CASE STUDIES · TECHNICAL SEO & AI SEARCH

From 84% to 100% Site Health, Then Built for AI Search

Two connected projects for a real estate investor in Pennsylvania: a technical SEO cleanup, followed by a monthly program that rebuilt the site's structure and content for Google and AI answer engines.

84% → 100%
Semrush Site Health in 16 days

341 → 0
errors and warnings combined

64 → 80
mobile PageSpeed score (desktop 86 → 98)

9.7s → 4.8s
mobile Largest Contentful Paint

Client
Cash home buyer, Pennsylvania (anonymized)

Period
Jan – Mar 2026

Prepared by
Sheikh Sadikur

CASE STUDY 1 · TECHNICAL SEO FIX

Cleaning up a lead-generation site in 16 days

The client buys houses for cash across Pennsylvania. Every visitor who leaves before the offer form loads is a lost lead, so speed and crawl health mattered more than usual.

Where the site started (Jan 31, 2026)

Crawl and health issues

Site Health 84%, 4 errors and 337 warnings. Only 5 of 32 crawled pages were fully healthy.

Slow on mobile

Mobile performance 64, with the main content taking 9.7 seconds to appear on a typical phone connection.

What I fixed

Issue found by Semrush	Fix
252 internal resources blocked in robots.txt	Rewrote robots.txt rules
21 unminified JavaScript and CSS files	Minified and cached
12 broken external images	Replaced or removed
12 pages missing meta descriptions	Wrote unique descriptions
10 internal links with nofollow	Removed nofollow
7 pages with overlong title tags	Rewrote titles
3 broken internal links · 1 page returning 4XX	Fixed links, 301 redirect
1 page without an H1 heading	Added H1
Sitemap not listed in robots.txt	Added and submitted in Search Console

Page-level caching was also set up for 12 key pages on desktop and mobile.

Results (Feb 16, 2026)

Metric	Before	After
Semrush Site Health	84%	100%
Errors / warnings	4 / 337	0 / 0
Healthy pages	5	10
Mobile performance · LCP	64 · 9.7s	80 · 4.8s
Mobile speed index	5.3s	2.6s
Desktop performance · LCP	86 · 2.1s	98 · 1.1s

CASE STUDY 2 · MONTHLY SEO & AI SEARCH

Rebuilding the site for Google and AI answers

After the technical fix, the client kept me on a monthly plan (Feb 23 – Mar 28, 2026) to turn a small brochure site into one that answers the exact questions motivated sellers ask Google and AI assistants.

01
Structure
7 topic categories built around seller situations, with SEO descriptions for each.

02
Content plan
Blog posts mapped to primary, LSI and voice-search keywords.

03
Page rewrites
Home, How It Works, About and Reviews pages rewritten section by section.

04
AI readiness
llms.txt, FAQ blocks, sitemap update and indexing requests.

Topic categories created

Foreclosure Help · Inherited Property & Probate · Selling "As-Is" · Divorce & Real Estate · Financial Hardship & Relocation · Cash Buyers vs. Realtors · Home Buying Tips

Keyword-mapped content (examples)

Post	Primary keyword	Voice / AI question targeted
How to stop foreclosure in Pennsylvania	stop foreclosure PA	Can I sell my house before foreclosure in Pennsylvania?
Selling an inherited house in PA	sell inherited house PA	Do I have to pay taxes on an inherited house in PA?
Selling a house that needs major repairs	sell my house as is for cash	Who buys houses as-is in Stroudsburg?
Selling a rental with bad tenants	tired landlord sell house Lehigh Valley	Can I sell my rental with a lease in place in PA?
Cash buyer vs. realtor in 2026	cash home buyers vs realtors PA	How do I sell a house fast in a slow market?

On-page and AI search work

- **4 core pages rewritten:** hero, lead form copy, 3-step process, "any condition" and "no realtor fees" sections.
- **13 FAQ answers added** to the core pages, written in the question-and-answer format AI Overviews and voice assistants pull from.
- **llms.txt created** so AI crawlers can find the site's key pages.
- **Content migrated** into the new categories, sitemap updated and indexing requested in Search Console.
- **Google Business Profile** created and set up (verification in progress at the time of this report).

OUTCOME

A faster, cleaner site, structured for AI search

100%
Semrush Site Health, from 84%

7
topic categories matching real seller situations

13
AI-ready FAQ answers on core pages

Why it worked

Fixed causes, not symptoms

Robots.txt blocking, missing redirects and unminified files were fixed at the source, so the same errors did not return on the next crawl.

Speed where leads happen

Mobile load time was the priority because most motivated sellers search on their phones.

Content built on real questions

Every post and FAQ targets a question a seller in a hard situation would actually ask Google or an AI assistant.

One client, two stages

The technical fix earned trust, and the client moved to a monthly plan for content and AI search.

> "What a very knowledgeable and professional service Sheikh has provided with attention to detail and his quick responsiveness when communicating. I would work with him again and would recommend him to anyone."
>
> Client review · real estate investor, Pennsylvania · 5.0

What's next for this client

Ranking and traffic changes from the new content take time to show. The next step is tracking Search Console impressions for the new category and blog pages, and checking whether the site is cited in AI Overviews for the target questions.

Client name and domain are withheld for confidentiality. Figures come from Semrush Site Audit and Google PageSpeed Insights reports captured on Jan 31, Feb 2 and Feb 16, 2026. PageSpeed scores vary between tests.