

SCOTTSDALE, ARIZONA · LUXURY REAL ESTATE

From an Invisible Website to Page One & AI Answers

How Boost Rank Pro rebuilt and re-ranked kellyfjones.com — turning a dated, low-traffic agent website into a 1.44M-impression organic asset that Google puts on page one and ChatGPT names by default when Arizona buyers ask who to hire.

1.44M

IMPRESSIONS

11.7K

SEARCH CLICKS

6.0

AVG. POSITION

8 MO

JUL 25 – FEB 26

THE CLIENT**Kelly Jones**

Scottsdale Luxury Real Estate Agent — kellyfjones.com

THE ENGAGEMENT**Redesign + Full-Stack SEO**Website rebuild · Technical & on-page SEO · Local · AEO/
AI visibility

EXECUTIVE SUMMARY

A market this competitive doesn't reward pretty. It rewards findable.

Kelly Jones is a top-producing luxury agent covering Scottsdale, Paradise Valley, Arcadia and the wider Phoenix market — an agent whose reputation travels by referral, but whose website contributed almost nothing to the pipeline. The brief was blunt: the site looked dated, nobody was landing on it, and enquiries weren't coming from search.

Boost Rank Pro took the engagement end-to-end — a full redesign followed by a structured SEO programme starting **July 2025**. By **February 2026** the site had moved from negligible search presence to sustained page-one placement across Arizona luxury-property queries, and become one of only two agents ChatGPT names for Scottsdale luxury.

11.7K	1.44M	0.8%	6.0
TOTAL CLICKS	TOTAL IMPRESSIONS	AVERAGE CTR	AVERAGE POSITION

WHAT CHANGED	BEFORE — JUL 2025	AFTER — FEB 2026
Daily search clicks	~10–20 per day Flat trend line, no growth signal	151 on 28 Feb 2026 Verified daily data point
Daily impressions	~1–2K per day	12,457 on 28 Feb 2026
Average position	Outside consistent page one	6.0 Top half of page one, at scale
AI answer engines	Not surfaced	Named in ChatGPT Across multiple query phrasings

The headline number isn't the click count — it's the **average position of 6.0 across 1.44M impressions**. That pairing can't come from one lucky keyword. It only happens when a site sits in the top half of page one across hundreds of buyer queries at once.

THE BRIEF

Three problems, one root cause.

When Kelly came to Boost Rank Pro, the symptoms were described as separate complaints. They weren't. A website that search engines can't read properly produces exactly this set of symptoms — every time.

01**An outdated website**

The site looked dated next to the calibre of property Kelly actually sells. In a market where a \$10M listing is a normal Tuesday, the digital first impression was working against the brand — and the underlying build was just as weak as the surface.

02**No organic traffic**

Search wasn't sending meaningful volume. Impressions were flat, clicks sat in the low tens per day, and the site had no durable ranking across the high-intent Scottsdale and Paradise Valley luxury searches happening every month.

03**No inbound leads**

The commercial concern behind both. Without visibility there is no traffic, and without traffic there is no enquiry flow — so the website functioned as a business card rather than an acquisition channel.

The root cause

Kelly's authority in the physical market was never the problem — her sales record and press coverage were already strong. The problem was that none of that authority was encoded in a form search engines and AI answer engines could verify, index and rank. The website was a brochure, not a structured, crawlable, topically-authoritative asset. Fixing the surface without fixing the structure would have changed nothing.

What the market looked like

Scottsdale's luxury segment is one of the most contested real estate niches in the Southwest. A single agent competes against national brokerages, portal pages, and dozens of established local luxury teams for the same finite set of buyer queries — most of them backed by long-standing domains and significant ad budget.

The constraint

Out-spending that field on paid media was never the plan. The mandate was to out-rank it: earn durable organic placement and local prominence that keeps producing after the invoice is paid, instead of renting attention month to month.

BEFORE

The website we inherited

The original kellyfjones.com. Visually dated, thin on indexable content, and built in a way that gave Google very little to rank — long image-heavy scrolls, unstructured listing blocks, and almost no on-page signal tying Kelly to the Scottsdale and Paradise Valley luxury searches her buyers were actually running.

