# AI Search Improvements

A Case Study

‘Crowflight Consulting’

https://crowflightconsulting.com/

# CONTENTS


1. Abstract
2. Key Results Sought
3. Actions Taken
4. Technical SEO Cleanup
5. Keyword Research for Regular & AI Search Engine Favor
6. Knowledge Content Addition for AI Complex Query Positioning
7. Results: Regular Search & AI Search Positioning
8. Results: Ranking & Traffic
9. Results: Relevancy & Quality Leads
10. Conclusions


Note to Reader:
The contents in this report are highly summarized. The work conducted produced more than 100 keywords to incorporate and combine into key phrases, natural language queries, and complex AI queries and prompts.

# ABSTRACT

Crowflight Consulting is a boutique HR consulting firm specializing in Non-Profits in the unique British Columbia marketplace.

Their founder is a retired government HR Director with a master's degree and more than 30 years of experience, who maintains a solid network of non-profit peers and connected companies.

Crowflight Consulting is a subscription plus pay-per-service contracts business model offering low cost but expert services. Their goal is to expand their business sufficiently to hire additional HR specialists and process a greater and more consistent volume of work, preferably with less effort on the founders' part.

To achieve this, new forms of selling were required, and digital marketing and advertising were identified as the best and most cost-effective way of acquiring new clients. Crowflight had never before undertaken any form of advertising.

Crowflights' original website focused content on explanations of what HR is and does using language not commonly understood nor the industry norm. It was intellectual in nature and read like a government report.

A full SEO Audit was conducted with a complete technical analysis and an intensive analysis of keywords, key phrases, search terms and an AI readiness. Searchability and organic traffic was very low and there were significant issues with both technical and content SEO that would inhibit the cost-efficiency and effectiveness of browser Ads in particular. While the volume of content on the site was significant, it was not being recognized by AI-enabled crawlers and search algorithms. Page structures were good but few highly-searched keywords were present.

An SEO strategy and action plan was formulated, built around not just improving SEO performance and organic traffic, but focused on getting the attention of AI enabled search engines. The goal being to position the Crowflight website for highly-effective and cost-efficient browser advertising and increase the quality of email inquiries using the contact page.

A full website redesign was undertaken to accomplish the AI-oriented SEO strategy and action plan.

Ideal Client: Non-Profit in British Columbia
Preferred Client: Small Business in British Columbia

## KEY RESULTS SOUGHT

1. **Better Placement**
   - On page one of regular search results for ideal client, page one or two for preferred client
   - As an AI source for AI enabled search results for traditional keyword searches
   - As an AI source for AI enabled search results for complex AI and natural language searches
2. **Improved Ranking**
   - Against competitors overall
   - By creating a bridge into AI search engine ranking and placement from improved regular search
3. **More Organic Traffic**
   - To the website by searchers looking for the services Crowflight offers
4. **More Traffic From Target Market**
   - From within the ‘BC’ and ‘Canada’ target markets
5. **Increased Quality of Contacts**
   - To Crowflight via the email and phone number on the contact us page
6. **More Genuine Sales Leads**
   - Among the searchers who contact Crowflight from their contact us page

# ACTIONS TAKEN

1. **Improve Technical SEO**
   - Remove inhibitors to placement and ranking
   - Restructure website pages for crawler favor

2. **Research and Embed Keywords, Key Phrases and Complex Queries (Content SEO)**
   - Reorient the website for highly searched services search terms and phrases

3. **Add AI-Favored Knowledge Content**
   - Create high value knowledge content that answers complex AI queries

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# Action: Technical SEO Cleanup

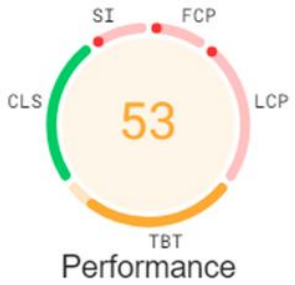
# TECHNICAL SEO CLEANUP - PERFORMANCE

Regular technical SEO work was conducted before conducting any content SEO to assure accurate and clean page indexing and improved core vitals.

This removed as much crawler and algorithm inhibitors to keyword and AI content reach as possible within the budget available.

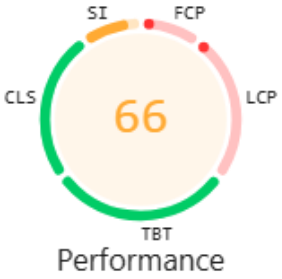
Cleanup work began with performance improvements that were within the overall budget.

MOBILE BEFORE




DESKTOP BEFORE

MOBILE AFTER

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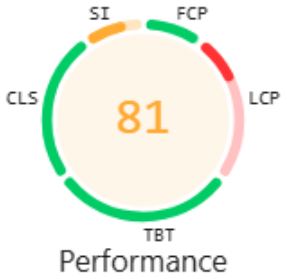


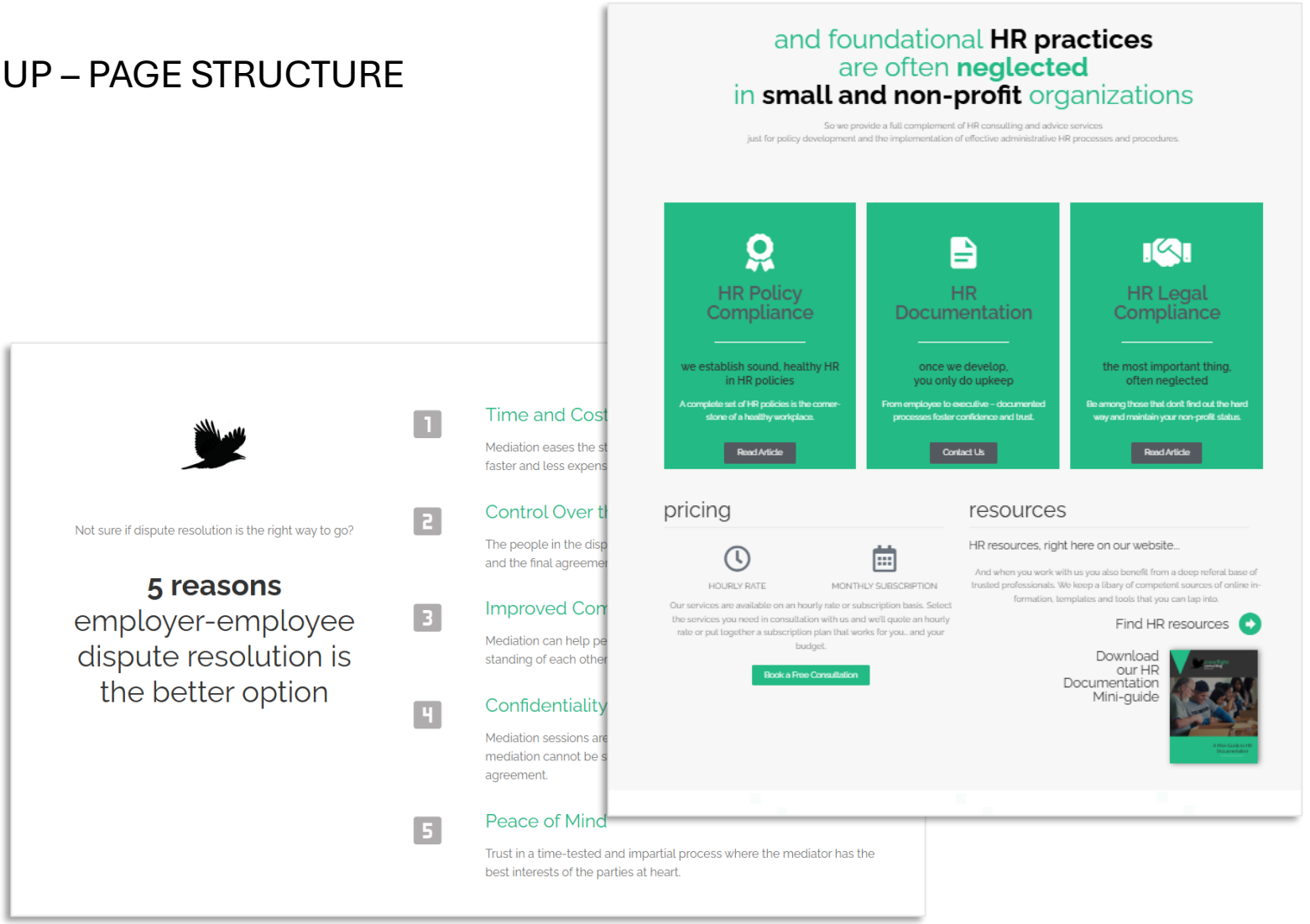

Source: Google Page Insights

Note to Reader:
Google Page Insights statistics show that the majority of searchers looking for HR consulting services use a desktop.

# TECHNICAL SEO CLEANUP – PAGE STRUCTURE

Heading and body content structures on pages were revised to meet crawler ‘quality’ standards.

- ✓ Heading Cascades: H1, H2, H3
- ✓ Snippet-able Text Sentence Structures
- ✓ Left-Right Flow Down the Page
- ✓ Clear Tabular Formats
- ✓ FAQs Schema
- ✓ Inter-Page Links
- ✓ Color Contract Readability
- ✓ Use of Numbered Rationale



# Action:
# Keyword Research & Embedding for Regular & AI Search Engine Favor

# KEYWORDS RESEARCH

Ideal Client: Non-Profit in British Columbia
Preferred Client: Small Business in British Columbia

Reaching Crowflight's ideal customer (the British Columbia non-profit) proved to be very difficult as search terms pertaining to anything non-profit were nearly absent from top search terms lists (Semrush, Answer the Public). Non-profits are a closed network and typically don't engage search engines to find services, choosing to engage vendors in their own network through referral.

To achieve their goal of consistent higher volume client work in a shorter time frame, Crowflight's website needed to be reconstructed with every kind of keyword SEO in place so that it could support digital marketing and advertising (browser Ads) and reach the few and infrequent non-profit searchers.

Note to Reader:
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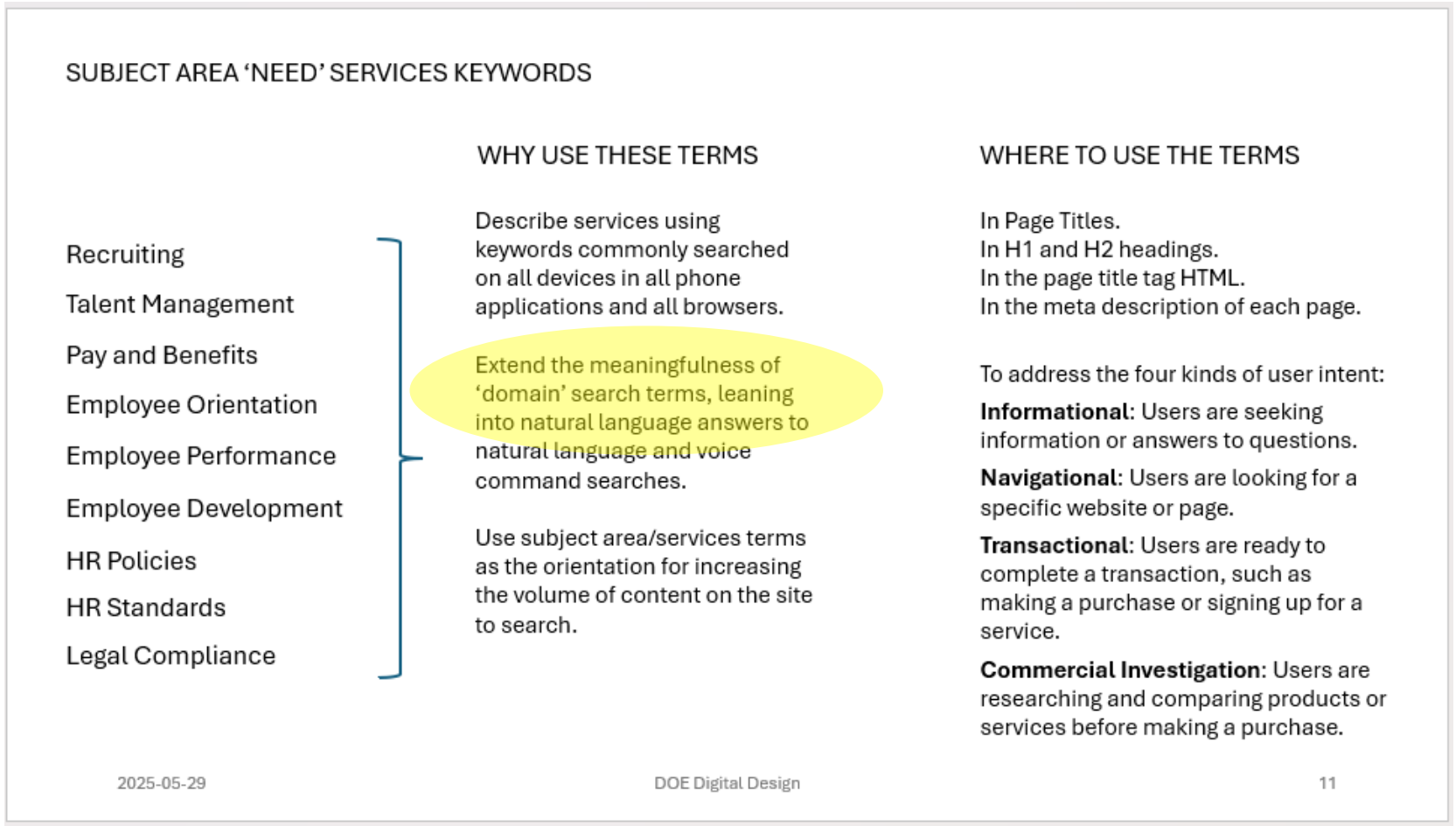
# MEANINGFULNESS OVER NARROWING APPROACH FOR AI ENABLED SEARCH ENGINES

