

What Happens When You *Set It and Forget It?*



How we turned around a national company's search visibility.

When a national company approached us, frustrated and confused, Cowtown Creative stepped up to *exceed* their expectations of what they thought possible for their *search visibility*.

They entrusted another agency to build their website and handle SEO, only to find themselves in an interesting situation. On the surface, the site metrics seemed promising. Traffic was on the rise, the site had established backlinks, and keywords were appearing in reports. The problem was that, even though these numbers looked great, they weren't yielding any tangible leads. That's a big problem.

Search Visibility Starts with *Website Structure*

SEO is more than tossing in a few keywords and hitting "publish" on some blog posts. If your site's foundation isn't solid, search engines won't know how to navigate it. If a search engine can't understand your content, how do you think it will rank? Without a solid site structure, even the best content will become invisible.

When we audited this site, we dug deep into everything that impacts search visibility, including technical setup, messaging, and user experience, and uncovered some major gaps in the foundation. We discovered:

No intentional site structure

Search engines use a site's structure to understand what its pages are about and how they relate to each other. Without a clear hierarchy (e.g., homepage → category → subcategory → individual page), search engines struggle to crawl and index content.

Poor navigation

Poor navigation confuses visitors and makes it harder for search engines to follow internal links. That means users can't find your best content. If people can't find what they're looking for, they bounce, which sends negative engagement signals to search engines and lowers your search visibility.



A shiny new site is great, but that doesn't mean it will perform well.

Slow performance

Page speed is a ranking factor. We found unoptimized images, bloated code, and unnecessary scripts slowing everything down.

Placeholder content and filler pages

We discovered dozens of pages filled with either Lorem Ipsum or vague, generic AI-generated copy. This type of filler creates thin content and low value in the eyes of users and search engines.

They launched the site, then left it alone

A shiny new site is great, but that doesn't mean it will perform well. Without an ongoing strategy that includes structure and content updates, the most appealing website can become invisible to search engines.

Metrics Can Be *Misleading*

This client came to us with impressive numbers...at least they appeared impressive. But when we took a closer look, the metrics didn't tell the whole story. We discovered:

High traffic from the wrong audience

Irrelevant sources and bot visits inflated traffic numbers. A significant amount of international traffic (with zero conversions) was consuming bandwidth and skewing the data.

Keyword ranking didn't match their business

The site ranked for terms that had nothing to do with their actual services. Misaligned rankings happen when SEO efforts don't align with business goals.

Ads with no focus

They had a few paid search and display campaigns, but there was no alignment between ad copy, targeting, and the site's content. That

meant wasted ad dollars and confused visitors.

Low-quality backlinks from spam sites

The agency they previously hired had bought bulk backlink packages. These links came from spammy, low-authority sites that did nothing to boost credibility. This type of traffic generation is a major red flag. It inflates numbers that look good on reports, but almost never lead to sales.

***The Fix:* A Comprehensive Strategy Focused on Quality over Impressive Metrics**



Cowtown Creative took a *comprehensive approach* to address every issue, beginning with a complete site rebuild to help establish credibility and create a *valuable user experience*.

Here's what *we did*:

Strategic content development that supports real search visibility

All filler text was replaced with informative, engaging content focused on the real needs and pain points of their customers. The new content and structure proactively show the client's industry expertise and experience, building authority and trust, factors that support Google's Experience, Expertise, Authoritativeness, and Trustworthiness (E-EAT) framework for evaluating content credibility and quality. Content that meets these standards will appear in more search query results.

New structure to improve UX

After our team updated (and, in some cases, completely rewrote the content), we created an organized site map with clear categories and internal linking. This improvement enhanced crawlability and made it easier for visitors to navigate the site.

Added image alt tags, schema, and citations

To improve accessibility and semantic structure, which provides search engines with more context, we added missing alt attributes, sourced images correctly, and implemented schema markup.

Disavowed spammy backlinks and restricted traffic

We submitted a disavow file to Google to request the rejection of links from low-trust domains. Our client's primary audience is in the U.S. To help reduce spam traffic, we requested limited access from international sources to protect against bots and non-converting traffic.

Ensured consistent messaging across platforms

Multi-channel consistency is more important now than ever before. Search engines evaluate your content across all your platforms. To boost search and AI engine trust signals and elevate user experience, we aligned the website, social media profiles, and directory listings to maintain a consistent tone, branding, and contact information.

The Results: Fast, Measurable Improvements



Within the first month of launching the new site, we saw **significant improvements.**

Metric	Before	After	% Change
Website Health Score	53	97	+83%
Errors	165	0	-100%
Warnings	1,220	47	-96%
Notices	875	93	-89%
Bounce Rate	High	Trending Down	Queries lead visitors to relevant information, and they stay longer
Leads	None	Now generating consistent leads with more than 1 daily during the first three months	
Keyword Visibility	Low-value terms	Targeted, business-relevant terms	Improving steadily

The most gratifying aspect of this transformation was seeing lasting improvements, driven by the robust optimization principles implemented by our team. The changes we made aren't just for today; they're here to stay. We reversed the damage caused by inattentive website management and continued to monitor metrics and adjust strategies to maintain sustainable and elevated search visibility, driving traffic and building customer conversions.

Adjust to *Ahead* of the Curve



Technology moves fast, and online search tools are moving even faster. What worked just a few months ago is now outdated.

AI tools are reshaping how people discover and interact with your content. To stay visible, your business can't afford to fall behind.

That's why we stay proactive, continuously fine-tuning your content and structure across all platforms to make sure you're always keeping up with today's search landscape. Emerging strategies include:

Traditional SEO (Search Engine Optimization)

SEO includes on-page content, technical setup, backlinks, and keyword targeting. It's the traditional focus for website search visibility that helps your website rank higher in search engine results pages (SERPs). Technical SEO remains essential, but it now needs to incorporate other optimization strategies.

AEO (Answer Engine Optimization)

Answer engines, like Google's featured snippets, pull quick, concise answers from web pages. If your content isn't structured to answer questions clearly and authoritatively, you're missing this powerful traffic source.

GEO (Generative Engine Optimization)

GEO is an emerging area of focus, addressing AI-driven results, such as Google's AI Overviews. These systems summarize multiple sources using AI. To be included in those summaries, your content must be credible, well-cited, well-organized, and user-centric.

LLMO (Large Language Model Optimization)

LLMO helps large language models, like ChatGPT or Gemini, understand your content. Getting recognized requires clear language, semantically rich content, and a consistent digital footprint across multiple platforms so that AI tools consider you a trustworthy source.

We don't believe in a "set it and forget it" approach. Search behavior is constantly evolving, whether it's a Google algorithm update, the rise of AI tools, or shifts in how people ask questions online. We stay up-to-date with those changes so your content remains sharp, relevant, and accessible.

Don't Be Another Website *Cautionary Tale*



Our process begins with getting to know your business and its audience, understanding what they care about, how they search, and what builds their trust.

From there, we create content that answers real questions and speaks to both people and search engines. It's not just about ranking anymore. That's why we blend solid technical SEO with newer strategies like AEO, GEO, and LLMO, so your business remains visible.

If you've hired someone to handle your SEO but you're still not seeing results, or you're unsure how to interpret traffic data, it might be time for a fresh set of eyes.

We can help.



Let's review your site and determine how to make it more visible, valuable, and aligned with how search engines, including AI tools, and real people discover businesses today.