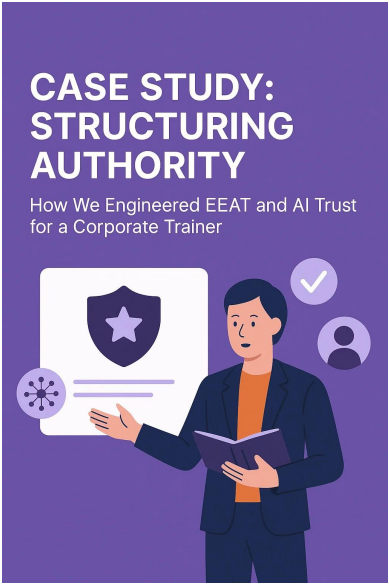


# Case Study: Structuring Authority — How To Engineer EEAT and AI Trust for a Corporate Trainer



Ideal for an audience interested in SEO, EEAT, and AI-driven credibility.

## Client Snapshot

|                      |                                             |
|----------------------|---------------------------------------------|
| <u>Business Type</u> | <u>Leadership Consultant</u>                |
| Industry             | Corporate Training & Leadership Development |
| Location             | Las Vegas, NV                               |

|                   |                                 |
|-------------------|---------------------------------|
| Website Type      | Informational & Conversion      |
| Services Provided | SEO, AI, EEAT, Content Planning |

## **The Challenge**

- **Low organic traffic and poor rankings for leadership training-related keywords**
  - This industry is very niche, and the market was limited to: Corporations, HR departments, and Military. In many cases this market had "In-House" training.
- **No structured content plan for AI/LLM visibility (ChatGPT, Gemini)**
  - Changes needed to be done to compete for attention in the national training searches.
- **Event promotion lacked SEO support (titles, meta, semantic headers)**

- SEO copy was needed to address the persuasion and relevance of these events to the right market.
- **Site lacked clear EEAT signals: authority, trust, and first-person expertise**
  - Every section of the site needed to create a sense of value that a company is going to get from this training, building the right leaders and handling conflicts.

## **The Solution**

### **Strategic SEO Foundation**

- Keyword research focused on “corporate team training,” “negotiation workshops,” and “leadership keynote speaker”
- Rebuilt the homepage and key service pages using a structured H1–H4 layout
- Included location-neutral optimization to reflect Local (Las Vegas) & National availability

### **EEAT Content Enhancement**

- Added first-person expertise language, including credentials and teaching methodology
- Built author bios and workshop credentials section
- Added testimonial snippets and links to past speaking engagements

### **Event Promotion & Structured Copy**

- Optimized event pages with consistent meta titles and H2/H3 formatting
- Structured content to reflect LLM chunking preferences (FAQs, “Who it’s for”, “What you’ll learn”)
- Included timestamps and schema to increase AI snippet visibility

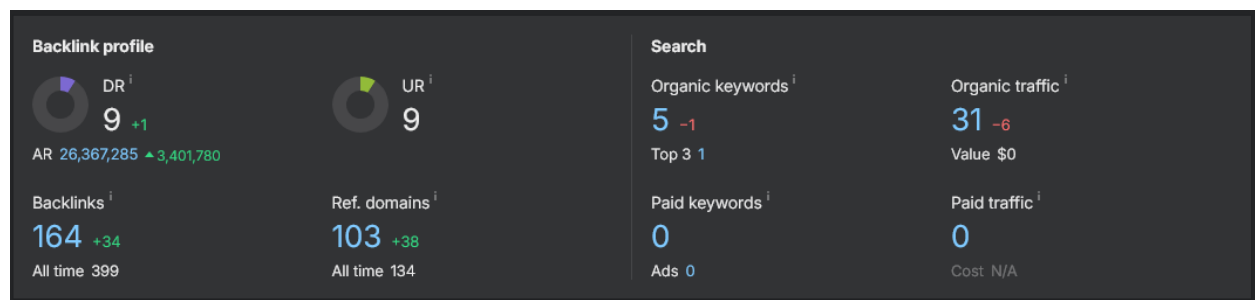
### **Technical SEO Fixes**

- Updated title tags and meta descriptions with stronger keyword presence
- Added schema markup for Person and Organization
- Improved site speed and mobile responsiveness