Moving beyond narrowing the presentation of the Crowflight website to searchers using niche keywords and location qualifiers with dry services titles, the AI oriented website design and content SEO combined the HR domain (the professional HR knowledge domain) with ‘active’ needs terms that are also commonly used to describe HR services.

The terms were combined in website content to attract AI enabled search engine attention by using ‘natural language, ‘question-answer’, and ‘voice command’ phrasing in headings and HTML meta descriptions, and in FAQs and in ‘knowledge content’.



# Knowledge Content Addition for AI Search Engine Favor (Complex Query Positioning)

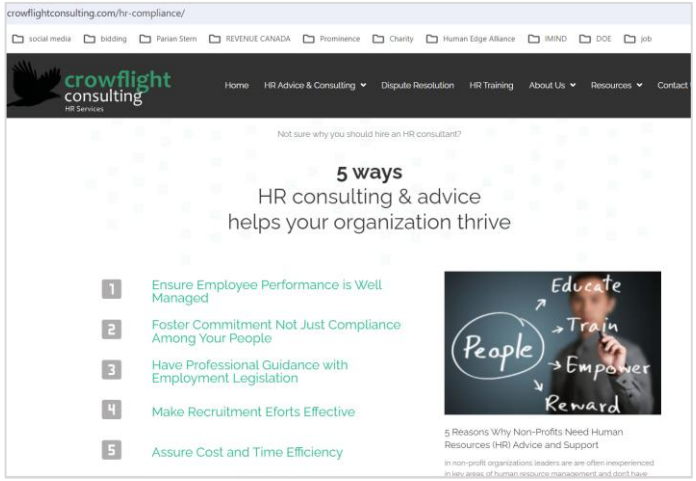
# KNOWLEDGE CONTENT ON-PAGE ADDITION

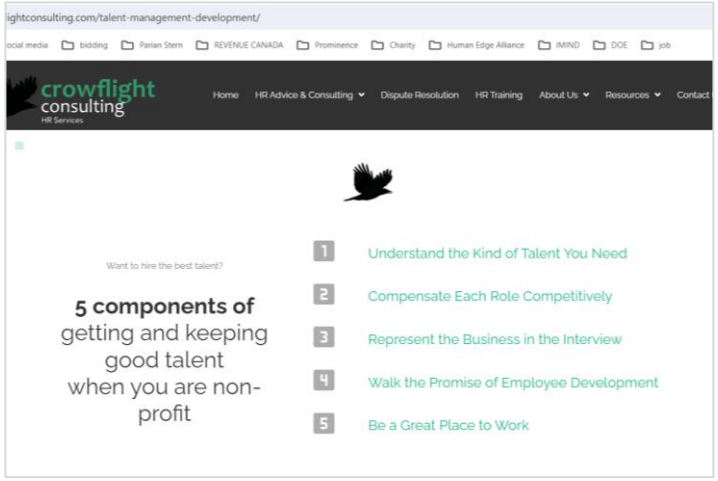
For each category of HR services that Crowflight Consulting offers, rich knowledge content that has high value to the visitor was added to the pages describing the services.

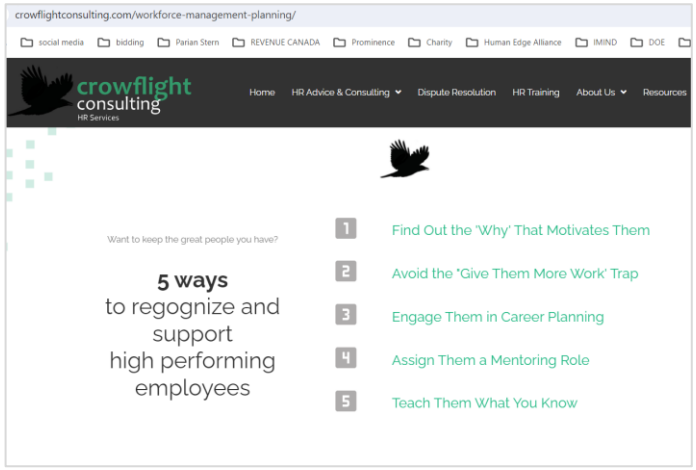
Repetition of critical keyword combinations that *were* found for the non-profit audience in keyword research was used extensively: “Non-Profit HR Policy”, “HR Legal Compliance”, “Non-Profits in British Columbia” etc.

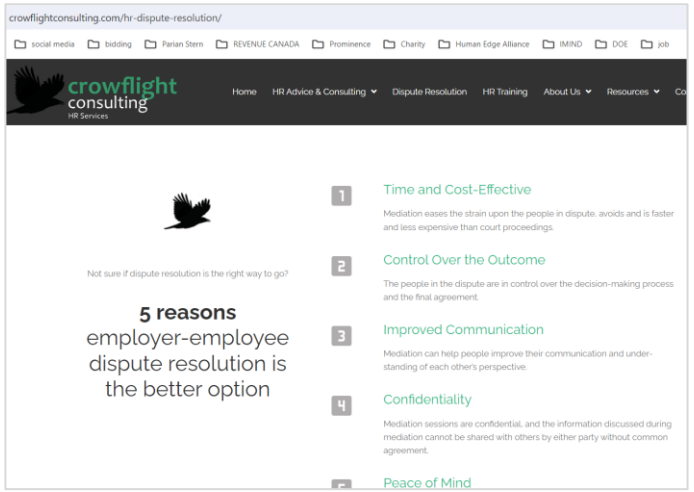
These terms introduced the reader to the knowledge content at the top of the page and prepared them to receive it at the bottom of the page. This pattern is recognized and favored by AI enabled search engines.

1. HR Compliance and Administration
2. Talent Management & Development
3. Workforce Management & Planning
4. Dispute Resolution



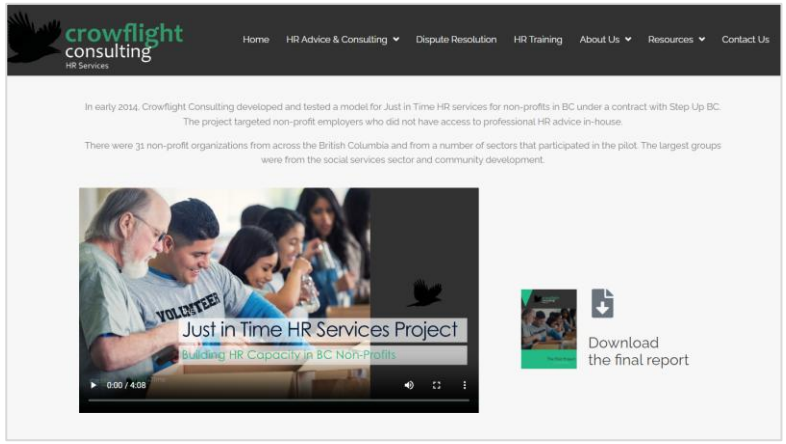



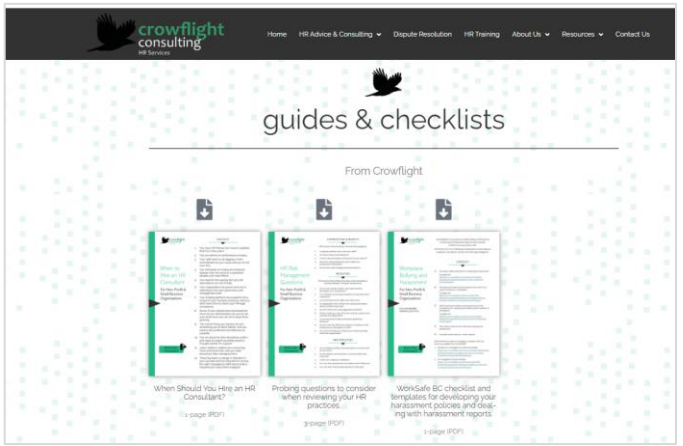



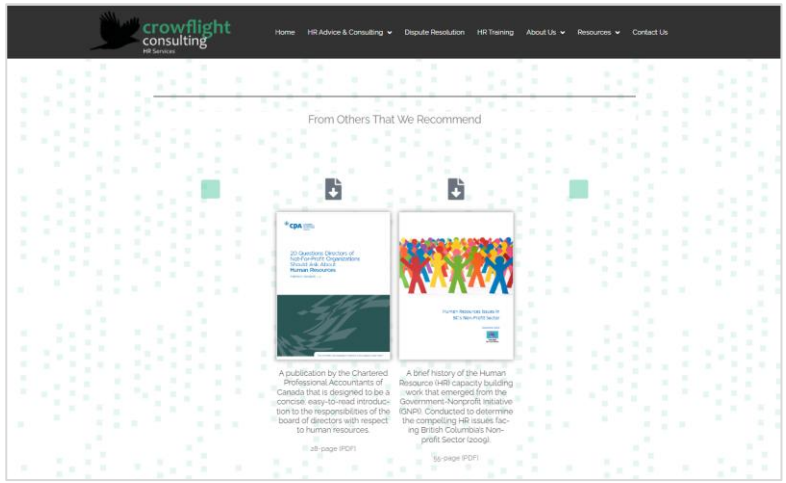
# KNOWLEDGE CONTENT LIBRARY ADDITION

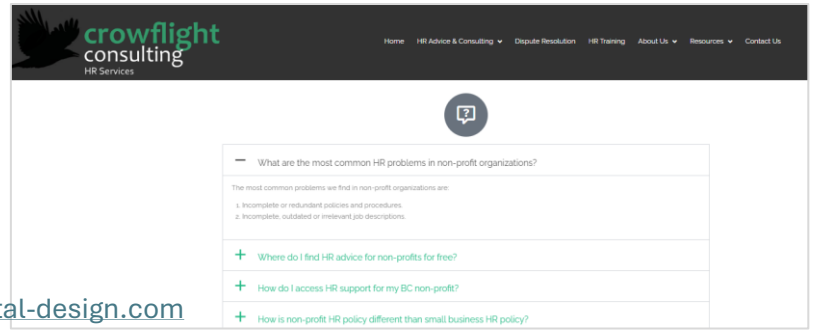
To satisfy AI crawlers and algorithms hungry to find experts for their AI Overviews, all favored formats of knowledge and value content were used:

