

How I Helped Reversedout Improve Their Organic Performance?

How I Helped My Client Improve their DR from 12 to 23, Keyword rankings from 111 to 1055?

Client Name

Reversedout Creative



Objective

Improve Domain Authority and increase keyword rankings

Key metrics

In the short duration of time, I was able to improve their overall organic performance including -

- Domain authority
- Organic traffic
- Number of ranking keywords

CHALLENGES



There were many challenges that came my way when I started to audit their website for the first time. There were so many on-page errors that resulted in nearly zero response on Search Engines. Duplicate meta content, wrong structure of pages, No heading tags, Slow website, Missing CTAs on web pages, and High bounce rate were a few issues that I found in the initial steps of the project itself.

However, when I dug more into the present content, I found out that there was no solid keyword optimization structure put into both website content and blogs.

PROBLEMS FOUND



- Wrong, Duplicate or missing meta content (meta title & meta descriptions)
- Wrongly framed urls
- Website content was not SEO-optimised
- Website speed issues
- Missing heading tags
- High bounce rate



Digital marketing consultant

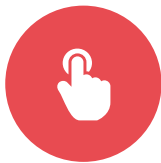


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SERVICES OFFERED



I proposed to kick-start the work from on-page SEO and slowly and gradually move to off-page SEO and content marketing. As they agreed, I offered them all the services including - SEO, copywriting, content calendar creation, content marketing, and guest blogging.



SEO Services



Guest Blogging



Content Strategy



Content Writing

RESULTS



As per expectation in 4 months, we improved the overall stats. DR went up from 12 to 23, ranking keywords went up to 1055 from 111. This also increased their traffic from 120 per month to 9k per month. I also improved the structure of their website by adding CTAs to different pages and redoing their website content.

