AILERON
SHIFT

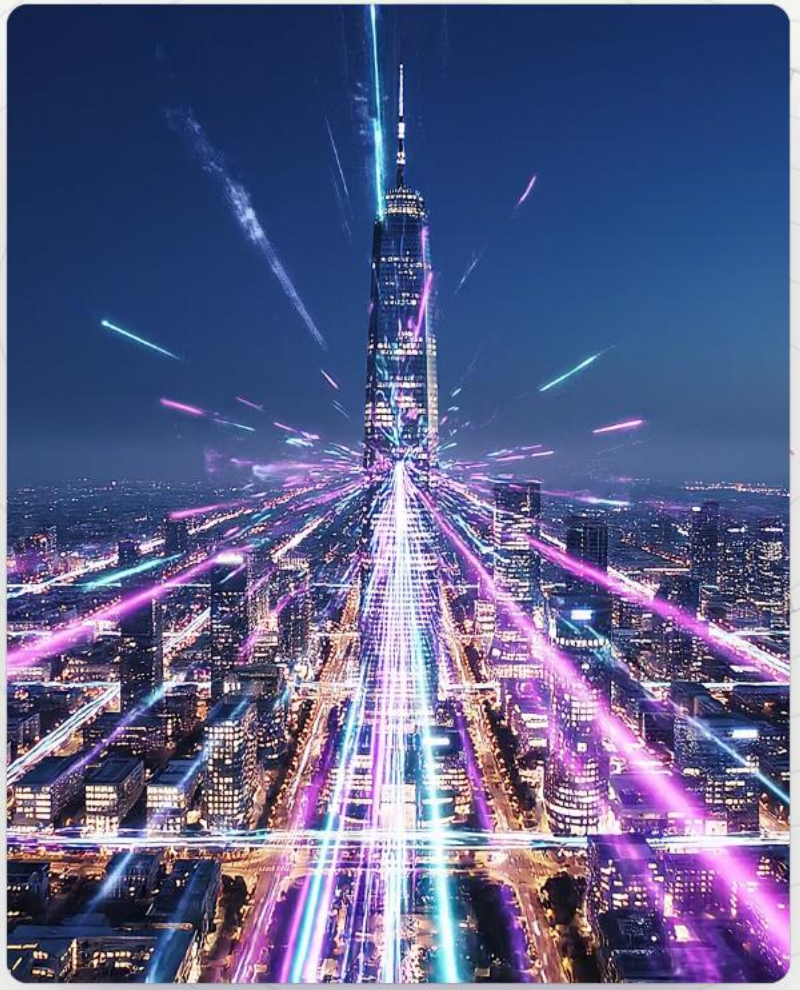
SEO

Adjusted in real time, not next quarter.

AILERON SHIFT ◇ NOVEMBER 2026

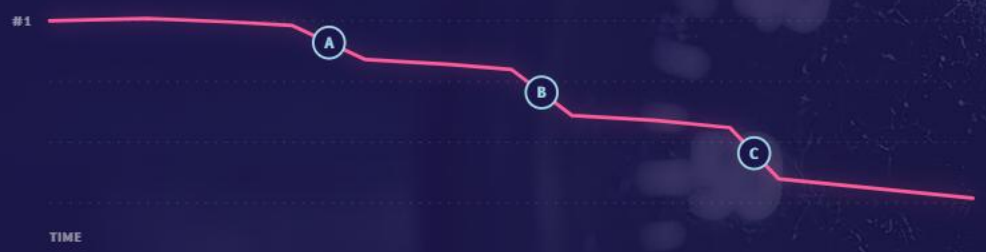
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Rankings don’t crash. They slip.

Most sites don’t lose their search position in one bad week. They lose it a few places at a time, for reasons nobody is watching.



- (A) A template update adds weight to every page, and Google quietly moves them down.
- (B) A competitor marks up their pages with structured data, and the rich result and AI answer that used to be yours become theirs.
- (C) The titles and descriptions written at launch drift further from the words people actually search with.