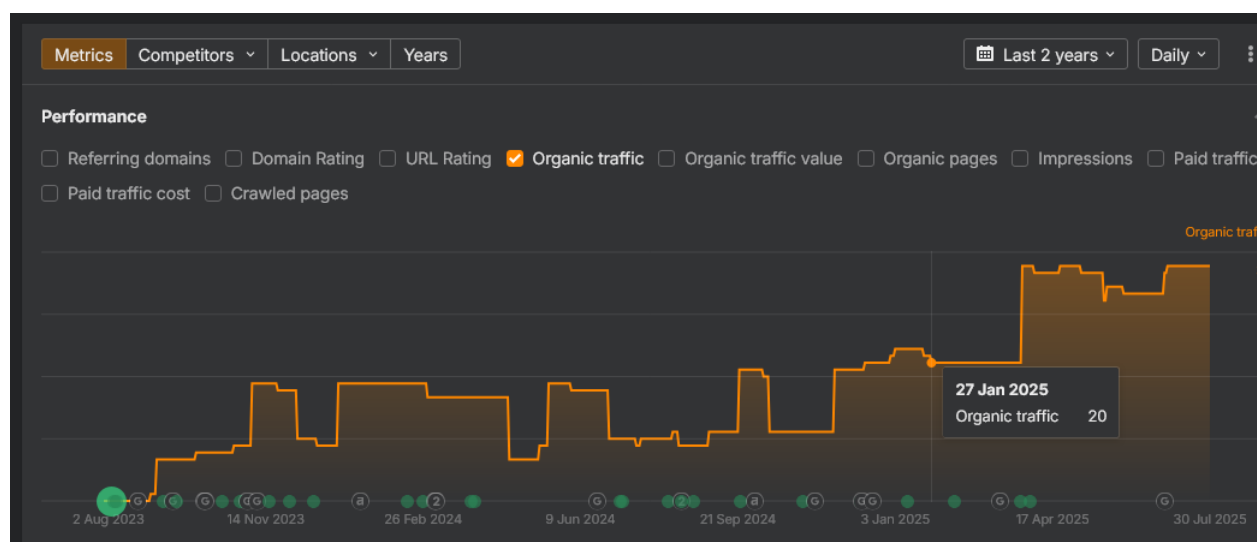
# Results

| <u>KPI</u>                      | <u>Before</u> | <u>After (60 - 90 Days)</u> |
|---------------------------------|---------------|-----------------------------|
| <b>Organic Sessions/Monthly</b> | Less than 90  | 650+                        |
| <b>Ranking Keywords</b>         | Less than 5   | 35+                         |
| <b>Speaking Events</b>          | 0-1           | 4-6                         |
| <b>AI Mentions</b>              | 0             | 3+ (ChatGPT, Gemini)        |
| <b>KPI</b>                      | <b>Before</b> | <b>After (60 - 90 Days)</b> |

