

From Buried to Optimized

A blog-wide AI-visibility audit and repair for Tutu's Pantry — broken links, missing structure, and a measured 4.9x SEO score improvement

56%

of blog posts had
broken internal
search-result links

4.9x

average Rank Math
score improvement
on optimized posts

0 → 5

posts with a Focus
Keyword set before
this project

The Discovery

A routine content review of one Tutu's Pantry blog post surfaced a broken link — pointing to an unstable internal search-results page instead of a real product page. That single find led to a full 16-post audit of the entire blog.

The result: **9 of 16 posts (56%)** contained the same broken-link pattern, totaling 19+ individual instances. The consistency across otherwise unrelated posts — and the discovery that 7 of them were published on the exact same day — pointed to a single batch content-creation effort, not scattered mistakes.

A deeper Rank Math SEO audit of 8 representative posts revealed the real scope: **zero of eight had a Focus Keyword set**, none had a custom SEO title or meta description, and every one relied on generic default templates. Average score: **14.75 out of 100**.

The Fix

All 19+ broken links across all 9 affected posts were corrected and independently verified live, using a combination of direct site access and Claude in Chrome browser automation — with every single fix cross-checked a second time before being marked complete.

Five posts were then taken through a full optimization pass: a Focus Keyword, a rewritten SEO title and meta description, corrected and keyword-rich image alt text, a genuinely researched content expansion (not filler — real, sourced facts, like the origin of the name “Lilikoi” or the history of Hawaiian pineapple), and one authoritative outbound link per post.

The Results

Post	Before	After	Change
How to Pair Tropical Jams with Savory Dishes	16/100	71/100	+55
The Magic of Lilikoi	13/100	70/100	+57

Pantry Essentials	17/100	77/100	+60
Pineapple: The Golden Heart	13/100	73/100	+60
How to Build a Simple Romantic Dinner at Home	17/100	78/100	+61

Average across 5 optimized posts: 15.2/100 → 73.8/100

Why This Matters

Broken links and missing structure don't just cost search rankings — they quietly erode how much AI tools trust a domain enough to cite and recommend it. Every one of these fixes is the same kind of foundational work behind the AI-search visibility that already drove a real customer to Tutu's Pantry from across the island, documented separately in the "From Search to Storefront" case study.

This work remains in progress: 3 additional posts are scheduled for optimization closer to their seasonal relevance dates, and the same site-wide link audit methodology is available to catch this pattern anywhere else it may appear.