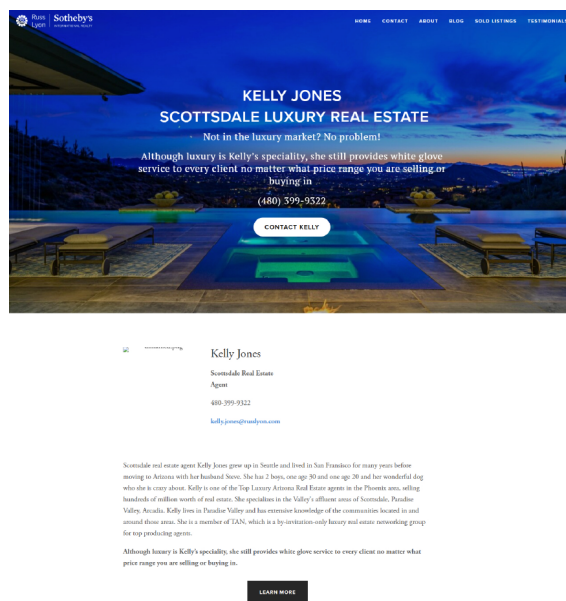


FIG. 1 — KELLYFJONES.COM, PREVIOUS DESIGN (ARCHIVED CAPTURE)

What was holding it back

- Heavy image-stacked layout with minimal crawlable text content
- No location or service page architecture for Scottsdale, Paradise Valley or Arcadia
- Missing and inconsistent structured data — nothing for Google or AI engines to verify
- Weak internal linking; sold listings not consolidated into ranking assets
- Slow, unoptimised media affecting Core Web Vitals, and brand presentation misaligned with a \$2M–\$10M+ listing portfolio

What the rebuild changed

- Clean luxury-grade design that matches the price point of the inventory
- Purpose-built page architecture around city, neighbourhood and buyer intent
- Full schema implementation: agent, organisation, listings, reviews, FAQ
- Rewritten, entity-rich copy connecting Kelly to her real market areas
- Compressed media, a fast, technically clean front end, and conversion paths on every template

The redesign was not a cosmetic exercise. It was the foundation the entire SEO programme was built on — every ranking gain shown in the following pages sits on top of the structural changes made during this rebuild.

THE APPROACH

Visibility is won in three places now, not one.

Boost Rank Pro builds visibility across the entire discovery stack: organic Google rankings, the local results that generate the phone call, and the AI answer engines buyers now query instead of searching. Kelly's programme ran all three in parallel from day one.

01**Organic Search Authority**

Technical SEO and content built around the exact terms high-intent Arizona luxury buyers use — sustained page-one presence across hundreds of queries, not one-off keyword spikes.

02**Local & Map Prominence**

Business Profile optimisation, category precision, review velocity and NAP consistency so Kelly surfaces where local buyers make contact decisions — not just where they read.

03**AI Answer Engine Visibility**

The newest front. Entities and on-site signals structured so ChatGPT and AI Overviews surface Kelly by name when a buyer asks who the best Scottsdale luxury agent is.

One system

These three fronts share a single foundation. The structured data that makes a listing eligible for a rich result is the same data an AI answer engine reads to verify the business, and the entity consistency that lifts local prominence is the same signal that keeps Kelly on ChatGPT's shortlist. Build it once, correctly, and it pays into all three surfaces at once.

INSIDE THE ENGAGEMENT

What the work actually was

Six workstreams ran across the eight-month programme. Nothing here is exotic — the result comes from doing all of it, in the right order, and not stopping at the point most agencies declare the job finished.

