AI VISIBILITY | E-E-A-T | SUPPLEMENT BRAND

Skyrocketing Authority and AI Visibility for a Leading Brain Supplement Company

A targeted strategy focused on enhancing the E-E-A-T signals across their entire blog portfolio yielded remarkable results.

RESULTS AT A GLANCE

96 to 1,117
Visibility in Google's AI Overviews (source: BrightEdge)

1,060%+
Increase in AI Overview visibility

700+
Blog posts in the client's content library

Background

A prominent brain supplement company had a vast library of over 700 blog posts. While their organic rankings were stable, their content wasn't reaching its full potential. The blogs lacked the critical signals of trustworthiness and expertise that are essential for ranking in the competitive health and wellness niche, especially in the eyes of search engines like Google.

Challenge

Our primary challenge was to elevate the authority of the existing content library without a complete overhaul. The content needed to align with Google's E-E-A-T (Experience, Expertise, Authoritativeness, and Trustworthiness) guidelines to improve its credibility with both users and search algorithms. The goal was to not only improve rankings but also to increase the content's visibility in emerging search features like AI Overviews.

Solution

Our Recommendation: A Three-Pronged E-E-A-T Enhancement Strategy

We proposed a targeted strategy focused on enhancing the E-E-A-T signals across their entire blog portfolio. Our recommendations were:

1. **Implement Medical Reviews:** We advised adding a "Medically Reviewed By" line to each blog post, featuring a credentialed medical professional. This immediately adds a layer of authority and assures readers that the information is accurate and reliable.

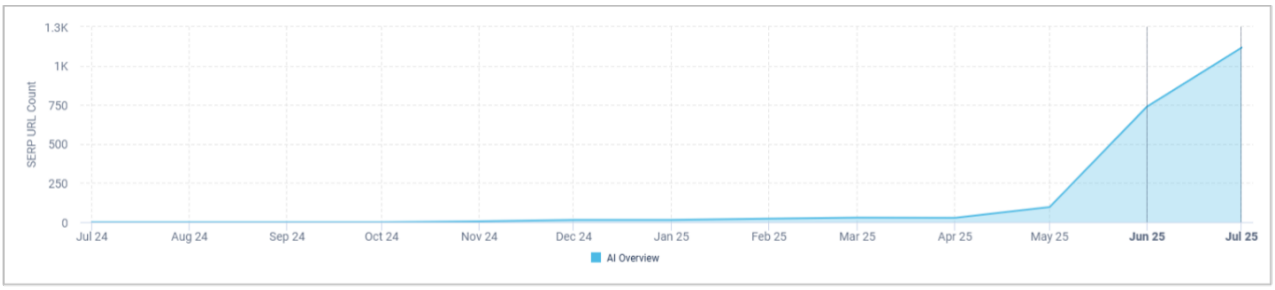
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2. **Add Citations and References:** To substantiate the scientific claims made in the articles, we recommended including a comprehensive list of citations and references. This demonstrates a commitment to evidence-based content and allows users to verify the information for themselves.
3. **Optimize Headers for Clarity and SEO:** We restructured the headers (H1s, H2s, H3s) to be more descriptive and user-focused. This improves readability and helps search engines better understand the content's structure and key topics, making it easier to pull information for featured snippets and AI Overviews.

Results

The implementation of our E-E-A-T-focused strategy yielded remarkable results in a short period.

- **Massive Increase in AI Overview Visibility:** The most significant impact was seen in the site's presence in Google's AI Overviews. Visibility skyrocketed from **96 to 1,117**—an increase of over 1,060%. This indicates that Google's AI now views the company's content as a highly trusted source for answering user queries. (Screenshot from BrightEdge)



AI Overview SERP URL count, July 2024 to July 2025

- **Enhanced Site Authority:** By systematically adding signals of trust and expertise, the entire website's perceived E-E-A-T was significantly boosted. This creates a stronger foundation for long-term SEO success and resilience against future algorithm updates.

Conclusion

This case study demonstrates that focusing on E-E-A-T is not just a best practice but a critical component of a successful SEO strategy in the health and wellness sector. By systematically adding medical reviews, citations, and optimized headers, we were able to dramatically increase our client's authority and achieve explosive growth in AI-powered search features. This success highlights Know Agency's commitment to staying ahead of AI's growth in search and leveraging SEO best practices to maximize our clients' visibility in these new landscapes.

Ready to Chat?
Let us know how we can help you and we will get right back to you.

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