None of it trips an alarm. Each slip costs a few places, and by the time a quarterly report shows the drop, it has been compounding for months.

We built our SEO practice to catch each slip as it happens and fix it then, not next quarter.

Found by search. Cited by AI.

Two different systems now decide whether customers find you, and they read your site in different ways.

SEARCH ENGINES

Rank the page.

Search engines crawl the whole site, judge its structure and speed, and follow internal links to decide which pages matter most. Winning here still means a site they can read end to end, pages that load fast on every device, and links that send authority to the pages that need it.

AI ANSWERS

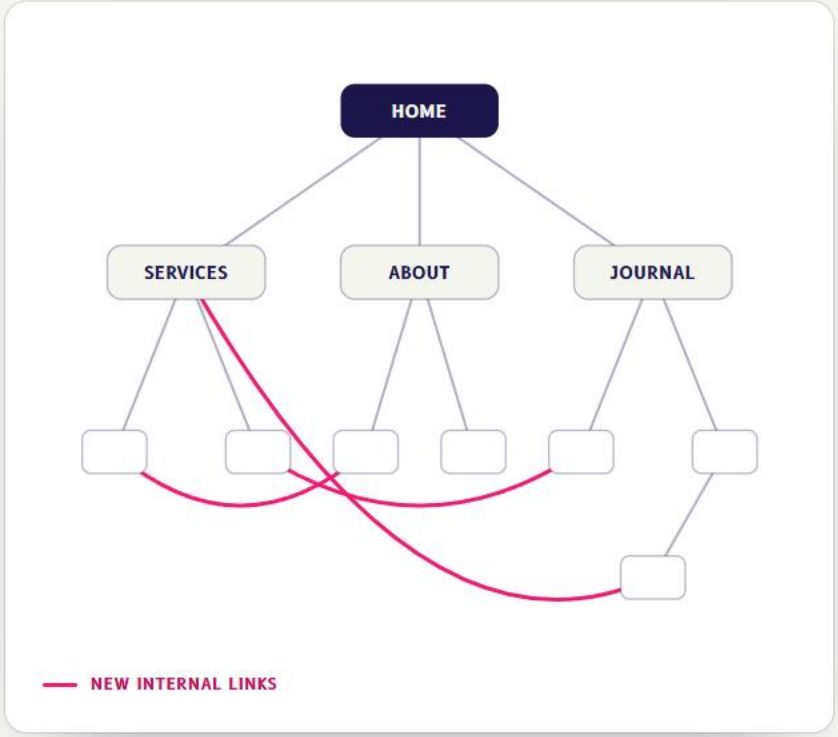
Quote the passage.

AI answers don't send people to a page; they lift a paragraph from one. They favor passages that answer a question cleanly and keep the claim, the number and the source together. A page built only to rank can be invisible here.

So we build every page for both: titled with the question a customer asks, answered in its opening lines, and written so any passage holds up when quoted. Then we check. Avionics asks AI the questions your customers ask and shows whether you're mentioned or cited.

Unglamorous work. It compounds.

We wire SEO into the running site and ship technical fixes as we find them, not in a quarterly batch.



AUDIT
Technical SEO audit & fixes
Crawl errors, broken links, redirects and indexing problems found, prioritized and fixed.

SPEED
Core Web Vitals
Templates tuned until pages load fast and stay stable on every device.