WORKSTREAM	WHAT IT COVERED
Technical foundation	Crawl and index control, site architecture, internal linking, Core Web Vitals, mobile rendering, XML sitemaps, canonical hygiene, redirect mapping from the old build.
Semantic on-page	Entity-driven copy, title and heading architecture, topical depth around Scottsdale · Paradise Valley · Arcadia · Carefree luxury property, buyer- and seller-intent coverage.
Structured data	RealEstateAgent, Organization, Person, Product/Listing, Review and FAQ schema — the machine-readable layer both Google and LLM-based engines depend on.
Local SEO	Google Business Profile categories and services, geo-relevant content, review generation cadence, citation and directory consistency across the Phoenix metro.
Content programme	Neighbourhood guides, market intelligence, sold-listing consolidation and press/authority integration — the assets that compound impressions month over month.
AEO / AI visibility	Entity consistency across the web, verifiable business signals, review corpus and answer-shaped content designed to be cited and recommended by AI answer engines.

What we tracked

Google Search Console for clicks, impressions, CTR and average position; Google Analytics 4 for the channels actually delivering sessions and how they engage; and manual SERP and answer-engine audits against the live queries Arizona buyers use.

How to read this report

Every figure that follows is taken from a live dashboard export or a direct search capture — unedited, dated and reproducible. Nothing in the results section is modelled, projected or estimated unless it is explicitly labelled as an approximation.

EXECUTION ROADMAP

Eight months, four phases.

Work began in July 2025. The reporting window in this document closes in February 2026 — the point at which the growth curve had become sustained rather than seasonal.

PHASE 01

Jul – Aug 2025

Rebuild & technical foundation

Website redesign shipped, old URLs mapped and redirected, crawl paths cleaned, schema deployed, Search Console and Analytics instrumented properly for the first time. Baseline locked: roughly 10–20 clicks a day on a flat trend.

PHASE 02

Sep – Oct 2025

Semantic architecture & local groundwork

Location and buyer-intent page architecture built out, on-page rewritten around real entities and neighbourhoods, Google Business Profile optimised, citations corrected. The first visible impression lift appears from mid-August through October.

PHASE 03

Nov 2025 – Jan 2026

Content compounding & authority

Neighbourhood guides, market content and sold-listing consolidation published on cadence; review velocity and off-site entity signals strengthened. Clicks and impressions begin climbing together — the signature of breadth, not a single ranking win.

PHASE 04

Feb 2026

AI visibility & consolidation

AEO work locks in: structured, verifiable business signals push Kelly into ChatGPT's direct business recommendations for Scottsdale luxury queries. The daily trend stabilises at its highest sustained level of the engagement.

6 months

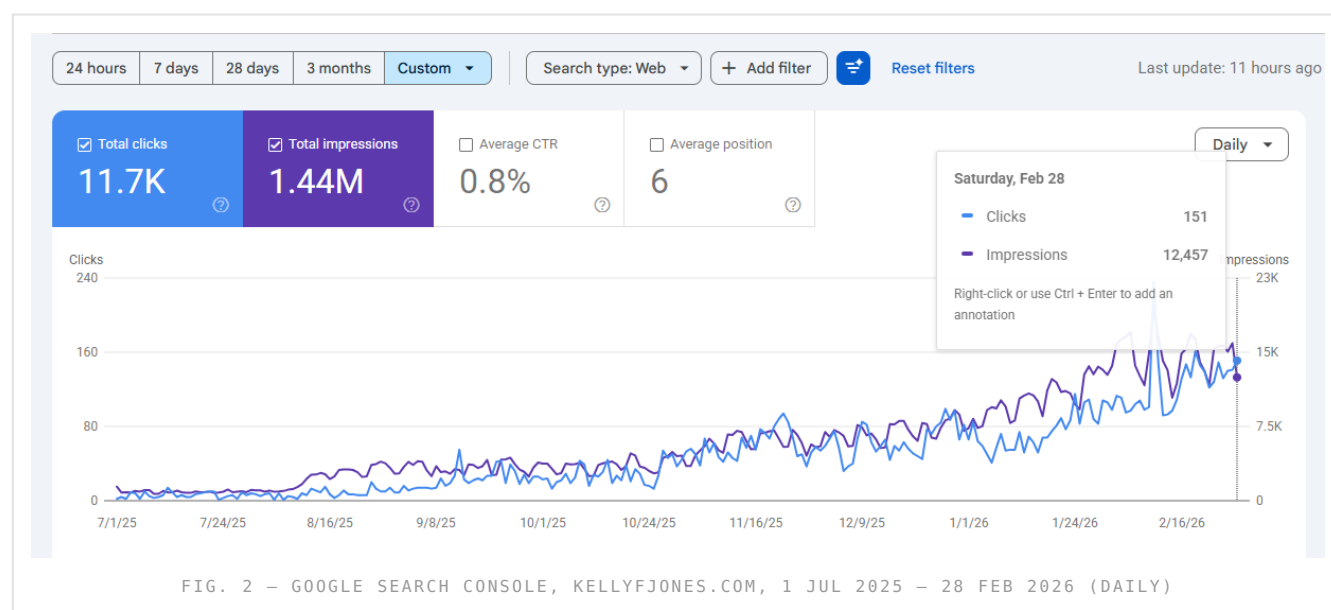
The inflection point sits at roughly the six-month mark. Real estate SEO in a market this competitive doesn't move in week one — it moves when technical foundation, semantic depth and authority signals have all been in place long enough to compound. From that point the curve stops being noise and starts being a trend.

