawling. Ranking and click improvement are still outcome measures to be tracked; they should not be claimed before post-update data is available.

Lesson

Impressions reveal demand, but first-page growth requires matching the right page to the right intent and then building authority around that page.

Case Study 3 — First Verified Microsoft AI Citations

Challenge

CJ wanted evidence that its content was participating in AI-generated answers, not merely appearing in traditional search.

Evidence

Bing Webmaster Tools AI Performance showed two citations during the reviewed three-month period. Both citations were associated with one CJ article: [/diversify-your-traffic-sources-beyond-google/](#). Grounding-query detail was not available in the sampled report.

Interpretation

This establishes a measurable AI citation baseline. It does not establish ranking, authority, traffic, or conversion from those citations. Microsoft explicitly distinguishes citation activity from those other outcomes.

Next Experiment

1. Preserve the cited page rather than rewriting it immediately.
2. Analyze its structure, focus, evidence and answer format.
3. Apply the strongest patterns to 3–5 strategically important CJ pages.
4. Track whether unique cited pages and total citations increase over the next 90 days.

Case Study Template for Future Clients

Section	Required evidence
Starting point	Date, platform reports, rankings/citations/leads before work
Problem	Specific visibility or conversion issue
Intervention	Exact pages and changes made
Verification	Technical/indexing confirmation
30/60/90-day outcome	Observed ranking, impression, citation and lead changes
What cannot be concluded	Confounders and limits
Client takeaway	Business implication stated without overclaiming

Sources and Research Basis

External methodology references:

- Google Search Central, AI features and your website: <https://developers.google.com/search/docs/appearance/ai-features>
- Bing Webmaster Guidelines: <https://www.bing.com/webmasters/help/webmaster-guidelines-30fba23a>
- Bing Webmaster Tools, AI Performance: <https://www.bing.com/webmasters/help/ai-performance-9f8e7d6c>
- Microsoft Bing Webmaster Blog, Introducing AI Performance in Bing Webmaster Tools (February 10, 2026): <https://blogs.bing.com/webmaster/February-2026/Introducing-AI-Performance-in-Bing-Webmaster-Tools-Public-Preview>

CJ-specific baseline observations in these documents are based on CJ Design & Consulting's September 2026 Google Search Console and Bing Webmaster Tools review. They are internal observations, not industry-wide statistics.