Case Study: Building Search Visibility from Near Zero for a Perth AI Consultancy

April to November 2026 · Prepared by seowithvishnu · 26 November 2026

In seven months, a Perth AI consultancy selling to engineering and construction businesses went from appearing for 62 search terms a month to 170, and monthly Google clicks from Australia rose from 18 to 63. It started from a 21/100 audit score and an Authority Score of 2.

At a glance

Measure	Start	Latest
Search terms returning impressions in a month (Google, Australia)	62 (May)	170 (October)
Clicks per month (Google, Australia)	18 (May)	63 (October)
Impressions per month (Google, Australia)	1.41K (May)	2.05K (October)
Pages in the sitemap	about 20 (April)	45 (October)

Volumes are small because the niche is small. The sections below cover what was done, what moved, and how to read the numbers without flattering them.

The starting point

The client is a Perth-based B2B AI and process-automation consultancy, founded in 2025, selling to mid-size engineering, construction and mining businesses in Western Australia. Its April audit scored 21/100. The faults were technical and structural: the site was a year old, with ordinary plumbing problems and almost no authority.

The competitor set was a Sydney enterprise consultancy with household-name clients. The client's edge was a narrower niche, faster delivery and pricing built for mid-size buyers. The founder's credibility lived on LinkedIn, not on the website.

April 2026 baseline	Value
SEO health score	21/100
Authority Score (Semrush)	2
Estimated organic visitors a month	about 40
Ranking keywords	10, all variations of the brand name
Referring domains	3
AI visibility score	20
Internal links pointing to a 404 page	474 (one broken menu link, repeated on every page)
XML sitemap	none submitted
Pages with schema errors	19 of 20
Pages with two competing meta descriptions	about 60%
Images missing alt text	36, which was 97% of the site

What we did

Five workstreams ran in parallel, ordered so that fixes landed before content depended on them.

Technical foundation

- Crawled the site with two crawlers and ranked the issues by severity and effort, so the developer got tickets with before and after values instead of a raw export.
- Traced a broken header link, present on every page (123 links across 41 URLs), to its source in the mega menu and specified the fix.
- Found three navigation pages sharing one identical body, and one page whose title was copied from another. Both were flagged before more content was built on top of them.
- Added 301 redirects for legacy and mistyped URLs, and lengthened the 404 log from 7 days to 60 so broken URLs could be tracked over a useful window.

On-page

- Rewrote titles and meta descriptions page by page, starting with the pages already earning impressions. Every old and new value was logged, so each change can be rolled back.
- Specified a template fix for duplicate H1s and handed it to the developer with the pages affected.

Content for search, answer engines and AI assistants

- Mapped each target term to one page after checking Google Keyword Planner demand for Perth and WA and testing for cannibalisation. The site grew from about 20 pages to 45, covering service, industry, resource and case-study pages.
- Structured pages to answer the question first, which is what featured snippets and AI Overviews pull from. Prepared a founder author page with Person schema, the strongest entity signal available to a consultancy sold on one person's expertise.
- Used the client's own results and research only where the client had approved the figure.

Off-page

- Replaced volume-first citation submissions with three streams: trade-press guest posts, industry and association directories, and client co-marketing. Cleaned up the backlink profile with a disavow file covering 32 low-quality domains.
- Updated the Google Business Profile description with Perth and WA language aimed at the right buyer.

Measurement

- Built a Looker Studio report on Search Console and GA4, with a weekly Bing data pull added.
- Set up Bing Webmaster Tools and IndexNow, and began tracking Microsoft Copilot citations from Bing's AI Performance report.

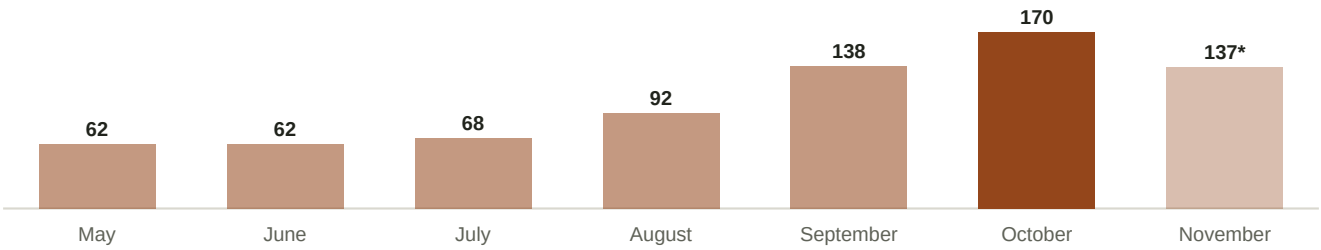
Results

Clicks from Google Australia rose from 18 in May to 63 in October, and impressions rose from 1.41K to 2.05K. Comparing September and October with May and June shows the same direction on every measure, including organic sessions recorded in Google Analytics.

Measure	May and June	September and October	Change
Clicks	46	89	+93%
Impressions	2.31K	3.72K	+61%
Impressions from searches without the brand name	about 1.36K	about 3.27K	+140%
Organic search sessions (Google Analytics)	93	223	+140%

Searches without the brand name are all impressions minus searches containing the brand name, so the figure includes searches Google does not itemise.