ORGANIC PERFORMANCE

The graph the client asked for

Google Search Console, custom range covering the full engagement. Clicks (blue) and impressions (purple) rise together from a flat July 2025 baseline into a sustained February 2026 peak — the shape you get from ranking broadly, not from one page catching a trend.

11.7K TOTAL CLICKS	1.44M TOTAL IMPRESSIONS	0.8% AVERAGE CTR	6.0 AVERAGE POSITION
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Reading the curve

July to mid-August is the baseline — flat, low, and unchanged for months prior. The first sustained lift lands from late August. From November onward both lines climb in step, and by late January the trend line has roughly **eight to ten times** its starting altitude and holds there through February.

The verified end point

The tooltip on the chart is a live data point, not an estimate: **Saturday, 28 February 2026 — 151 clicks and 12,457 impressions in a single day.** Against a July baseline in the low tens of clicks per day, that is the entire case study in one figure.

Both lines rising in parallel matters more than either one alone. Impressions climbing without clicks means visibility with no relevance; clicks climbing without impressions means a narrow win. Rising together means the site is being served for more queries and chosen on those queries — which is what durable organic authority looks like.

VERIFIED PROPERTY DATA

Page one, at scale — not by accident

The same report inside the verified kellyjfones.com Search Console property. This capture was taken earlier in the same reporting month, so the figures sit marginally below the final window totals — included here to show property verification and the consistency of the trend.

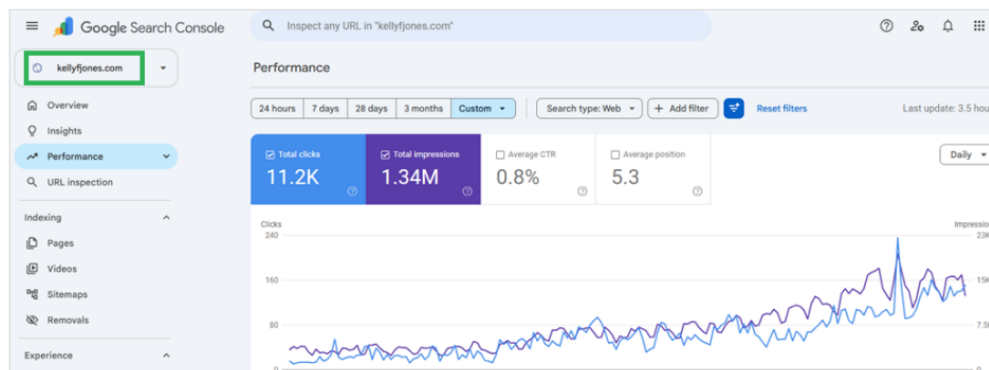


FIG. 3 — GOOGLE SEARCH CONSOLE PROPERTY VIEW, KELLYFJONES.COM (CAPTURE, FEB 2026)

METRIC	VALUE	WHAT IT TELLS YOU
Total impressions	1.44M	The site is being served into search results at real market scale across the Arizona luxury segment.
Total clicks	11.7K	Visibility converting into actual sessions — the traffic problem in the original brief, solved.
Average position	6.0	Top half of page one on average, sustained across the full query spread rather than a handful of terms.
Peak day (28 Feb 2026)	151 / 12,457	Clicks and impressions in a single day — an order-of-magnitude gain on a July 2025 baseline of roughly 10–20 clicks and 1–2K impressions per day.

