



Case Study

FutureProof SEO Audit for a 17-Year-Old Home & Garden Website

The Challenge

A well-established home and garden website, live for over 17 years, was struggling to keep up with the rapidly changing world of AI-driven search. While the site had strong domain history and loyal seasonal traffic, its content strategy had become diluted over time. Posts about holidays, home décor, and unrelated lifestyle topics weakened its topical authority in gardening—the site’s true expertise. In addition, technical errors and content optimized more for algorithms than humans were limiting the site’s visibility in both traditional search and emerging AI search results.

The client wanted a strategy that would:

- Correct technical SEO issues
- Position the site for AI-driven and multimodal search
- Strengthen topical authority in its niche

The Solution: FutureProof SEO Audit & Report

We conducted a **comprehensive FutureProof SEO Audit**, focusing on both technical performance and AI-readiness. Our process included:

1. **Technical SEO Audit**
 - Identified and resolved crawl issues, broken links, and indexing errors.
 - Improved site health and performance signals.
2. **Content Audit & Optimization for AI**
 - Restructured content for clarity, scannability, and AI snippet potential.
 - Shifted focus to writing for humans first, AI second—improving readability and engagement.
3. **Topical Authority Refinement**
 - Removed, de-indexed, or redirected non-gardening content.

- Concentrated site focus on **growing food and gardening**, pruning away holiday and décor content that diluted expertise.
4. **FutureProof SEO Strategies**
- Optimized content for multimodal search (text + image integration).
 - Structured posts for conversational AI outputs and AI-generated snippets.

The Results

Within the first seasonal peak following implementation, the website experienced:

- **20% increase in organic traffic** (accounting for natural seasonal trends).
- **Multiple ChatGPT snippet captures**, boosting visibility in AI-driven search results.
- Clearer brand positioning as an authority in gardening and food growing.

Key Takeaways

- **Sometimes growth comes from pruning.** Cutting irrelevant content strengthened topical authority.
- **AI search rewards clarity.** Structuring content for human readability also positions it for AI snippets.
- **FutureProof SEO means looking ahead.** Sites with history need more than technical fixes—they need a strategy aligned with how search is evolving.

*Want to see how a FutureProof SEO Audit can work for your site?
Let's connect.*

www.sevenoaksconsulting.com