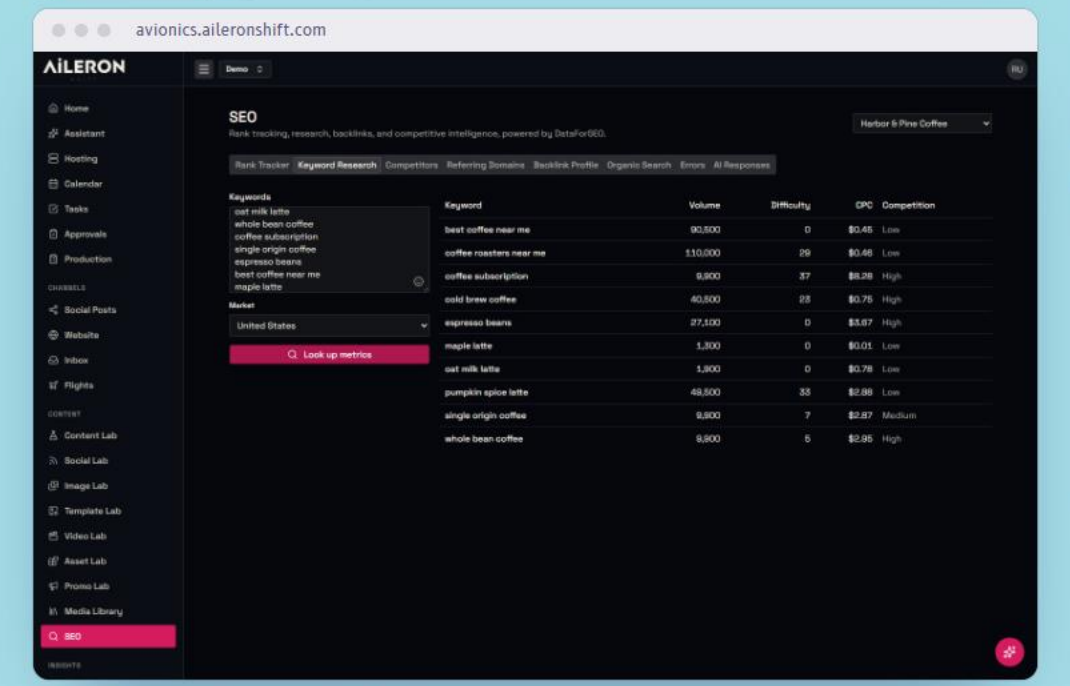
STRUCTURE
Crawlable architecture
Sitemaps, canonical URLs and a hierarchy search engines can follow.

LINKS
Internal linking
Deep pages connected to the pages that carry authority, so it reaches them.

Keywords and metadata that keep up.

Keyword generation and metadata optimization driven by live performance data, rewritten when the numbers say so.

Keyword research | Rank tracker



Find the searches worth winning

Monthly volume, difficulty, cost per click and competition for up to 20 keywords at a time, by market.

SEARCH RESULT, REWRITTEN

example.com › services › emergency-plumbing

24/7 Emergency Plumber in Cincinnati | Example Co

Licensed plumbers on call around the clock. Upfront pricing, and most repairs are finished on the first visit.

- **Keyword generation**
  Volume, difficulty and intent by market, from live search data.
- **Titles and descriptions written for the click**
  Every important page gets metadata that matches how people actually search.
- **Rewritten when performance says so**
  Rank and click data show which pages need new metadata, and we update them.

Speak the machine's language.

Structured data tells search engines and AI exactly what a page is about. Clear, sourced passages give AI answers something worth quoting.

