

CASE STUDY

Making Content Visible to AI Search Engines

How Partner in Publishing helped a higher-education organization be found by AI tools like ChatGPT and Perplexity, turning quality content into a steady source of qualified traffic.

The Challenge

The client is a nonprofit organization offering higher education faculty development and support for the growing role of AI in the classroom.

The challenge was that almost none of their content was surfacing on AI tools like ChatGPT or Perplexity. On top of that, there was no way to measure how much traffic was coming from AI platforms in the first place, which made it impossible to know what was working and what was not.



The Solution



Answer-first architecture

Restructured blog content to lead with direct, extractable answers, matching how AI models retrieve and cite information from the web.



Semantic entity clarity

Defined key terms, credentials, and concepts explicitly throughout all pages so AI systems can accurately attribute and summarize content.



Structured heading taxonomy

Rebuilt the H2 to H4 heading hierarchy to mirror real query patterns, enabling featured snippet capture and direct AI extraction.



AI traffic measurement

Built custom GA4 segments for 20+ AI referral sources to quantify GEO impact and guide ongoing content optimization decisions.



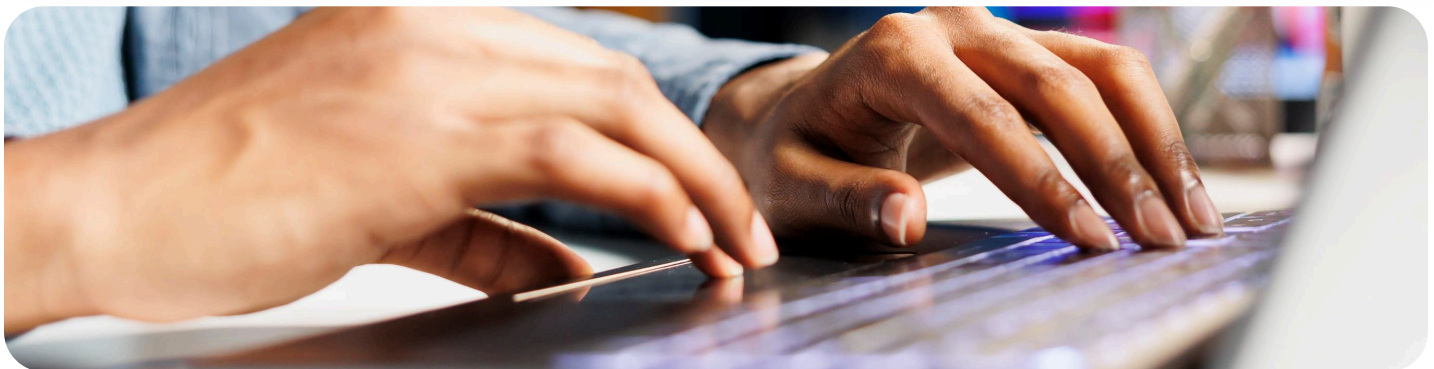
Trust and citation signals

Embedded data points, institutional references, dates, and methodology notes throughout to pass AI credibility evaluation criteria.



Topic cluster depth

Organized blog content around authoritative topic clusters on AI literacy and teaching excellence to signal expertise to both AI and traditional search engines.





The Results

In just over six months, our client's AI-driven traffic grew by 55.6%, with content now being surfaced and cited across 20 AI platforms. The bounce rate dropped by 62.4%, confirming that AI-referred visitors arrive with higher intent and engage more deeply with well-structured content.



613

Total sessions from AI tools

+55.6%

517

Engaged sessions from AI tools

+45.2%

15.7%

Bounce rate (down from 41.6%)

Down 62.4%

105

Unique landing pages with AI traffic

New

Sessions by AI source

1	chatgpt.com/referral	<div style="width: 316px; height: 10px; background-color: #ff6b6b;"></div>	316	+33.9%
2	chatgpt.com /(not set)	<div style="width: 130px; height: 10px; background-color: #ff6b6b;"></div>	130	+209%
3	perplexity.ai /referral	<div style="width: 55px; height: 10px; background-color: #ff6b6b;"></div>	55	+3.8%
4	google /organic	<div style="width: 33px; height: 10px; background-color: #ff6b6b;"></div>	33	+560%
5	gemini.google.com	<div style="width: 28px; height: 10px; background-color: #ff6b6b;"></div>	28	-30%
6	claude.ai / referral	<div style="width: 12px; height: 10px; background-color: #ff6b6b;"></div>	12	+500%

Top blog pages by AI sessions

1	unlocking-human-ai-potential...	27
2	ai-literacy-in-higher-education/	19
3	deliberative-dialogue...	8
4	underprepared-students-learn...	3
5	2025-movement-maker-awards/	2
6	community-colleges-invest...	2



Key Takeaways

AI tools are no longer a secondary channel. They are now one of the first places people go when looking for answers, and our client's content is showing up there. ChatGPT alone sent 446 visits to the site. More importantly, those visitors stayed and engaged, which tells us the content is genuinely answering what people are looking for.



20

AI platforms driving traffic



446

Sessions from ChatGPT alone



84.3%

Engagement rate