- On-Page Knowledge & Value Content (previous slide)
- Video Knowledge and Value Content
- PDF Download Knowledge and Value Content
- Free Business Tools Downloads Knowledge and Value Content
- Free External Studies Downloads Knowledge and Value Content
- Professional Article Posts Authored by the Founder
- Natural Language, Highly Searched, and Voice Command FAQs
- Embed Freely Available Content From Government Competitors for AI Overview and AI Overview Sources



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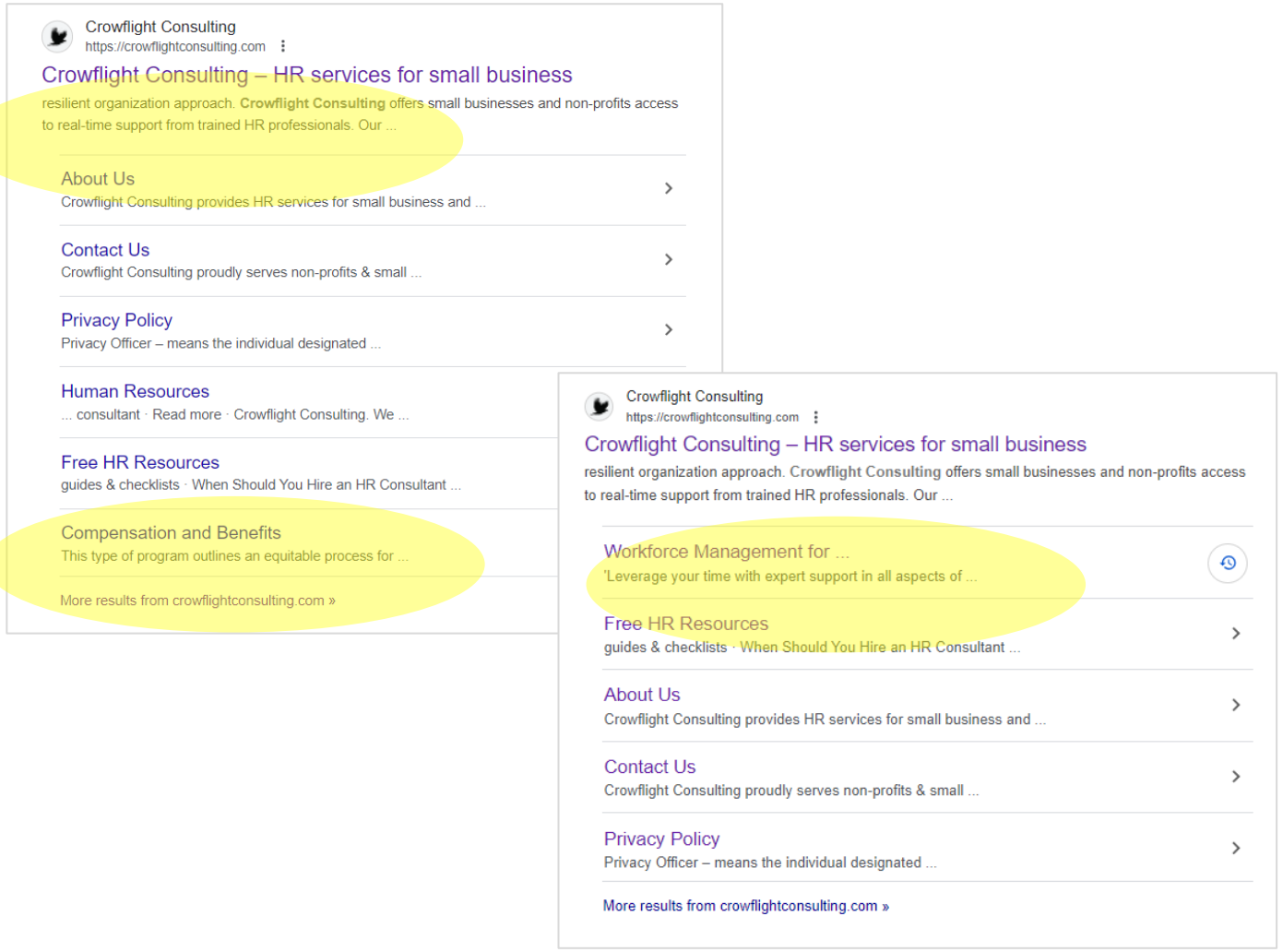
# Results:
# Regular Search & AI Search Positioning

# RESULTS KEYWORDING
# KEY PHRASING & SNIPPETS

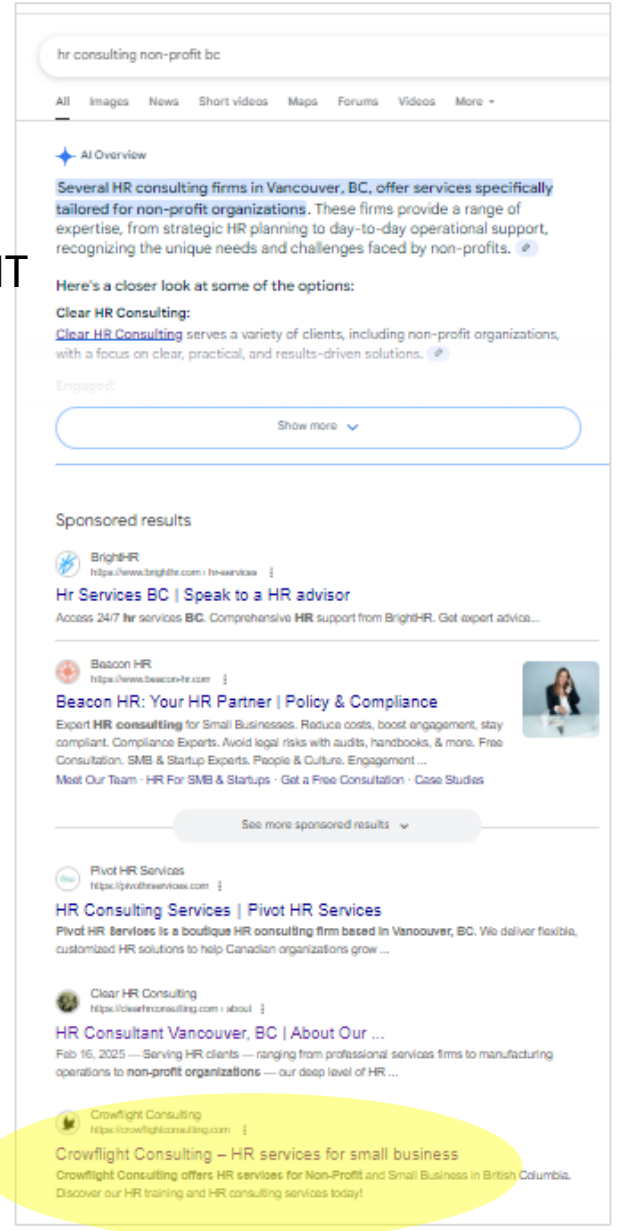
The Crowflight Consulting website listing consistently displays its value proposition and its services when Crowflight Consulting is searched as a business name.

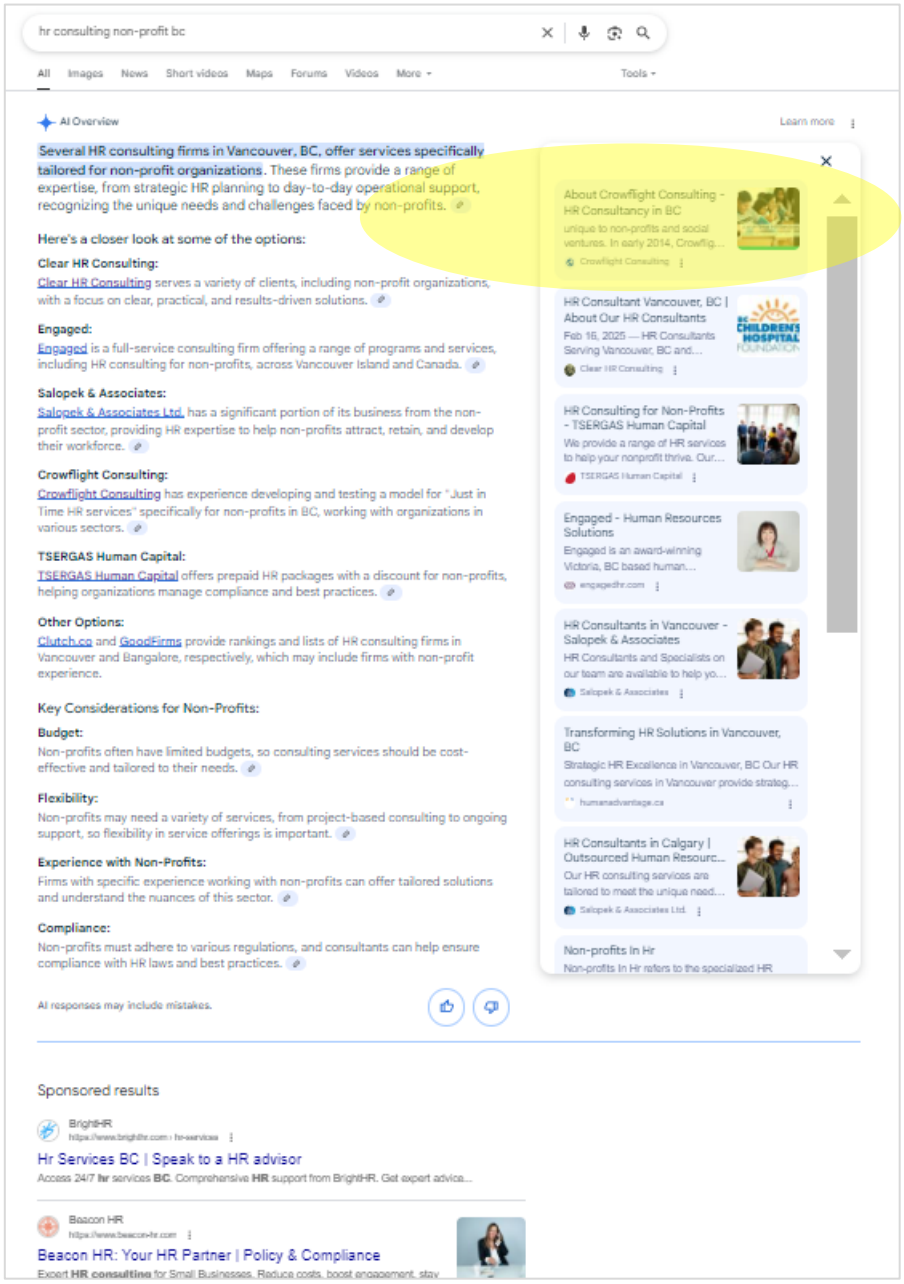


# RESULTS REGULAR & AI SEARCH IDEAL CLIENT

Crowflight Consulting is consistently shown on first page search results for their  non-profit ideal client in their target market.