1.44M / 6.0

An average position of 6.0 across 1.44 million impressions is the single most important line in this report. That pairing cannot come from one ranking keyword — it requires the site to sit in the top half of page one across hundreds of luxury-property searches at once.

BEYOND THE BLUE LINK

Where the sessions actually come from

Search Console shows visibility; Analytics shows what that visibility converts into. This 90-day channel breakdown confirms Google organic as the dominant driver — and shows two secondary channels most competitors in this market ignore entirely.

The screenshot shows the Google Analytics 4 interface for 'Kelly Jones'. The report is titled 'Manual: Session manual source' and covers the period 'Last 90 days: Apr 10 - Jul 8, 2026'. The table lists various traffic sources with columns for sessions, active users, engaged sessions, average engagement time, and engagement rate.

	Sessions	Active users	Engaged sessions	Average engagement time per session	Engaged sessions per active user	Events per session	Engagement rate
3 pinterest.com	195 (3.16%)	216 (2.77%)	48 (1.5%)	6s	0.25	3.19	22.22%
4 Pinterest	117 (1.9%)	140 (1.8%)	33 (1.03%)	20s	0.28	3.27	23.57%
1 google	10,596 (75.45%)	12,370 (75.34%)	6,528 (84.92%)	39s	0.62	4.03	52.77%
2 (not set)	3,017 (21.48%)	3,367 (20.51%)	911 (11.85%)	19s	0.30	4.68	27.06%
3 bing	143 (1.02%)	166 (1.01%)	114 (1.48%)	39s	0.80	4.37	68.67%
4 chatgpt.com	67 (0.48%)	86 (0.52%)	43 (0.56%)	40s	0.64	4.90	50%
5 yahoo	60 (0.43%)	73 (0.44%)	45 (0.59%)	1m 13s	0.75	4.63	61.64%
6 duckduckgo	41 (0.29%)	52 (0.32%)	32 (0.42%)	50s	0.78	4.27	61.54%
7 search.google.com	5 (0.04%)	44 (0.27%)	18 (0.23%)	1m 03s	3.60	6.82	40.91%
8 facebook.com	28 (0.2%)	28 (0.17%)	14 (0.18%)	2s	0.50	3.50	50%
9 m.facebook.com	25 (0.18%)	26 (0.16%)	4 (0.05%)	0s	0.16	3.19	15.38%
10 pinterest.com	195 (3.16%)	216 (2.77%)	48 (1.5%)	6s	0.25	3.19	22.22%
11 Pinterest	117 (1.9%)	140 (1.8%)	33 (1.03%)	20s	0.28	3.27	23.57%

FIG. 4 — GOOGLE ANALYTICS 4, SESSION SOURCE, KELLYFJONES.COM, TRAILING 90 DAYS

Google leads decisively

10,596 users and 12,370 sessions arrived through google organic — around 75% of all attributed sessions in the window, at a 52.8% engagement rate. That is the direct payoff of the position-6.0 average shown on the previous pages, and it is exactly the traffic the client said didn't exist at the start.

Pinterest is a live discovery channel

Pinterest sources combined delivered 356 sessions in the same window — meaningful volume for a visually-driven luxury listing business, and a channel almost no competing Scottsdale agent is actively optimising for.

AI referral is now measurable. kellyfjones.com receives direct, attributable referral sessions from chatgpt.com — 67 users and 86 sessions at a 50% engagement rate, outperforming several longer-standing channels including Yahoo, Bing and DuckDuckGo on engagement. Two years ago this line didn't exist in anyone's analytics. More on the next page.