schema.json

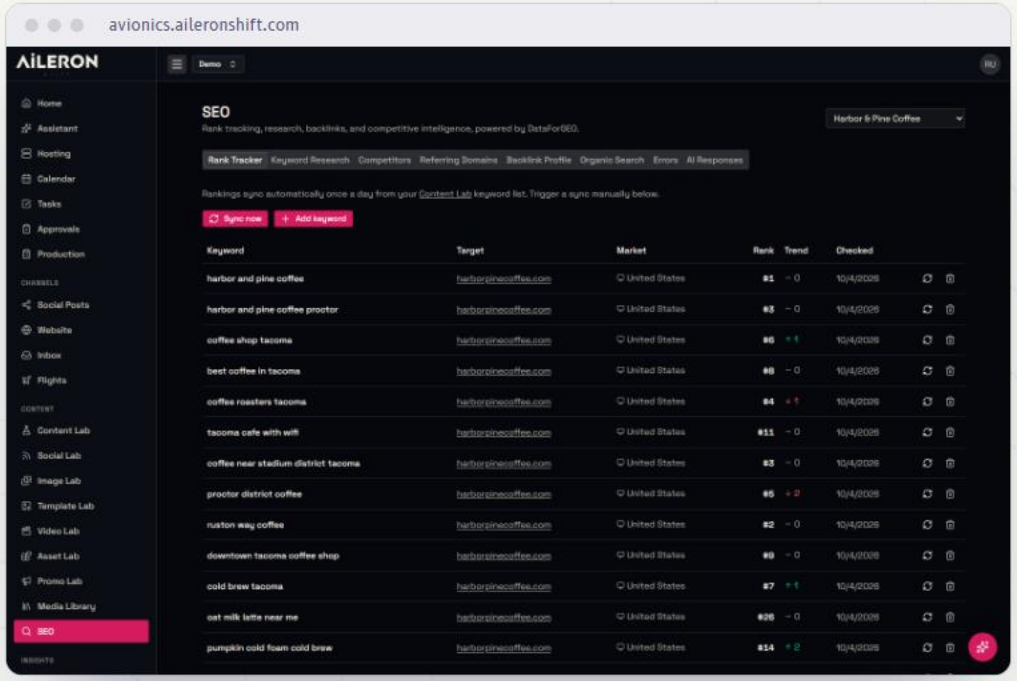
```
{
 "@context": "https://schema.org",
 "@type": "LocalBusiness",
 "name": "Example Co",
 "url": "https://example.com",
 "telephone": "+1-513-555-0100",
 "areaServed": "Cincinnati, OH",
 "openingHours": "Mo-Su 00:00-23:59",
 "sameAs": ["https://www.linkedin.com/company/example-co"]
}
```

- **Structured data (schema)**
  Organization, LocalBusiness, Product, Article, FAQ and breadcrumb markup, validated and kept current.
- **Question-led pages**
  Each page answers one question and leads with the answer.
- **Sourced, dated facts**
  Claims carry their numbers and sources, so they hold up when an AI answer quotes them.
- **Rich results**
  Markup makes pages eligible for richer search listings.

We fly it on Avionics.

Avionics is the Aileron Shift marketing hub. Your SEO program runs on its eight search instruments, powered by live search data.

Rank tracker | Keyword research | AI responses



Daily positions, every keyword
A watchlist per brand with movement since yesterday, refreshed automatically every day.

01
Rank tracker
Daily positions and movement for every tracked keyword.

02
Keyword research
Volume, difficulty and intent by market.

03
Competitors
The domains fighting you for the same searches.

04
Referring domains
Who links to a site, and how much they matter.

05
Backlink profile
The overall health of a domain's link profile.

06
Organic search
Every keyword a domain ranks for.

07
Page errors
An on-page audit of any URL.

08
AI responses
Whether ChatGPT mentions or cites your brand.

Know their flight plan.

Avionics shows how your rivals win search: what they rank for, who links to them, and whether AI answers recommend them instead of you.

TARGET **rival-brand.com**

SEARCH
Shared keywords
The searches where you and your rival both compete, and who is ahead on each.

SEARCH
Their ranked keywords
Every term the rival ranks for, so you can spot gaps you haven't covered.

SEARCH
Their backlinks
Their referring domains and link profile: the outreach list they built for you.