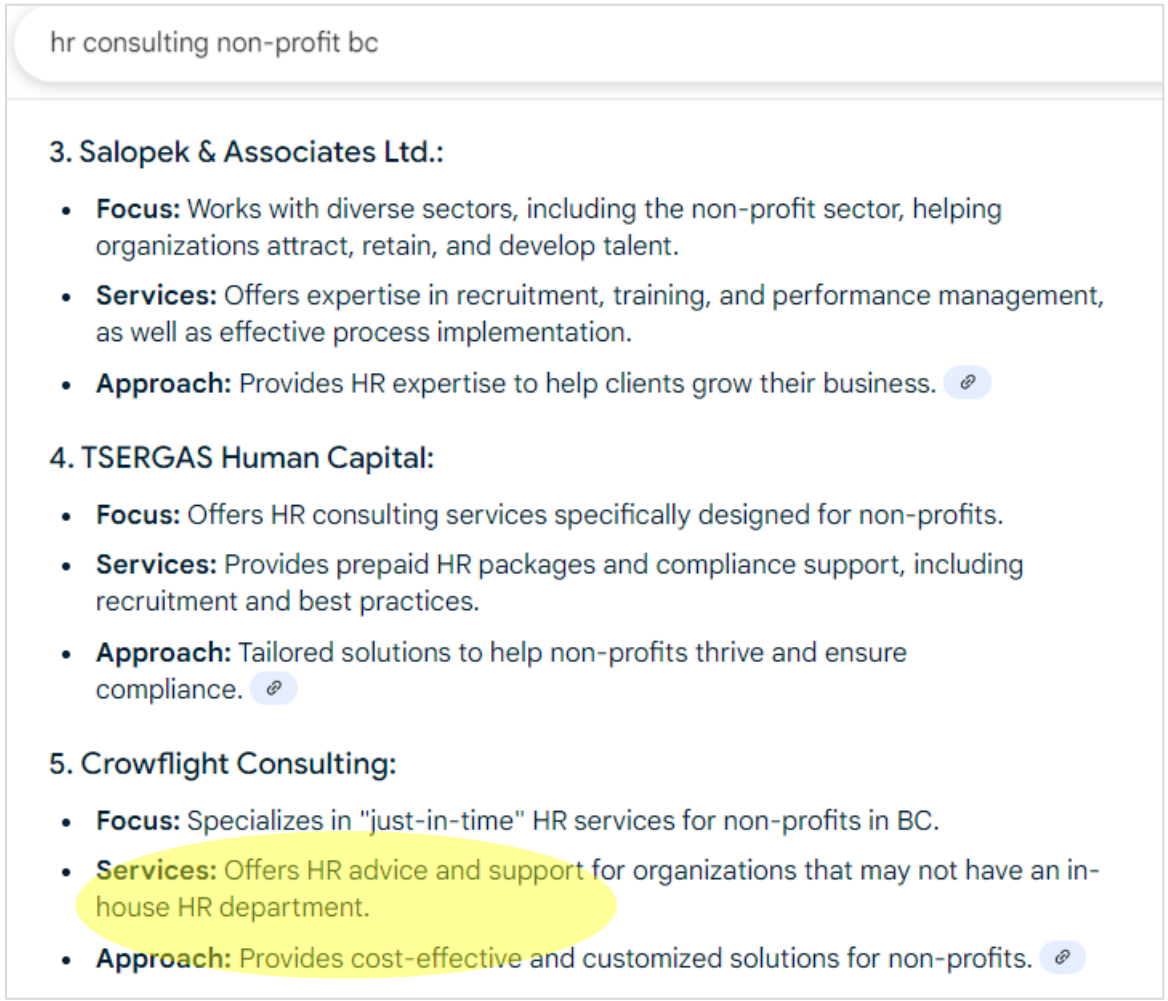
They are typically in the first 3 to 5 AI Overview sources listings.



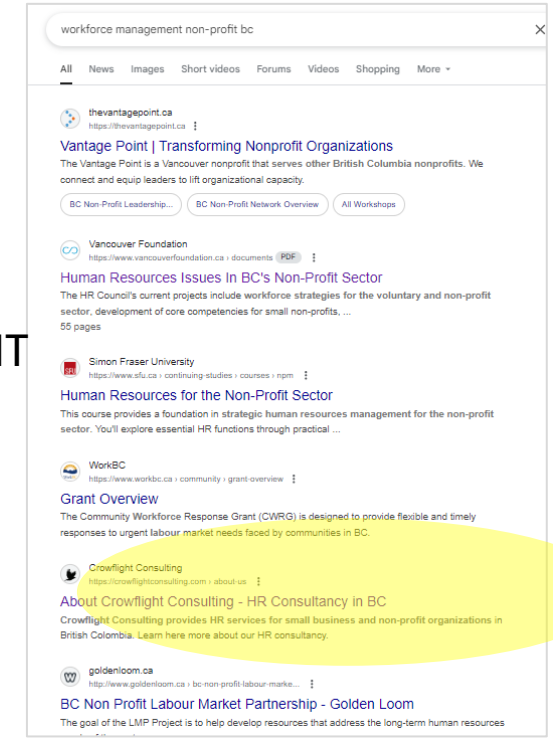
# RESULTS REGULAR
# & AI SEARCH IDEAL CLIENT

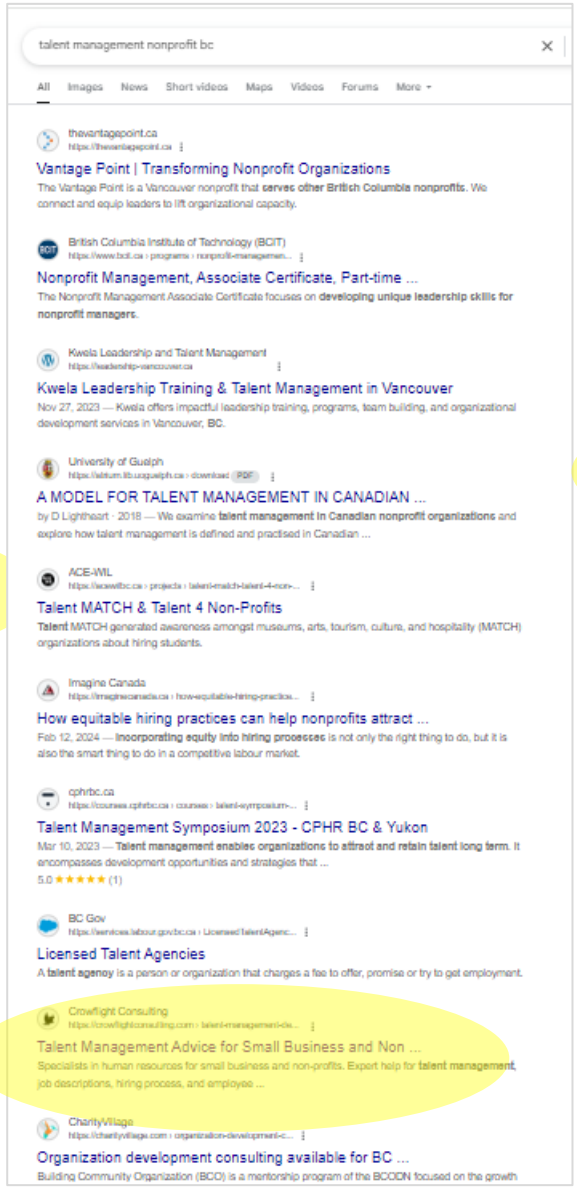
Key information is accurately summarized about Crowflight Consulting's unique value proposition in AI Overviews.

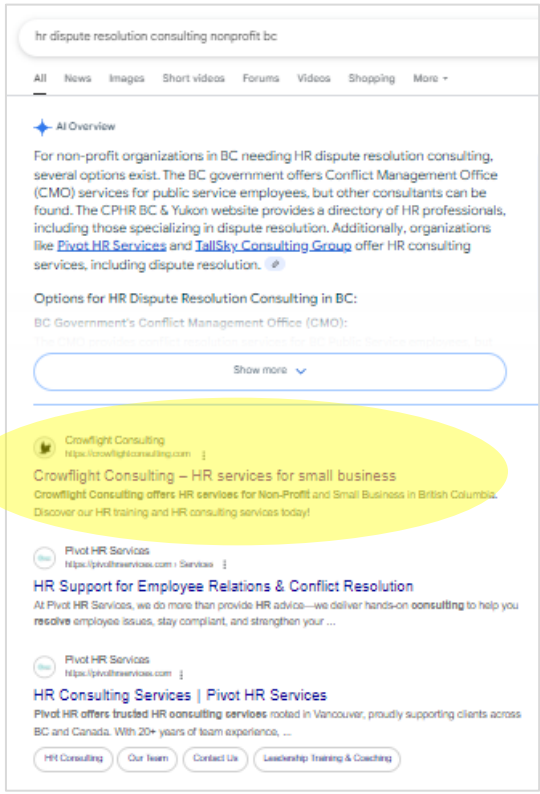


# RESULTS FOR SERVICES IN TARGET MARKET FOR IDEAL CLIENT

Highly searched services keywords used in combination with Crowflights ideal non-profit client in its target market also show Crowflight on the first page of search results.



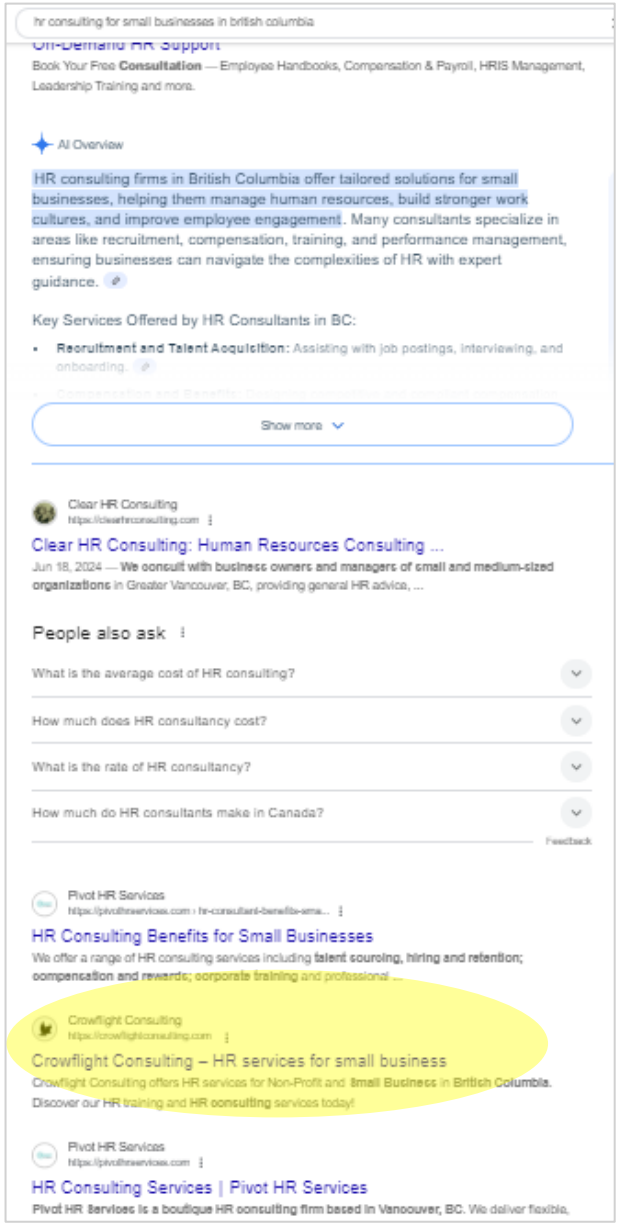



# RESULTS SERVICES IN TARGET MARKET FOR PREFERRED CLIENT

Crowflight Consulting is also consistently shown on first page search results for their small business preferred client in their target market.

However, they are infrequently shown in the AI Overview source listings as there are many more competitors in this segment who are larger companies and perhaps advertise and drive traffic to their site in ways that Crowflight does not yet employ.

