CASE STUDY · SEO AUDIT & AI SEARCH STRATEGY

An SEO and AI Search Roadmap for a NYC Localization Studio

A New York media localization studio (subtitling, dubbing, voice-over and translation) had a fast site but weak on-page SEO. The audit found the gaps, benchmarked three national competitors and turned it all into a 100-keyword plan and an 8-week roadmap.

58
pages missing meta descriptions

45
pages with only one internal link pointing to them

100
keywords across 5 service clusters, incl. AI-search questions

8 weeks
week-by-week implementation roadmap

Client
Media localization studio, NYC (anonymized)

Date
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PART 1 · AUDIT

Fast site, invisible pages

Speed was already good (mobile 85, desktop 92), so the real problems were on the page: missing metadata, thin internal linking and nothing prepared for AI search engines.

Area	Finding	Priority
Meta	58 pages without meta descriptions, 2 duplicates	High
Titles	29 pages with overlong title tags; 1 page with duplicate H1 and title	High
Internal links	45 pages with only one incoming internal link	High
AI search (AEO)	No llms.txt; 6 pages need content optimization; 3 non-descriptive anchors	Medium
Security / links	1 HTTPS page linking to HTTP; 1 internal nofollow link	Low
Local	Google Business Profile and listing audit completed	Medium
Backlinks	Backlink audit, with toxic domains recently disavowed	Done

Competitor benchmark

Three competitors, two national translation brands and one NYC-focused provider, were analyzed for organic keywords, paid keywords and backlinks, with a full keyword gap, missing-keyword list and backlink gap delivered. Two of the three bid on Google Ads; the NYC competitor relied on organic search only.

PART 2 · STRATEGY

100 keywords, 5 clusters, 8 weeks

Cluster	What it targets	Example
Media & CCSL	Film delivery documents and scripts	CCSL creation for film distribution
Subtitling	Captions, SDH and subtitle files	SDH subtitling for hearing impaired
Voice-over & dubbing	Studio and talent services in NYC	Professional dubbing services Manhattan
Niche translation	Legal, technical and software localization	Software UI localization services
AEO / Q&A	Questions buyers ask Google and AI assistants	20 question-style queries for FAQ and AI answers

20 keywords per cluster, each tagged by intent and difficulty.

8-week roadmap

Weeks 1–2 · Fix and connect

Write the 58 missing meta descriptions, trim 29 titles, fix duplicates, then rebuild internal links to the 45 under-linked pages.

Weeks 3–4 · Speed and content

Final speed tweaks, content review of the 6 weak pages and stronger internal linking between service pages.

Weeks 5–6 · On-page and local

Advanced on-page work on service pages, then Google Business Profile and local listing improvements for NYC searches.

Weeks 7–8 · Track and adjust

Analytics and rank tracking set up, results reviewed and the plan adjusted for the next quarter.

What made the plan useful

- **Services, not generic terms:** each cluster maps to a real service page the studio already sells.
- **Ready for AI search:** a dedicated question cluster, llms.txt and FAQ content so AI assistants can cite the studio.
- **An order of work:** a week-by-week plan the in-house team could follow without guessing what comes first.

Client and competitor names withheld. Audit data from Semrush and PageSpeed Insights, Feb 2026.