How the SEO Strategist Jason Acidre improved his organic traffic by 157.80% by using cognitiveSEO

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

**BACKGROUND:** As an SEO Pro, one of the things I am very concerned with is traffic; for myself or for the clients I am collaborating with. And what I am always looking for are new means to improve ranks, traffic and all the SEO related metrics.

The meeting with cognitiveSEO’s Keyword Tool was a fortunate one as it’s a tool that actually works. I’ve first started using it on the 2nd of June 2017, on 15 web pages. What I did mainly was to re-optimize these pages as follows:

1. By using the Content Assistant feature of Cognitive SEO, I’ve included the majority of the suggested keywords by the tool on the content assets we’re aiming to increase in organic visibility. I’ve also restructured the content and added new content sections - to make the inclusion of the suggested keywords more logical and natural.

2. I’ve built new internal (contextual) links pointing to the optimized versions of the pages from other topically related content. To pass more link equity and ensure we’ll be sending more new signals to crawlers.

3. Lastly, we had requested for these pages to be reindexed via Google Search Console’s Fetch as Google feature.

From position #12 to position #5 in under 30 days (for the term "SEO Philippines")

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RESULTS: Below you can see some stats regarding the organic traffic for the page I’ve been optimizing with the help of the Keyword Tool. You can easily see a huge increase in traffic for the period of time I’ve experimented with the tool.

It only took me around 5-10 mins to re-optimize a single page. A type of service any SEO consultant can actually offer on its own.

Being able to re-optimize 10-15 pages of a site per week, can tremendously impact a site’s overall search visibility. It’s definitely a huge thing, especially for consultants and site owners who are looking to get even more productive in the technical maintenance aspect of their websites.