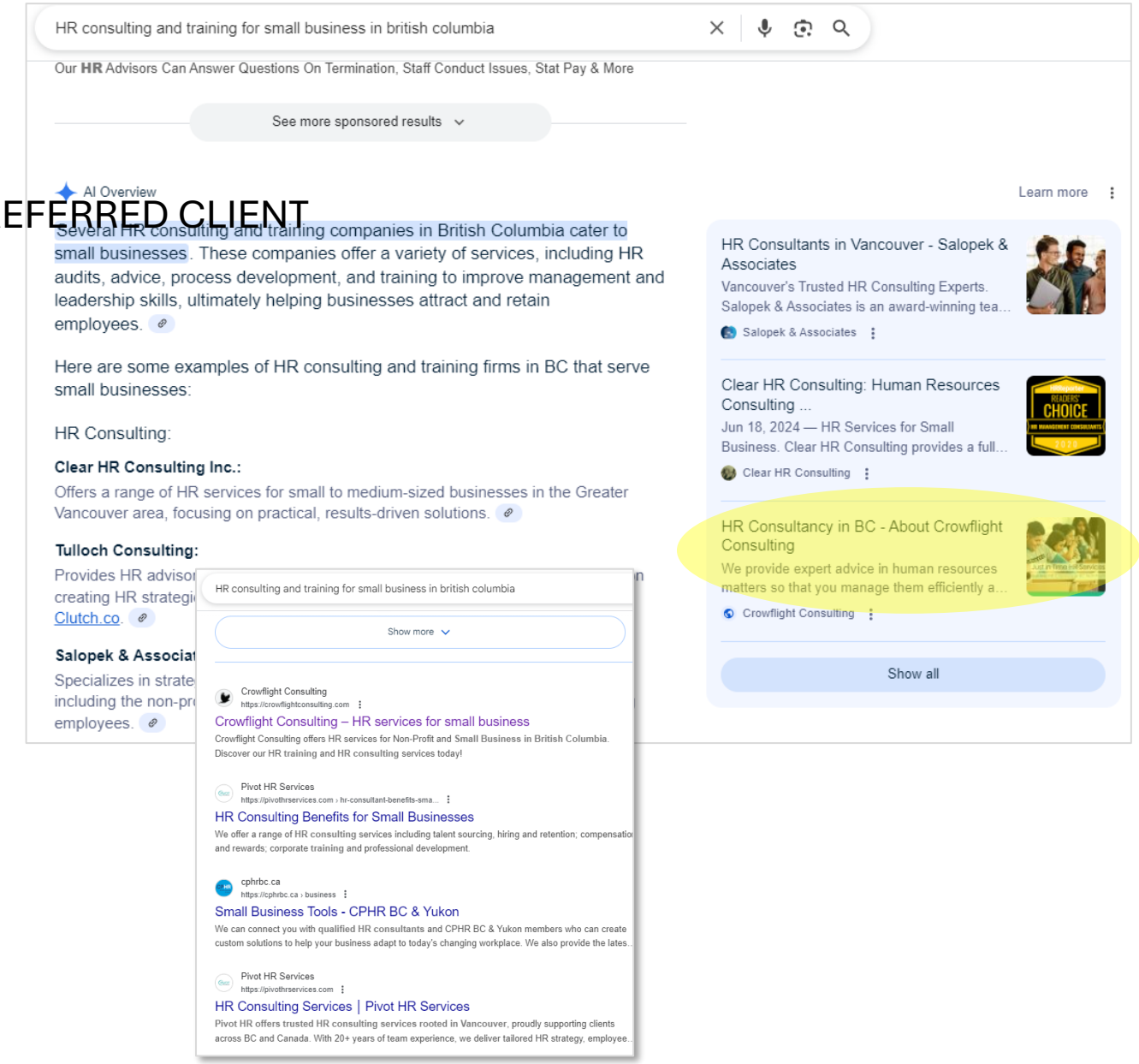


# RESULTS SERVICES IN TARGET MARKET FOR PREFERRED CLIENT

Crowflight Consulting also appears in AI Overview sources when the combination of consulting services with training for their preferred small business client.

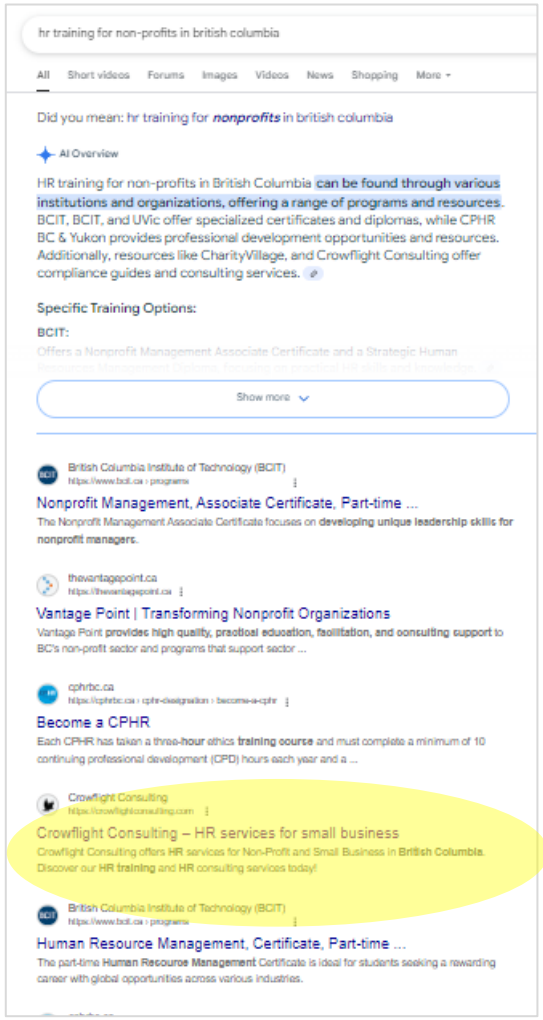
They are listed well against their competitors Vantage Point, Pivot HR Services and Clear HR Consulting.

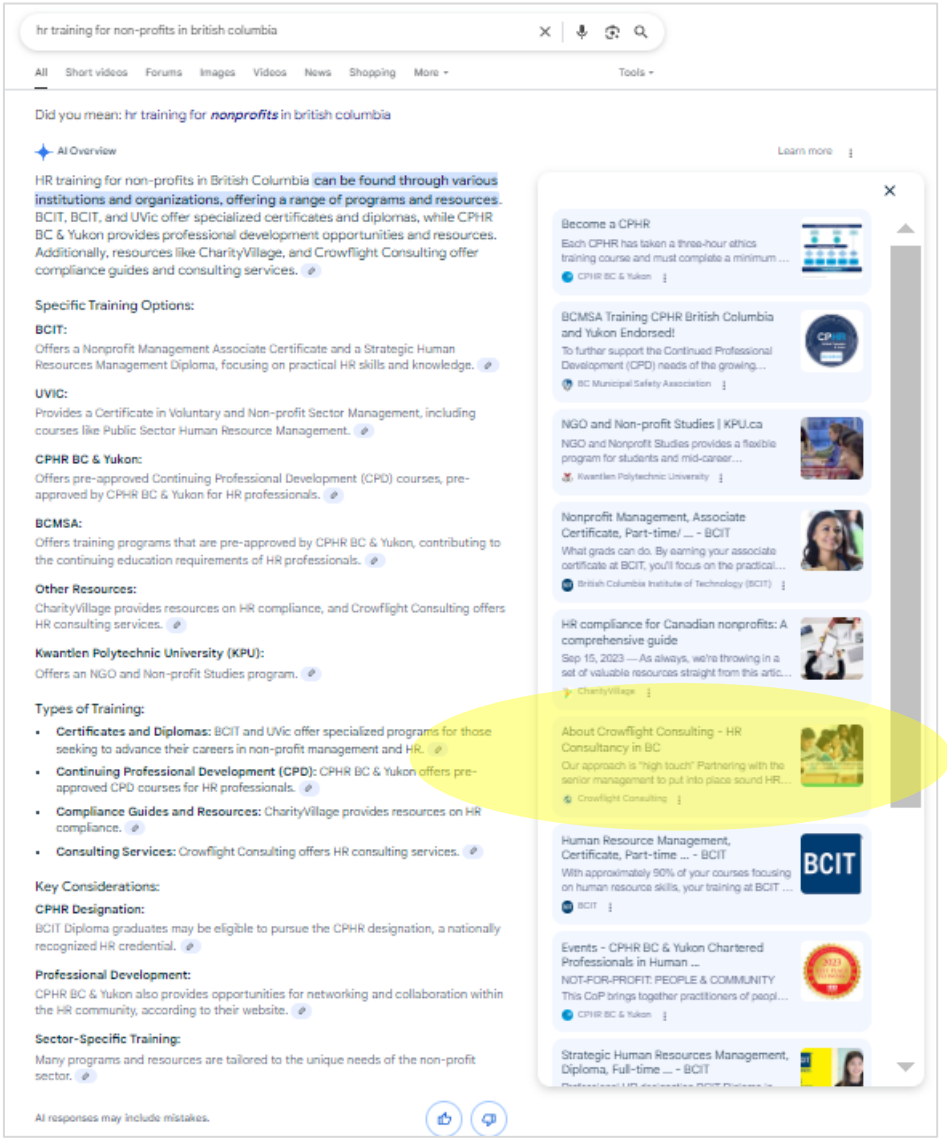
When the keyword ‘consulting’ is missing Crowflght Consulting is not listed as there are many for larger for-profit, government, and charitable competitors offering HR training.



# RESULTS HIGHEST SEARCHED KEYWORDS

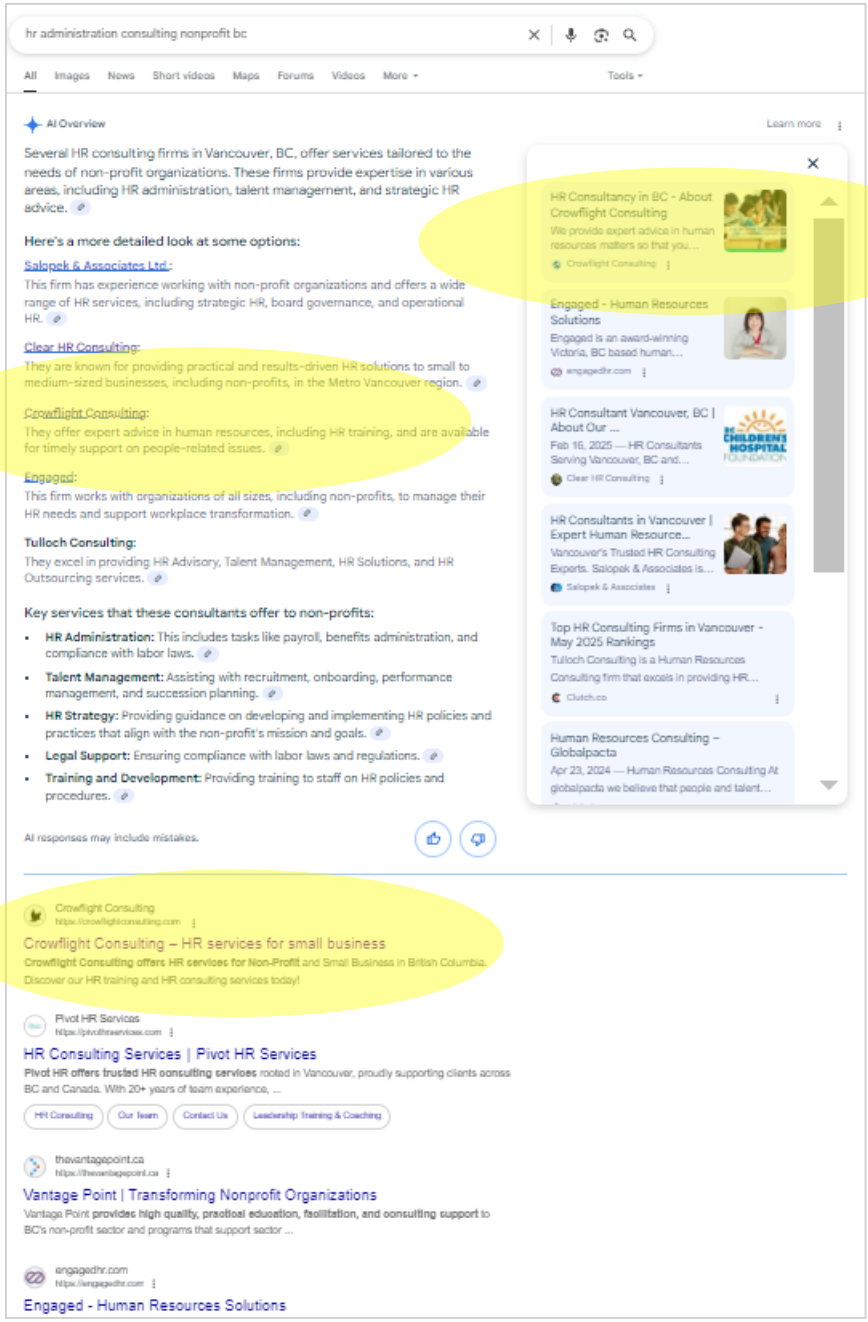
A very highly searched term ‘HR Training’ lists Crowflight Consulting on first page results and as an AI Overview source when combined with its ideal client and target market terms ‘non-profit’ and ‘British Columbia’.