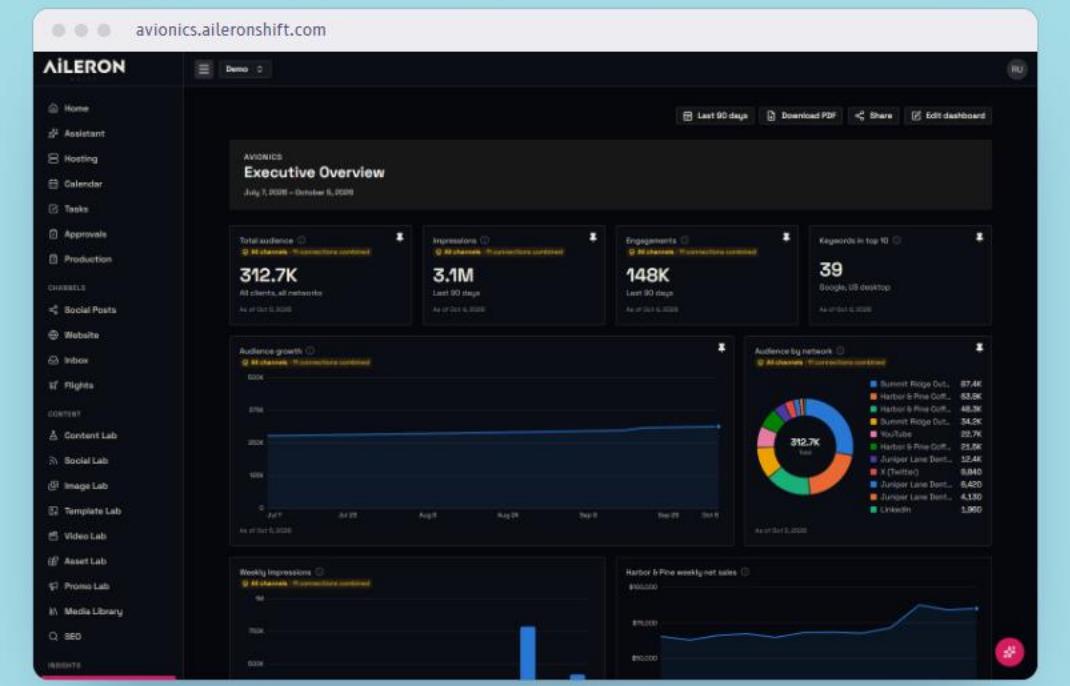
AI ANSWERS
AI share of voice
Run the same prompts customers use and see which brand the AI answer names.

REPORTING
Intel into action
Pin it to a dashboard, track it as a metric, or ask the AI analyst to brief you on what changed this month.

Reports that write themselves.

SEO data feeds live dashboards and the Avionics AI analyst, so you see what moved and why without waiting for the quarterly report.

Dashboards | AI analyst | Share & export | Tracked metrics



Drag, drop, done

A 12-column grid of stat, line, bar, donut, table, heatmap and top-post widgets, exported as a branded PDF.

Daily

Rank checks

Every tracked keyword, every brand.

Hourly

Tracked metrics

Your plain-English KPIs re-measured and charted.

Live

Dashboards

SEO rankings next to Google Analytics 4 and the rest of your data.

On demand

AI analyst

Ask what changed and get a finished report.

JEWISH COMMUNITY FOUNDATION LA

+33%

RANKING LIFT FOR TARGETED TERMS IN THE FIRST 90 DAYS

The Foundation came to us stranded on discontinued Drupal. We rebuilt it on WordPress, and targeted terms climbed 33% inside the first 90 days, before the content program even started.

90
DAYS FROM DRUPAL TO LAUNCH

67%
FASTER SITE

24/7
MONITORING

Four legs.
No mystery.

01
Departure check

The free site scan maps your accessibility, SEO, performance and content issues in about a minute. Or just email us. Either way, a senior person replies inside 24 hours.

02
Flight plan

A fixed-scope quote with the route plotted: what we'll build, what it costs, what number it moves. No discovery-call gauntlet, no retainer fog.

03
The legs

We build in short legs with a demo at every waypoint. The people you met in the first call are the people writing the code.

04
Landing & ops

Launch, measure against the number we promised, then keep it flying: monitored hosting, security scans and real support, 24/7.

AILERON
SHIFT

Tell us what needs to move.

Start with a free site scan and an honest readout. A senior person replies within 24 hours.

SCAN TO SHARE
aileronshift.com/services/seo/deck

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