

CASE STUDY

Topic Clusters Drive 261% Growth in AI Search Results for Cruise Line

261%

Increase in AIO mentions in 3 months

66.2%

Of Competitive Mentions in AI Search Results

88.4%

Of Impressions in AI Search Results

About the Company

Our client is a premier cruise line that carries over a million passengers each year to more global destinations than any other cruise line.

The Situation

When the premier cruise line approached 97th Floor to become the top Alaskan cruise line, we knew that traditional keyword-focused SEO wouldn't suffice. Search engines now evaluate brands holistically through E-E-A-T, requiring a comprehensive content strategy that engages audiences at every funnel stage.

The Strategy

To help Google and LLMs understand our client as the best option for Alaskan cruises, we shifted from targeting individual keywords to building comprehensive topic clusters. This created a network of interlinked content that demonstrates subject matter expertise while helping search engines understand content relationships and site architecture.

We strengthened on-page SEO elements and implemented strategic internal linking to establish interconnectedness between cluster content, ensuring all supporting pages link back to their respective pillar pages.

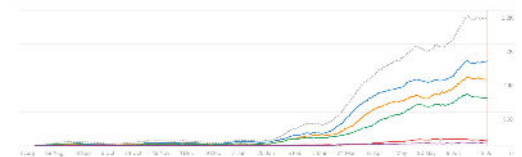
Deliverables

- 70 pieces of new strategic content
- 23 optimized port landing pages
- Comprehensive internal link structure connecting all cluster content

Results

- 261% lift in AIO mentions in 3 months
- The cruise line now leads with 66.2% of competitive mentions and 88.4% of impressions in AI search results

This growth reflects the impact of well-structured, high-intent content being surfaced prominently by AI tools—a strong signal that our content is recognized as authoritative and relevant.



2 Jul 2024	Mentions	Competitive Mentions	Market %	Impressions	Competitive Impressions	Market %
Client	1,357	66.2%	1.3%	67,311	88.4%	8.7%
Competitor	1,023	61.8%	1.4%	65,187	73.1%	8.9%
Competitor	773	75.8%	2.0%	379,757	14.9%	5.3%
Competitor	45	4.3%	0.0%	11,023	1.7%	0.0%
Competitor	35	3.4%	0.0%	2,227	0.4%	0.0%