# RESULTS LOWEST SEARCHED KEYWORDS

Infrequently searched services keywords used in combination with Crowflights ideal non-profit client in its target market also show Crowflight Consulting on first page results but also list them as an AI Overview source.

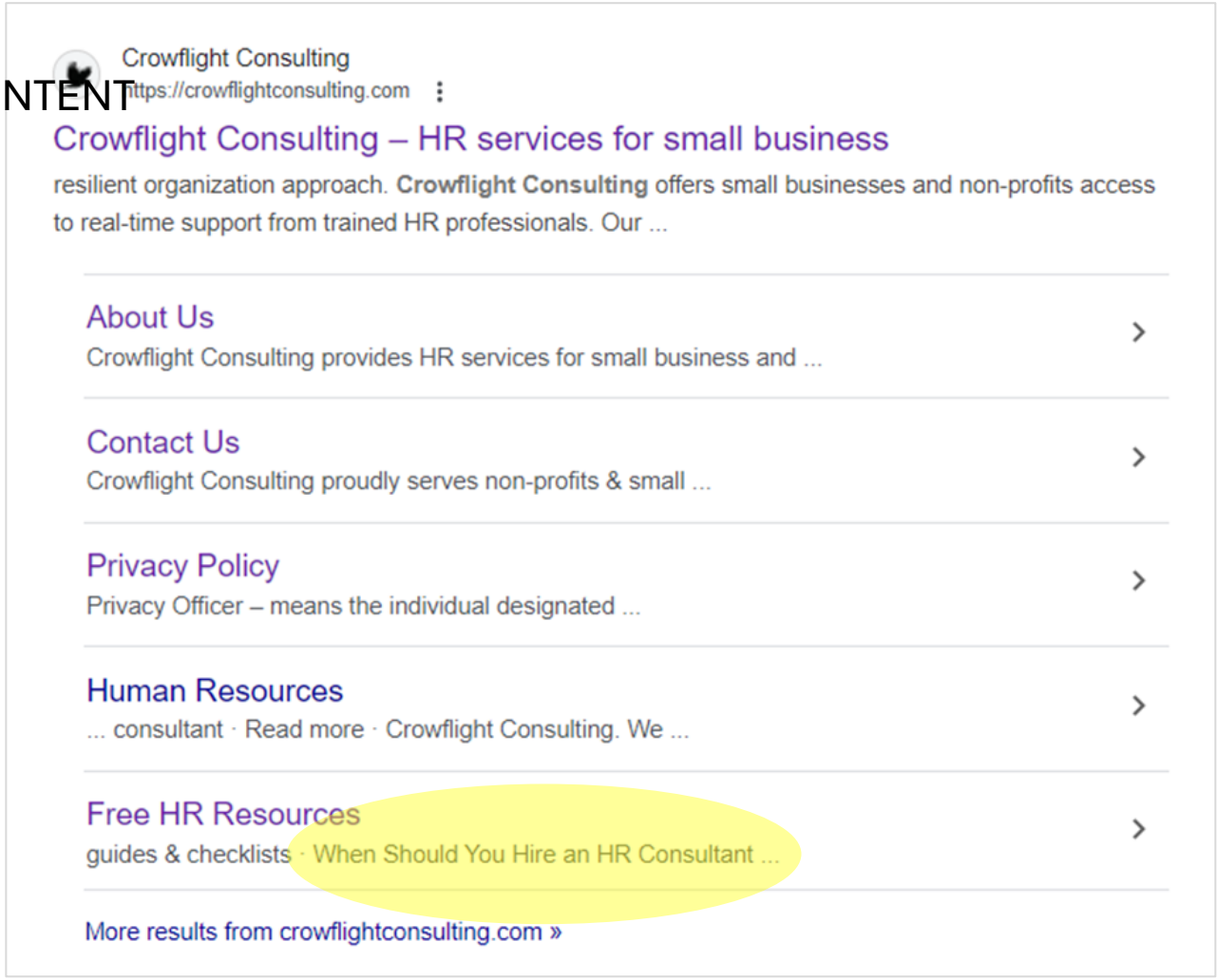


# RESULTS AI COMPLEX QUERY & NATURAL LANGUAGE ANSWER CONTENT

On-page knowledge content is consistently displayed with the website listing by browsers when Crowflight Consulting is searched as a business name.

In this example the natural language question-answer keyphrase ‘when should you hire an HR consultant’ is selected for display.

Very often the ‘5-Things’ knowledge content is displayed in its entirety when the Crowflight website is listed in search results.

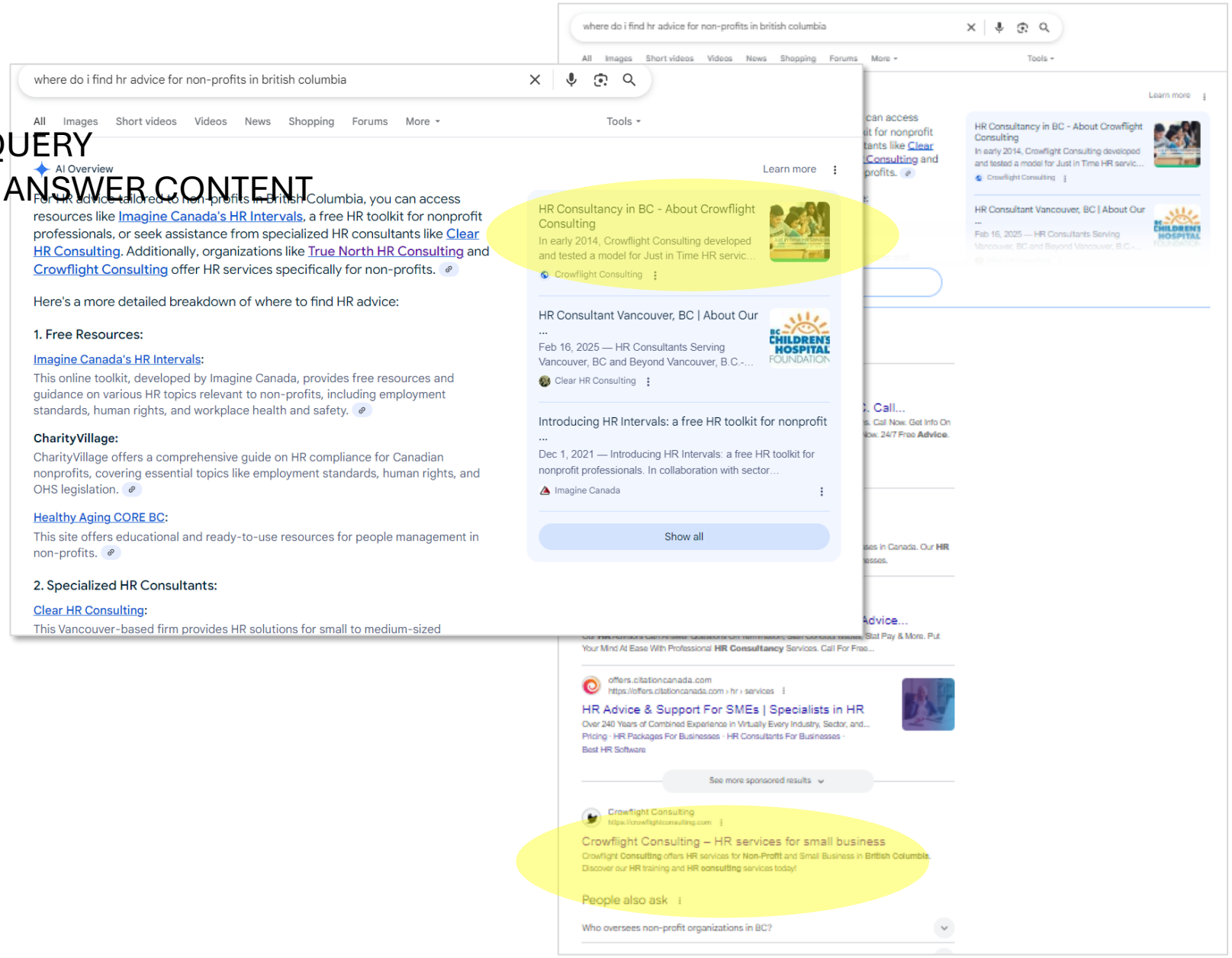


# RESULTS AI COMPLEX QUERY & NATURAL LANGUAGE ANSWER CONTENT

Crowflight Consulting is consistently listed at or near the top of AI Overview sources for its ideal client, British Columbia Non-Profits when AI query search is used. A unique value proposition snippet is included.

Crowflight alternates its position as an AI Overview source most often with its competitors Clear HR Consulting, Vantage Point, and Pivot HR Services, and with the Vancouver Foundation (a very prestigious organization supporting British Columbia charities and non-profits).

The Crowflight AI Overview source listing picks up and displays the introduction of video and PDF download knowledge and value content.

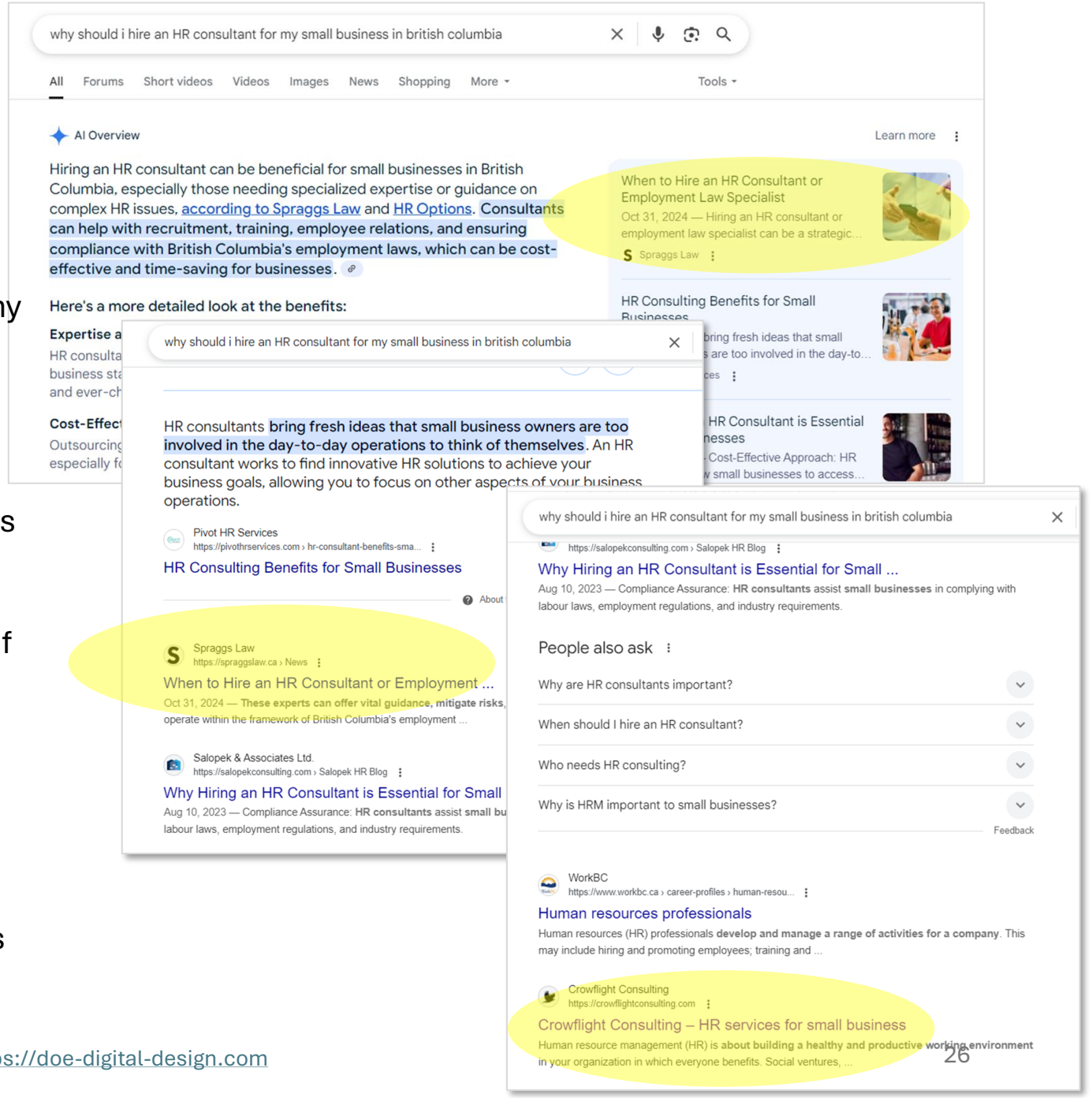


# RESULTS AI COMPLEX QUERY BUY RATIONALE CONTENT

The search term ‘why should I hire an HR consultant for my small business in British Columbia?’ returns Crowflight Consulting just outside of the content selected for the AI Overview, on the first page of search results,  and right after Spragg Law that is the highest-ranking AI result.