## Ahrefs



Current Traffic Metrics

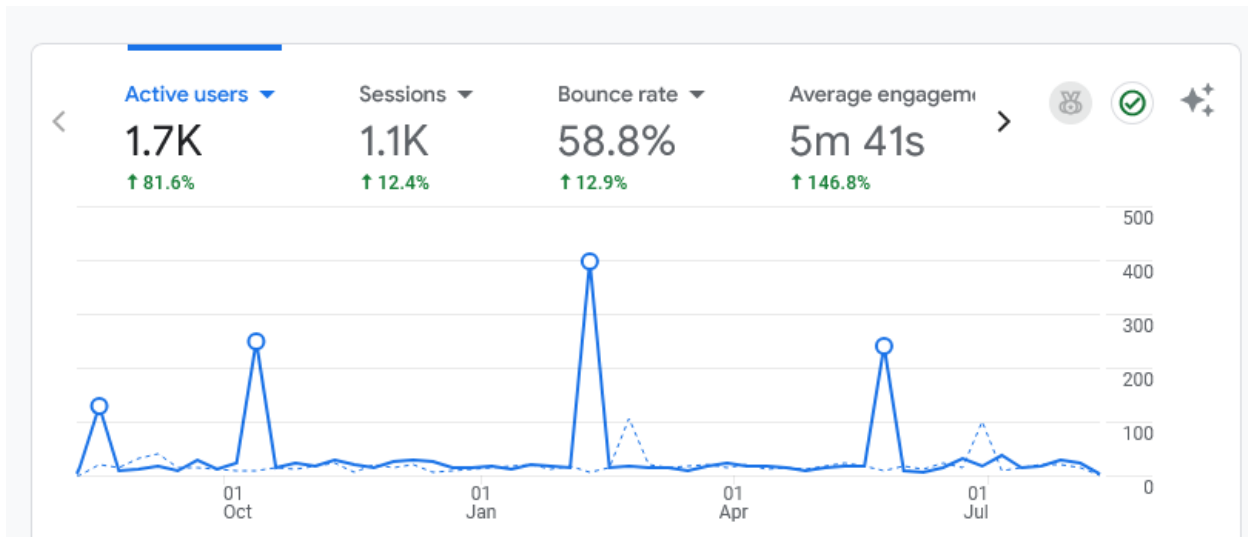


Current Traffic Sources

Traffic sources Channels Sources Campaigns

| Channel   | Visitors  |
|-----------|-----------|
| Direct    | 322 68.2% |
| Search    | 82 17.4%  |
| Social    | 59 12.5%  |
| Internal  | 8 1.7%    |
| AI search | 3 0.6%    |

# Google Analytics



Current Users, Bounce Rate, Avg Time on Website

| Session default channel group       |                  | ↓ Sessions             | Engaged sessions     | Engagement rate  | Average engagement time per session |
|-------------------------------------|------------------|------------------------|----------------------|------------------|-------------------------------------|
|                                     |                  |                        |                      |                  |                                     |
| <input checked="" type="checkbox"/> | Total            | 1,075<br>100% of total | 443<br>100% of total | 41.21%<br>Avg 0% | 8m 45s<br>Avg 0%                    |
| <input checked="" type="checkbox"/> | 1 Direct         | 637 (59.26%)           | 183 (41.31%)         | 28.73%           | 14s                                 |
| <input checked="" type="checkbox"/> | 2 Organic Search | 208 (19.35%)           | 118 (26.64%)         | 56.73%           | 25s                                 |
| <input checked="" type="checkbox"/> | 3 Organic Video  | 71 (6.6%)              | 47 (10.61%)          | 66.2%            | 20s                                 |
| <input checked="" type="checkbox"/> | 4 Referral       | 70 (6.51%)             | 42 (9.48%)           | 60%              | 28s                                 |
| <input checked="" type="checkbox"/> | 5 Organic Social | 58 (5.4%)              | 33 (7.45%)           | 56.9%            | 12s                                 |
| <input type="checkbox"/>            | 6 Email          | 27 (2.51%)             | 20 (4.51%)           | 74.07%           | 44s                                 |
| <input type="checkbox"/>            | 7 Unassigned     | 4 (0.37%)              | 0 (0%)               | 0%               | 1d 13h                              |

Current Sources of Traffic (Direct, Search, Socials)

## **Key Takeaways**

- SEO for service-based experts must include authority and voice
- AI chunking loves structured answers, event breakdowns, and time stamped experience
- Consistent meta + heading structure increased national discoverability
- EEAT and clarity are more valuable than traditional blog spam for expert consultants

## **From The Owner**

“Now my workshops and speaking engagements are actually showing up when companies search. The structure and clarity changed the game. Eric LaCasse has helped my business reach more corporations and events”

Thank you for reading this case study. If you would like to learn more about how AI/SEO can produce the same results for your business - email me at:  
[info@seoexpertlasvegas.com](mailto:info@seoexpertlasvegas.com)

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