

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



COGNITIVESEO
Case Study

*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")*



Jason Acidre is the Co-founder & CEO at Xight Interactive and the inbound marketing strategist at SaleHoo.

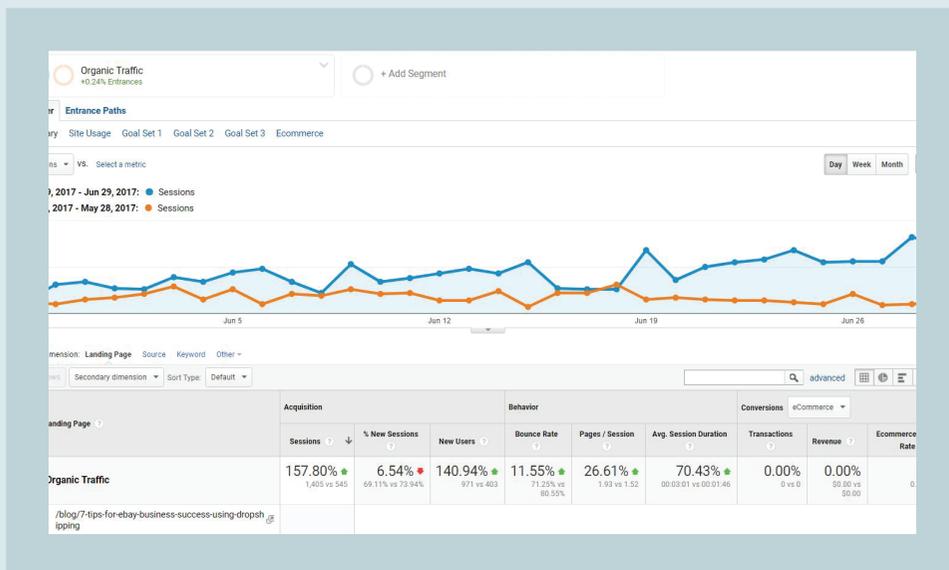


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RESULTS: Below you can see some stats regarding the organic traffic for the page I've been optimizing with the help of the Keyword Tool. You can easily see a huge increase in traffic for the period of time I've experimented with the tool.



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.

Before the optimization process

Rank	URL	Score	Keywords	Pages	Words	Domain Perf.	Date Published
1	http://www.outsource-seo-philippines.com/	76	31	656	17 ill.	15 ill.	Me
2	https://www.topseos.com/ph/best-seo-companies-in-philippines	65	22	2,547	0 ill.	35 ill.	Nc
3	https://seo-hacker.com/seo-philippines/	81	36	2,296	1 ill.	26 ill.	De
4	http://iconcept-seo.com/	59	22	1,284	41 ill.	32 ill.	Me
5	https://www.searchdecoder.com/outsourcing-seo-philippines	92	53	10,255	0 ill.	21 ill.	Nc
6	https://www.propelrr.com/search-engine-optimization	36	11	436	34 ill.	30 ill.	Jar
7	http://digitalmarketingphilippines.com/services/seo/	53	16	930	18 ill.	25 ill.	Me
8	http://www.seo-training-philippines.net/	59	22	639	17 ill.	10 ill.	De
9	https://www.myoptimind.com/seo-philippines/	62	20	875	20 ill.	27 ill.	Ap
10	https://www.leapfroggr.com/seo-philippines/	90	39	8,094	20 ill.	36 ill.	Jar
11	https://kaisertheage.com/seo-philippines/	82	42	1,529	0 ill.	23 ill.	-
12	https://www.maxwebdigital.com/	41	11	158	33 ill.	25 ill.	Me
13	https://seo-hacker.net/	36	12	850	33 ill.	21 ill.	Nc
14	https://www.seophilippinesinc.com/	31	11	377	21 ill.	16 ill.	Nc

One day after the optimization process

The screenshot shows the cognitiveSEO Keyword Tool interface with search results for 'seo philippines'. The top metrics are: Keyword Difficulty 26, Content Difficulty 61, and Volume of search 100-500. Below, a table shows search results with the 5th result highlighted in red:

Rank	URL	Score	Keywords	Pages	Words	Domain Perf.	Date Published
1	http://www.outsource-seo-philippines.com/	78	32	656	17 ill.	13 ill.	Jun 2017
2	https://seo-hacker.com/seo-philippines/	79	35	2,296	0 ill.	24 ill.	Dec 2016
3	http://iconcept-seo.com/	63	25	1,284	41 ill.	30 ill.	-
4	https://www.topseos.com/ph/best-seo-companies-in-philippines	71	25	2,660	0 ill.	35 ill.	Nov 2014
5	https://kaisertheage.com/seo-philippines/	91	36	1,473	24 ill.	21 ill.	-
6	http://iconcept.com.ph/services/seo-philippines/	68	30	1,116	30 ill.	13 ill.	Jul 2013
7	https://www.myoptimind.com/seo-philippines/	62	23	1,845	9 ill.	24 ill.	Apr 2012

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.