The specific language highlighted in AI Overviews matches what is on the Crowflight website proving that the inclusion of ‘HR Legal Compliance’ terms (although they pertain to legal services more often than HR services) is of high value as it helps place Crowflight Consulting in top results for its preferred small business client segment where their competitors are also listed.

The content selected from the Crowflight website builds upon the rationale and information presented by the previous websites listed and precisely shows the Crowflight unique value proposition for its small business preferred client.

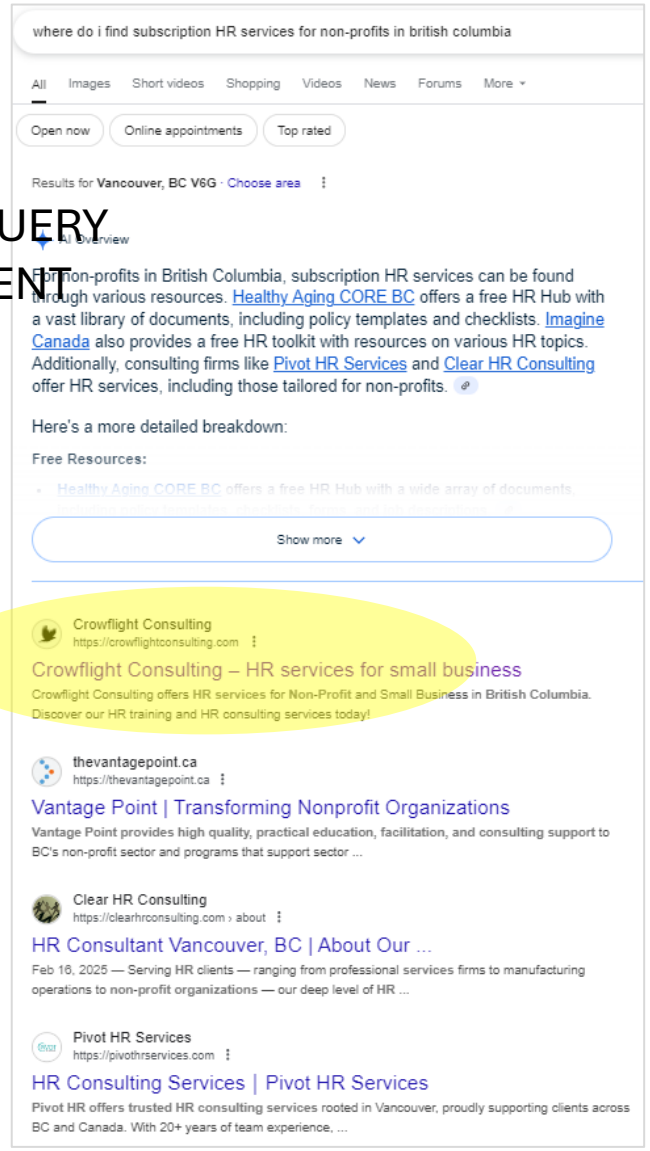


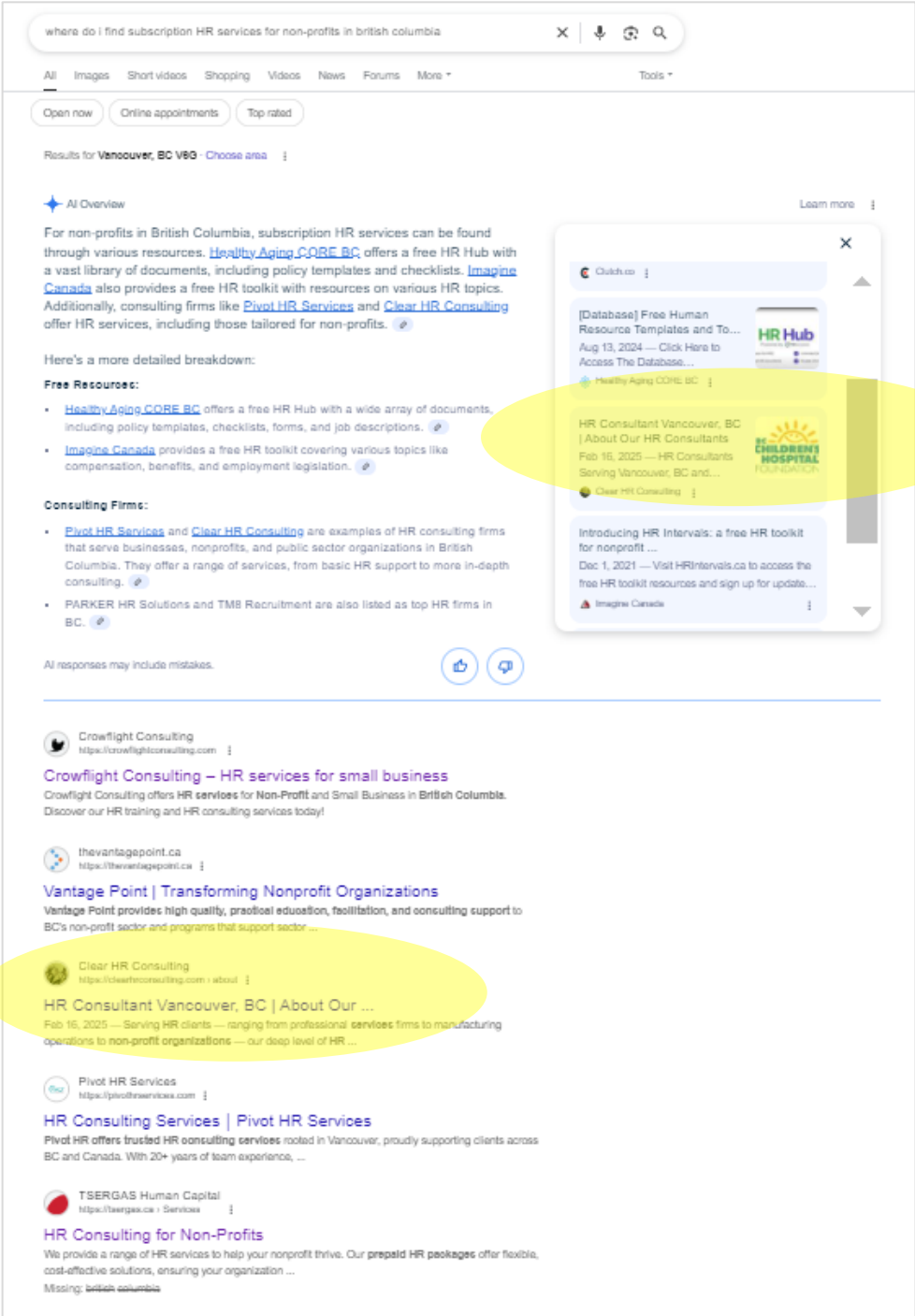
# RESULTS AI COMPLEX QUERY NICHE SERVICES CONTENT

Crowflight Consulting is typically one of the first website listings shown when British Columbia non-profits search for monthly HR consulting subscription services. They are intermittently listed as a source for AI Overview results switching places their few real subscription services competitors (e.g. Clear HR Consulting), where subscription finds newsletter and non-consulting types of HR subscriptions.

Crowflight Consulting may consistently achieve a position in the sources for AI Overview with some targeted content pertaining to their subscription services.

Certainly, their position would be improved with browser advertising of this aspect of their services model.

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# RESULTS AI COMPLEX QUERY VIA KNOWLEDGE CONTENT

Crowflight Consulting is not yet listed for the following types of complex AI queries that Doe Digital research showed to be highly asked:

*‘how do British Columbia non-profits get and keep good talent?’*

*‘what are some ways to recognize and support high performing non-profit employees?’*

These are areas of exploration that are not bound by location and so Crowflight competes with vendors around the world for position. Therefore, it may not be within Crowflights budget to gain a position for these queries using browser by advertising but ground may be gained by extending knowledge content for AI search favor and AI source placement.

Crowflight Consulting is not yet listed for the following types of regular searches and complex AI queries that Doe Digital research showed to be highly searched:

*‘free download HR risk management non-profit British Columbia?’*

*‘free download workplace bullying and harassment non-profit British Columbia’*

*‘Where do non-profits and small business get HR training for their managers?’*

*‘When do I hire someone to deal with an employee conflict in British Columbia’*

These are highly contended for positions but could be within Crowflights budget to achieve using browser advertising campaigns combined with extension of knowledge content.

# Results:
# Ranking & Traffic Improvement

# KEY RESULTS ACHIEVED
# RANKING & ORGANIC TRAFFIC

Traditional and intensive content keyword terms, long-tail keywording and intelligent keyworded categories and tagging were applied along with increased backlinks and inter-page linking, as well as ‘knowledge and value’ content to produce the key result of reaching more non-profit ideal clients.

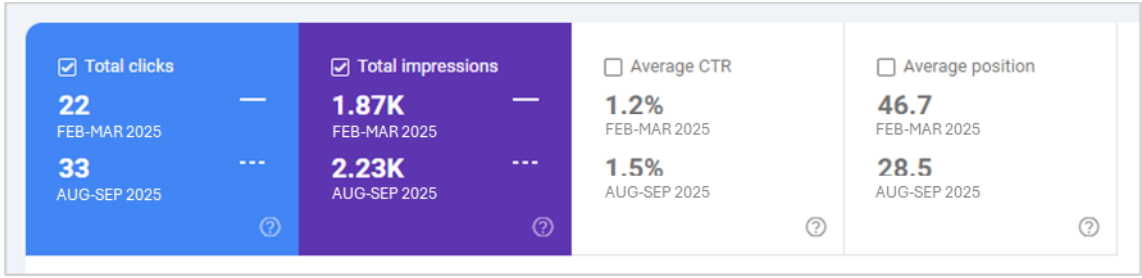
The volume of impressions increased dramatically, and while some portion of the click-through increase can be attributed to developer work, there is a total increase in click-throughs.