ANSWER ENGINE VISIBILITY

Named directly in ChatGPT's results

Scottsdale's luxury segment is exactly the kind of high-stakes, high-research category where buyers consult an AI answer engine before picking up the phone. Two independent ChatGPT queries both surface Kelly Jones by name — alongside only one other agency.

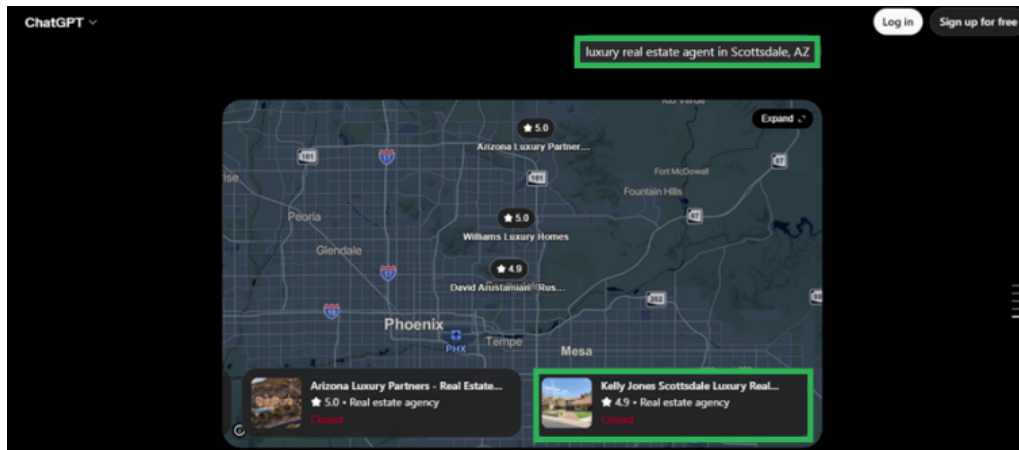


FIG. 5 – CHATGPT, "LUXURY REAL ESTATE AGENT IN SCOTTSDALE, AZ"

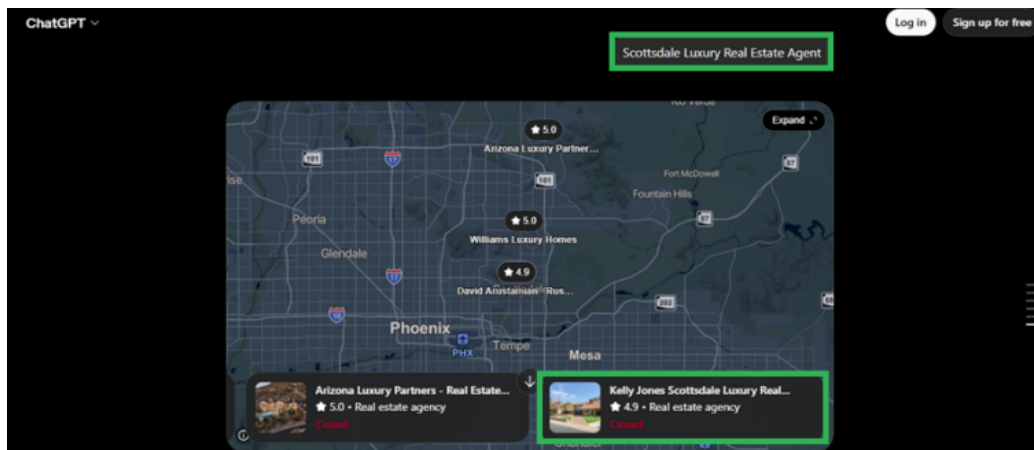


FIG. 6 – CHATGPT, "SCOTTSDALE LUXURY REAL ESTATE AGENT"

2 / 2

Kelly appears in both query phrasings, alongside only one other agency out of a market of dozens. Consistency across phrasings is the signal that matters — it indicates the placement is anchored to structured, verifiable business signals rather than a one-off prompt fluke.

WHY IT WORKS

How we get a client into an AI answer

AI answer engines and AI Overviews don't rank pages the way a classic blue-link result does. They assemble an answer from entities they can verify. Getting recommended is therefore an engineering problem, not a copywriting one — and it is the part of the engagement that took the longest to compound.

