

OPTIMIZATION OF EXISTING CONTENT AND CREATION OF ORIGINAL CONTENT



Project Start on January 2022 (On going) - Case Study Results from Jan 2023 to June 2023

SUMMARY

Through our strategic approach, we addressed the decline in organic traffic faced by a globally renowned cannabis website.

Our team identified the affected pages and implemented targeted improvements to regain prominence on the SERP. Additionally, we identified and resolved any existing content gaps, ensuring a comprehensive and engaging user experience.

As a result, we successfully revitalized the website's performance, capturing a broader audience and cementing its position as a trusted authority in the industry.

PROJECT OVERVIEW

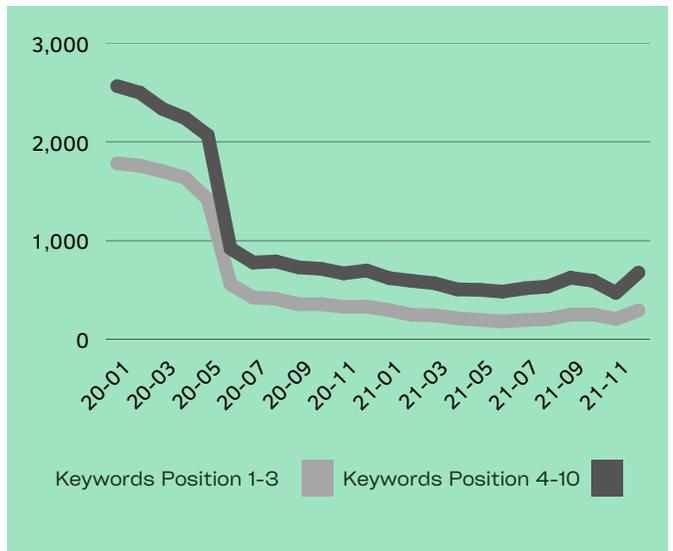
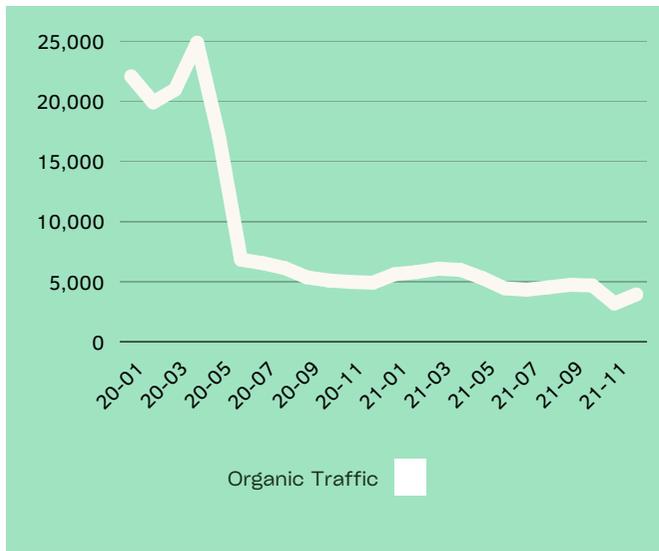
THE CHALLENGE

During its initial years of operation, the website reported positive month-over-month growth. However, around March 2020, despite not changing its strategy or facing any penalties, the site experienced a significant drop in rankings and traffic, approximately 80% lower than previous levels.

Upon receiving this project, we encountered significant challenges that included:

1. Identifying the most impacted content pieces and understanding the reasons behind their decline.
2. Determining which areas needed to be reworked, created from scratch, or removed from the website.
3. Maintaining the distinctive voice of a company committed to providing 100% truthful, useful, and high-quality information. Our goal was to ensure that consumers can make informed decisions after reading the generated content.

Throughout this process, we strive to uphold the company's voice while delivering reliable and valuable information.



PROPOSED SOLUTIONS

To address the site's issue, we proposed working on three key points:



Identifying affected pages and their keywords.



Evaluating the content to determine whether it needed to be supplemented, discarded, or merged.



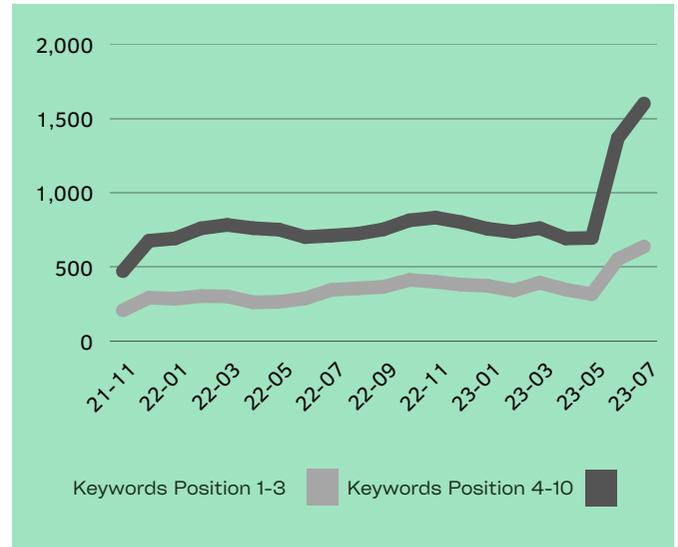
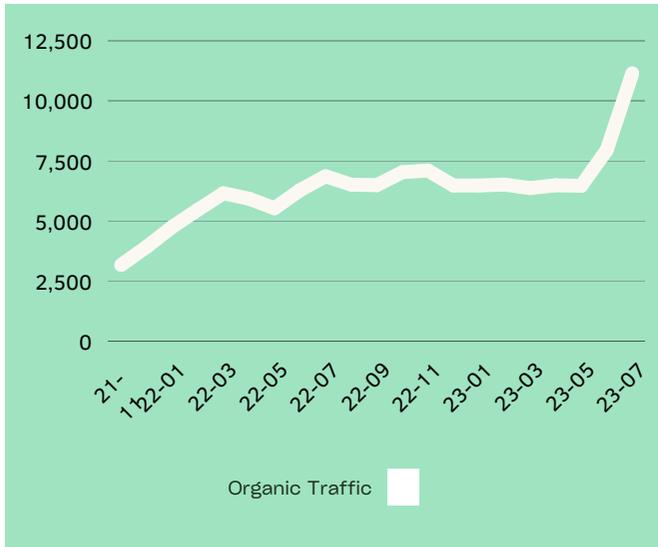
Identifying untapped areas of opportunity and creating content to fill information gaps.

RESULTS

The optimization work and creation of original content resulted in an improvement in traffic and keywords.

- More than 80% of the considered keywords experienced a positive movement.

- The re-optimized pieces saw an increase in traffic compared to the previous year, with an average monthly growth of 12% after the re-optimization.
- The original content ranks on the first page for 69 keywords, which translates to approximately 5,830 monthly searches. Interestingly, over half of these keywords were not generating results in the previous year.



CONTACT DETAILS

Would you like to delve deeper into our work? Feel free to contact us at any time! We're more than happy to provide further information and answer any questions you may have.

Point of Contact: Zeph Snapp

Phone: US +(303) 731 3456

Email: info@alturainteractive.com