Search terms returning impressions per month

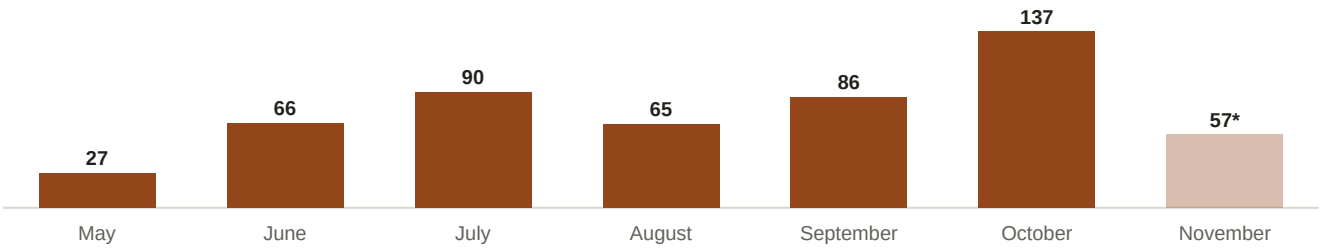


*Google Search Console, Australia, web search, 3 May to 23 Nov 2026. Search terms returning impressions per month. *November is partial (23 days).*

The count held near 62 through May and June, then climbed every month to October. November, with 23 days, stood at 137.

Google Analytics tells the same story from the site's side. Organic search sessions ran 27, 66, 90, 65, 86 and 137 from May to October. November stood at 57 after 24 days, below October's pace, which is another reason to read the direction and not one month. Paid search sessions fell over the same window, from 155 in May and June to 25 in September and October, so the organic gain is not borrowed from advertising.

Organic search sessions per month



Google Analytics 4, organic search sessions per month, May to November 2026 (November is 24 days).

How to read these numbers

The growth is real, and it is still early. Four caveats a careful buyer should hold us to:

- **The base is small.** A month is dozens of clicks, not thousands, so one month can swing by 20. Read the seven-month direction, not any single month.
- **Brand search is still a large share.** Of the 194 clicks from Australia since 3 May, 89 came from searches containing the brand name. Google attributes only 94 of the 194 clicks to a named search term; the other 100 came from rare searches it withholds, so the split between brand and non-brand cannot be measured exactly for them.
- **Average position got worse, on purpose.** It moved from 7.6 in May to 25.6 in November because the site now appears for far more searches, and most of the new ones sit on pages two to four. A growing long tail pulls an average down. Moving those terms onto page one is the next phase.
- **Visibility is not yet enquiries.** The best non-brand page, a guide to workflow automation in construction, drew 778 impressions and no clicks. Converting that visibility is where the remaining upside sits. Google Analytics recorded no key events in any channel from May to November, so enquiries cannot yet be attributed to search. Closing that gap is the first measurement fix.

What this means for engineering, construction and mining businesses

In this niche, keyword volume is too small to plan around. Google Keyword Planner shows about 125 searches a month in Perth for "what is an AI agent", about 58 for "custom software Perth", about 38 for "construction estimating software" and about 25 for "AI consultant Perth", which registered nothing before March 2026. Most construction-specific phrases return no data at all. A strategy that waits for volume never starts.

What worked instead:

1. **Fix the plumbing before writing.** A broken header link on every page and a missing sitemap waste crawl on the pages you most want found. This cost days, not months, and it came first.
2. **Give each search term one page.** Cannibalisation checks before every brief stop your own pages competing for the same query.
3. **Write for the long tail the tools cannot see.** Half the clicks arrived through searches too rare for Google to report. A site that answers specific buyer questions picks those up, and the reported footprint grew from 62 terms to 170.
4. **Turn client results into proof, with permission.** Named results sit on case-study pages only after the client approves each figure, and unapproved numbers stay out of public copy.
5. **Measure AI citations from the start.** Bing's AI Performance report recorded 3 Microsoft Copilot citations across 2 pages between 17 September and 26 October. The numbers are tiny, and a baseline now is what makes later growth provable.

This pattern fits any 20 to 500 person engineering, civil, earthworks or mining business in Australia selling a considered service to a small set of buyers. The ceiling on search volume is low, so the work is about being the precise, citable answer for the small group of buyers who matter.

What we would do for you

A first 90 days for an engineering, construction or mining business looks like this:

1. **Weeks 1 to 2: baseline and audit.** Crawl the site, pull Search Console and analytics, size demand for your region and trade, and map who else is showing up for your terms. You get a written baseline, so progress is measured against something.
2. **Weeks 3 to 6: plumbing and page map.** Fix the technical faults that block crawling and indexing, and assign each priority search term to one page.
3. **Weeks 6 to 12: money pages, proof and reporting.** Build or rewrite the service and industry pages, publish answer-first content, set up a founder or expert page with schema, and put a monthly report in front of you that separates brand from non-brand.

If you want to see how your site compares, book a 30-minute search visibility review. Send your domain and the three searches you most want to be found for.

Book a 30-minute search visibility review: calendly.com/vishnu-sudevan1/30min

- Web: seowithvishnu.com
- Email: seowithvishnu@gmail.com
- LinkedIn: linkedin.com/in/seowithvishnu

Sources and method

- Google Search Console, Australia, web search, 3 May to 23 Nov 2026. Search Console data for this property starts on 3 May, so May covers 29 days. Figures are rounded as the report shows them. Google Analytics 4, organic search sessions by default channel group, 1 May to 24 Nov 2026; November covers 24 days.

- Bing Webmaster Tools AI Performance report (beta), 17 September to 26 October 2026.
- April 2026 baseline: Semrush and a Screaming Frog crawl. Page counts: development brief (April) and a sitemap crawl (October).
- Google Keyword Planner, Perth, 1 September 2025 to 31 August 2026.
- Brand searches are queries containing the brand name. Google withholds rare queries from its query report, so brand and non-brand clicks cannot be split exactly.