SIGNAL	WHAT WE BUILT FOR KELLY
Entity consistency	Name, brokerage, address, phone and service area rendered identically across the website, Google Business Profile, directories and press mentions — so the engine resolves one confident entity, not three ambiguous ones.
Structured data	Explicit machine-readable markup for the agent, the business, the listings and the review corpus. If it isn't declared, it isn't verifiable; if it isn't verifiable, it isn't recommended.
Category precision	Business categories, services and on-page content aligned to luxury real estate in Scottsdale specifically — narrow enough to be the obvious match on a specific query.
Review corpus	Genuine review volume and velocity at a strong star rating. Answer engines weight social proof heavily when reducing a market of dozens down to a shortlist of two.
Answer-shaped content	Pages written to resolve the actual question a buyer asks — neighbourhood, price band, process — in a form that can be extracted and cited rather than merely ranked.
Corroboration	Third-party mentions and authority signals that let the engine confirm the claim independently of the client's own website.

Why this is defensible

A competitor can copy a page title in an afternoon. Rebuilding an entity footprint, a review corpus and a schema layer across the whole web takes months of consistent work — which is precisely why AI placement, once earned, is harder to dislodge than a keyword ranking.

Why it matters commercially

When a buyer asks an assistant who the best luxury agent in Scottsdale is, they receive a shortlist of two, not a page of ten results. Being on that shortlist isn't incremental visibility — it is a categorically different position in the buyer's decision.

BUSINESS IMPACT

What actually changed for the business

The brief contained two commercial concerns — no traffic and no leads. Traffic is measured directly in the dashboards on the preceding pages. Lead flow follows from the same mechanics, and the measurable inputs that drive it all moved in the same direction.

CONCERN AT KICKOFF	POSITION AT FEB 2026
"The website looks outdated"	Rebuilt to match a \$2M–\$10M+ listing portfolio, with the technical structure underneath rebuilt at the same time.
"We get no traffic from Google"	11.7K search clicks and 1.44M impressions over the window; ~75% of all analytics sessions now arriving from Google organic.
"We don't get leads from the site"	Every template now carries a direct conversion path, and the qualified audience that reaches those paths grew roughly ten-fold on a daily basis.
"Competitors outrank us"	Average position 6.0 — top half of page one — sustained across the query spread rather than on isolated terms.
Not on the AI radar	Named in ChatGPT's direct business recommendations for Scottsdale luxury representation, across multiple phrasings.

↑ 10x

Daily click volume

From roughly 10–20 clicks per day at the July 2025 baseline to a verified 151 clicks on 28 February 2026.

75%

Sessions from organic

Google organic is now the primary acquisition channel for the website, at a 52.8% engagement rate.

2/2

AI queries surfacing Kelly

Both tested ChatGPT phrasings return Kelly Jones as one of only two mapped Scottsdale luxury agents.

A note on attribution: this report presents verified platform data — Google Search Console and Google Analytics exports, and live answer-engine captures. Enquiry and closed-transaction figures remain the client's own confidential business data and are deliberately not published here. What is published is the full, unedited demand-side picture that feeds them.

THE TAKEAWAY

Visibility now means three places, not one.

Google's organic results, Google's local results and AI answer engines are converging into a single competitive surface. Kelly Jones is what it looks like to win on all three — starting from a dated website with no search presence, and finishing eight months later as a page-one fixture in one of the Southwest's most contested luxury markets and a named recommendation inside ChatGPT.

01

Organic Search

1.44M impressions at an average position of 6.0 — page one, top half, across the buyer-intent query spread.

02

Local Prominence

Optimised profile, category precision and review velocity feeding the results that produce the phone call.

03

AI Answer Engines

Named in ChatGPT's direct business recommendations, and receiving measurable referral traffic from it.

Want results like these for your business?

Boost Rank Pro builds the same organic, local and AI-visibility system for service businesses ready to out-rank bigger, older, better-funded competitors — without out-spending them.

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