KEY POSITION RESULT ‘IDEAL CLIENT’

**Top keywords**

| Keyword | Position | Change | Volume |
|---|---|---|---|
| hr consultants for small business | 12 | ↑ 3 | n/a |
| hr consultants for nonprofit | 50 | ↑ 8 | n/a |

Oct 2025 Source: Semrush




2 Months Comparison Source: Google Search Console

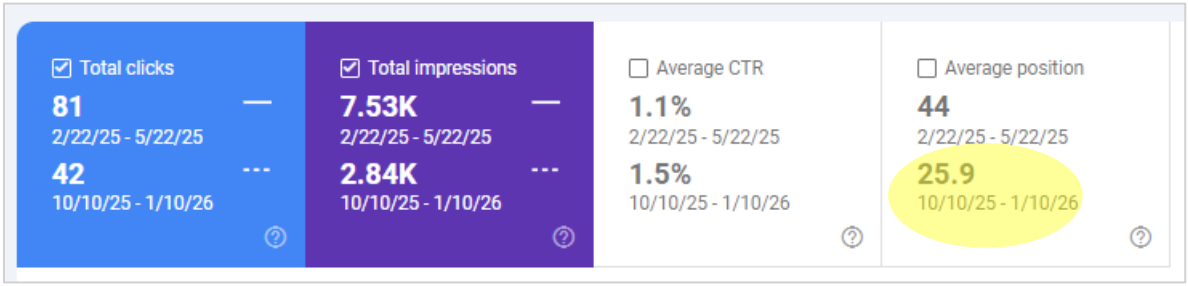
# KEY RESULTS ACHIEVED
# RANKING & ORGANIC TRAFFIC

Traditional and intensive content keyword terms, long-tail keywording and intelligent keyworded categories and tagging were applied along with increased backlinks and inter-page linking, as well as ‘knowledge and value’ content to produce the key result of reaching more non-profit ideal clients.

The volume of impressions decreased dramatically, and while some portion of the clicks in the ‘before’ statistics attributed to developer work.

The click through rate is higher with a dramatic increase in the ranking position which indicates that the impressions and clicks are much more accurately targeting Crowflights’ ideal client.

KEY RESULT ‘ORGANIC TRAFFIC’




3 Months Comparison Source: Google Search Console

KEY POSITION RESULT ‘IDEAL CLIENT’ – Nov-Dec 2025

**Top keywords**

| Keyword | Position | Change | Volume |
|---|---|---|---|
| hr consultants for small business | 12 | ↑ 3 | n/a |
| hr consultants for nonprofit | 50 | ↑ 8 | n/a |

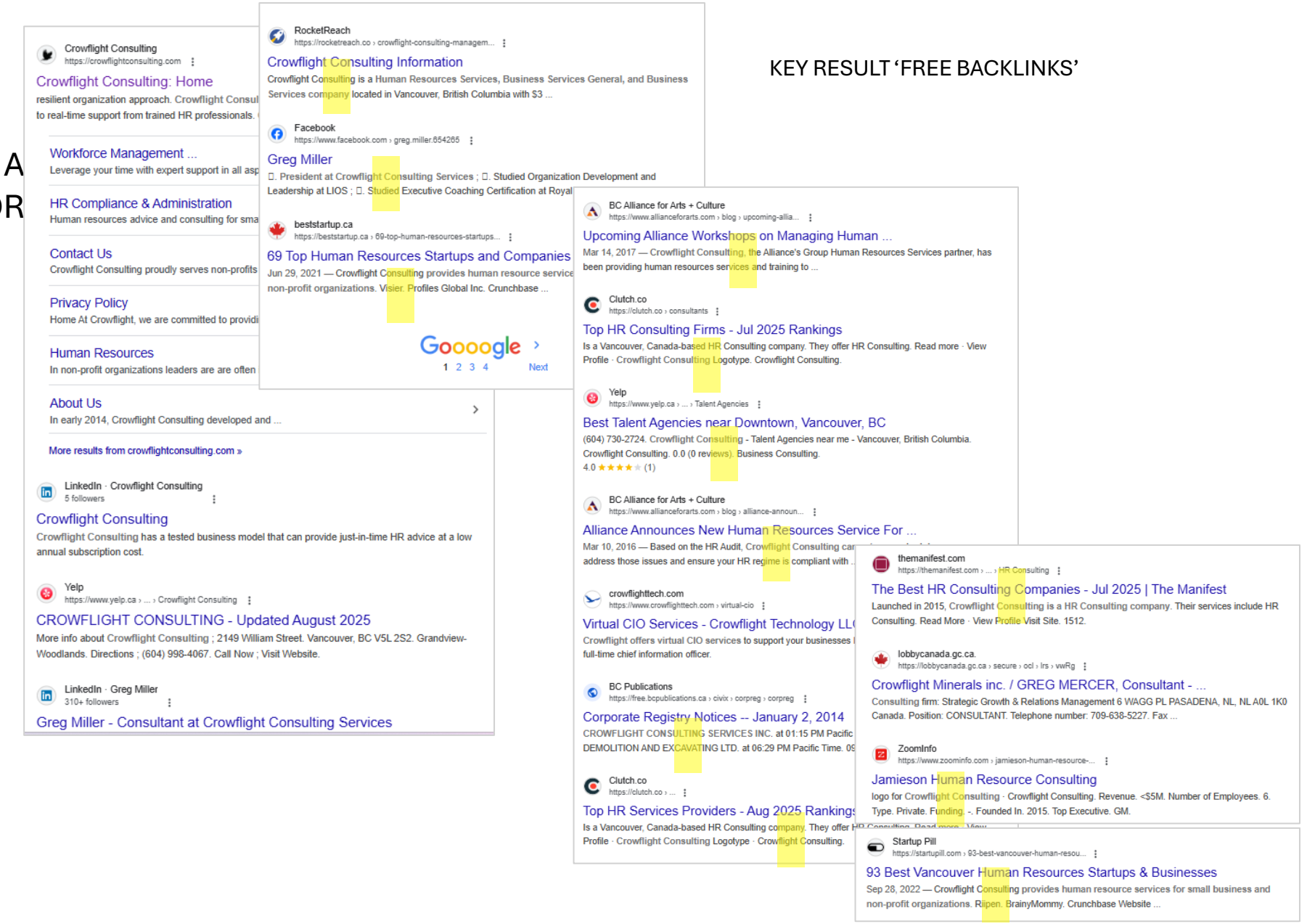
Oct 2025 Source: Semrush

KEY RESULTS A
RANKING & OR

The first round and second round SEO efforts combined produced many more backlinks from listing services who crawl the internet looking for firms who meet their content criterion (that indicates the firm is worthy of being listed on their sites).

A full two pages of backlinks listings are now in place for Crowflight – before SEO work there were only 3 backlinks

KEY RESULT 'FREE BACKLINKS'



# Results:
# Relevancy
# & Quality Leads

# KEY RESULTS ACHIEVED
# RELEVANCY & QUALITY LEADS

The breakdown of impressions geographically shows dramatic increase in the number of times Crowflight Consulting was displayed in search results for searchers in their target market of Canada.

Although clicks are lower by comparison, the click through rate is higher indicating that the ideal client (who is more likely to buy services from Crowflight) is being better targeted.

| Country | Clicks 2/22/25 - 5/22/25 | Clicks 10/10/25 - 1/10/26 | Clicks Difference | Impressions 2/22/25 - 5/22/25 | Impressions 10/10/25 - 1/10/26 | Impressions Difference |
|---|---|---|---|---|---|---|
| Canada | 74 | 35 | 39 | 601 | 1,471 | -870 |
| United States | 4 | 2 | 2 | 2,694 | 581 | 2,113 |
| United Kingdom | 1 | 0 | 1 | 345 | 89 | 256 |
| India | 1 | 2 | -1 | 288 | 32 | 256 |
| Poland | 1 | 0 | 1 | 27 | 1 | 26 |
| Brazil | 0 | 0 | 0 | 1,104 | 11 | 1,093 |
| Russia | 0 | 0 | 0 | 298 | 1 | 297 |
| South Korea | 0 | 0 | 0 | 199 | 5 | 194 |
| Italy | 0 | 0 | 0 | 165 | 9 | 156 |
| Mexico | 0 | 0 | 0 | 89 | 4 | 85 |

Rows per page: 10 1-10 of 155

## KEY RESULTS A
## RELEVANCY & C

Impressions of high value page content is dramatically improved.

Where the home page was the primary page presented and clicked on before SEO work, after the work was completed pages of high interest to potential clients (services and free resources) were presented more often.

| Top pages | Clicks 2/22/25 - 5/22/25 | Clicks 10/10/25 - 1/10/26 | Clicks Difference | Impressions 2/22/25 - 5/22/25 | Impressions 10/10/25 - 1/10/26 | Impressions Difference |
|---|---|---|---|---|---|---|
| https://crowflightconsulting.com/ | 73 | 27 | 46 | 7,053 | 2,098 | 4,955 |
| https://crowflightconsulting.com/wp-content/uploads/2025/04/20QuestionsDirectorsofNotforProfitOrganizationsShouldAskaboutHumanResources.pdf | 0 | 1 | -1 | 0 | 167 | -167 |
| https://crowflightconsulting.com/5-reasons-why-non-profits-need-human-resources-hr-advice-and-support/ | 0 | 0 | 0 | 87 | 133 | -46 |
| https://crowflightconsulting.com/greg-miller-ma-abs-cec/ | 5 | 12 | -7 | 43 | 127 | -84 |
| https://crowflightconsulting.com/hr-dispute-resolution/ | 1 | 1 | 0 | 31 | 96 | -65 |
| https://crowflightconsulting.com/about-us/ | 0 | 0 | 0 | 30 | 74 | -44 |
| https://crowflightconsulting.com/free-hr-resources/ | 0 | 0 | 0 | 3 | 74 | -71 |
| https://crowflightconsulting.com/contact-us/ | 0 | 1 | -1 | 130 | 72 | 58 |
| https://crowflightconsulting.com/talent-management-development/ | 0 | 0 | 0 | 23 | 57 | -34 |
| https://crowflightconsulting.com/hr-compliance/ | 0 | 0 | 0 | 54 | 35 | 19 |

Rows per page: 10 1-10 of 47

## KEY RESULTS ACHIEVED
## RELEVANCY & QUALITY LEADS

Before the keywording and AI SEO work was completed, visitors using the contact form or calling after visiting the site were primarily spam or malicious intent.

After the work was completed the email and phone calls from the website were more often from people looking for the services Crowflight offers by (approximately) a factor of 4.

## Testimony From Owner Greg Miller

*I get more phone calls and emails now than I did before, but not significantly more. Much fewer of the contacts we get are selling me something and more of the people contacting me are from people actually looking for HR services.*

*The website is being found by people who are actually interested enough to call or email (about 4x more) rather than [before when the people contacting me were] primarily sales attempts.*

*What is also different is that before [we did the SEO work] people used to contact me and then look through the website – now they contact me because they looked at the website. Which means that they are matched better as my preferred client and are a qualified lead from the start.*

*The people who contact me using the website seem to have better contextual information - they see themselves and what they need within the content of the website. People have a better understanding of what I do from the outset and they know what they want and that I can do what they need which means more efficient conversation and a better chance for a sale to ocurr.*

*The website is now drawing the right people and selling on my behalf.*

# CONCULUSIONS

# CONSLUSIONS

The traditional keyword content SEO actions improved the visibility and reach of Crowflight Consulting's website for its ideal clients: non-profits and small business. And for its target market Vancouver and Canada. Organic impressions, traffic click-throughs, overall internet presence, and ranking in particular were greatly improved for common search terms that its ideal clients use.

Techniques and content that embedded keyword terms and long-tail keywording, together with AI-oriented natural language and voice command prompt content, rich knowledge and value content, and question/query format content techniques were proven to be effective in positioning Crowflight as an AI contributor putting them at the top of search results for complex queries that their ideal clients are using.

The SEO strategy deployed for Crowflight Consulting was effective in promoting its unique value proposition, services model, and services offering – reaching their ideal client more often and bringing in more qualified sales leads by phone and email.

Technical SEO inhibitors to AI search augmentations and future Ads campaigns were effectively removed, and since traditional and AI SEO efforts were also effective, browser paid advertising campaigns can be confidently commenced using the same terms and that reference the content that is now displayed on their website.

Crowflight is effectively prepared for browser paid advertising and can expect its investment in browser paid advertising to be leveraged in both cost-efficiency and results outcomes by the work conducted.

Crowflight is and will continue to enjoy increased organic traffic by qualified potential buyers to its website while SEO accuracy and validity is sustained and a bridge between regular browser search and AI search has effectively been built.

Reach us at https://doe-digital-design.com
bookus@doe-digital-design.com

END