

How Advert Point has increased his clients' organic traffic with 78% in one month



COGNITIVESEO
Case Study

*This is a successful story from Krumel, written and documented by himself.

BACKGROUND: One of the issues we are facing at Advert Point is the constant challenge of increasing our client's traffic organically. The SEO landscape is everchanging and the focus on content is more than ever. Fortunately, cognitiveSEO came up with a complete solution for this, combining the old school SEO metrics with digital marketers' current needs.

We are using cognitiveSEO's Keyword Tool and Content Assistant for keyword research and content optimisation. We've recently optimized 6 articles from one section of a client's blog with the purpose of increasing their organic traffic.

The strategy was to first introduce the long tail phrases and then focus on the main keywords. There were 3 phases in our strategy:

- 1 We first **added some of the suggested keywords**.
- 2 Waited for a few days then **we added some more keywords** reflecting the main query.
- 3 Then we **rewrote the description** to provide important information on SERPs.

*The rankings were almost immediately improved.
And we efficiently increased the visibility in
SERPs and traffic.*



Krumel is the proud founder & CEO at Advert Point. He works in the Search Marketing field for more than 10 years, and shares insights of his work [@krumel.ro](https://twitter.com/krumel)

ADVERT P•INT

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RESULTS: *We played safe, just wanted to raise the pages close to important positions and then naturally let them rank in time. Yet, **the results were amazing.***



After ranking on Google's second or third page for a while, we've jumped to #1 page on Google really fast.

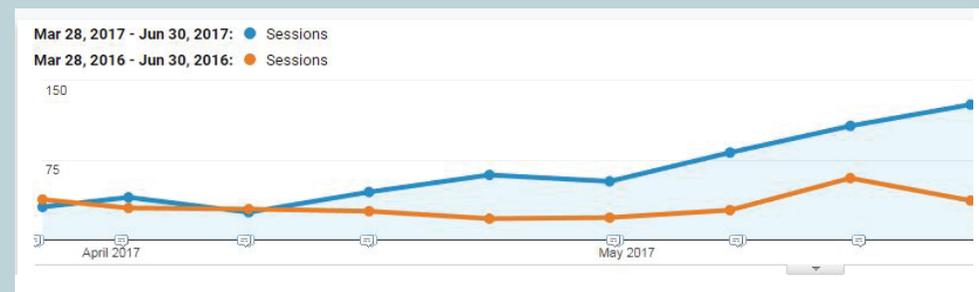


I would definitely recommend it to my clients. Now it's easy to play. It's a must tool.

The Keyword Tool it's quite easy to understand and use: offers useful information for content writing and some good hints regarding the potential keywords to use when you create optimized content.

The recommendations made by the tool are pretty accurate, and this is important when you use tools. Not to mention that it's a real help in discovering opportunities and improve quality of content.

The increases for one major keyword we've used the tool for



It's easy for me to take actions and plan things when I have access to an all in one place tool.