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

BACKGROUND: As an agency we are always dealing with clients that face all kind of issues. Yet, regardless of the problem they are facing, rankings are always a focus point.

We started using cognitiveSEO's Keyword Tool & Content Assistant for blog posts optimizing purposes. We got a baseline score of the content and then worked on improving it by including some of the topics found in the SERPs that we hadn't previously included in the write up. We went through about 4-6 iterations of our copy until we hit a good content performance.

The tool was very simple and easy to use. It did not take long to understand how it worked. It takes a different angle by letting you see multiple SERP results and their contents, which is something that not many other tools have.

It's a good resource to have on hand for a sanity check to ensure you're covering all relevant topics in your content pieces.

"*Within 24 hours, we saw our rank improve from #5 to #2, for the term we were optimizing for.*"

Bill Sebald founded Greenlane Agency
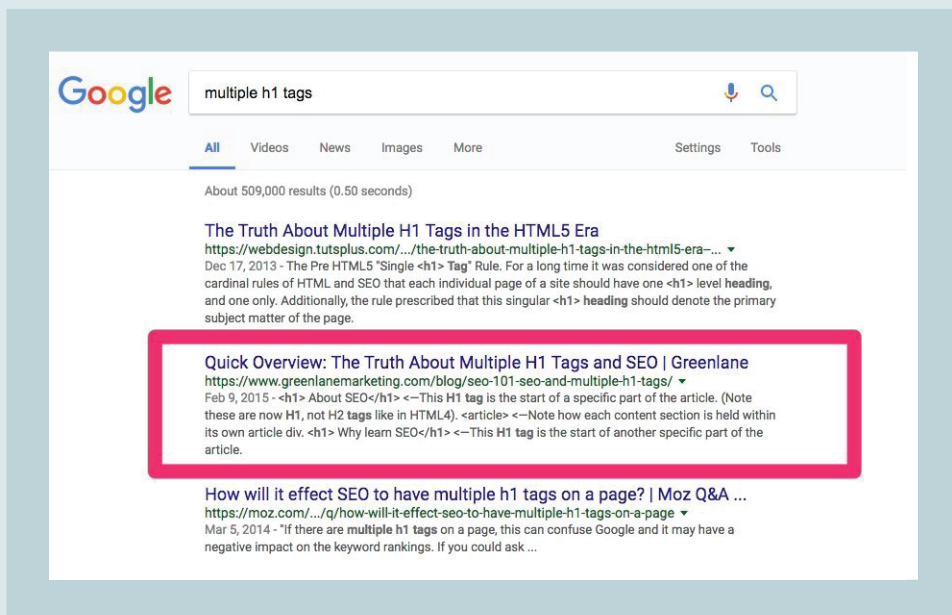after 15 years of eCommerce and SEO experience.

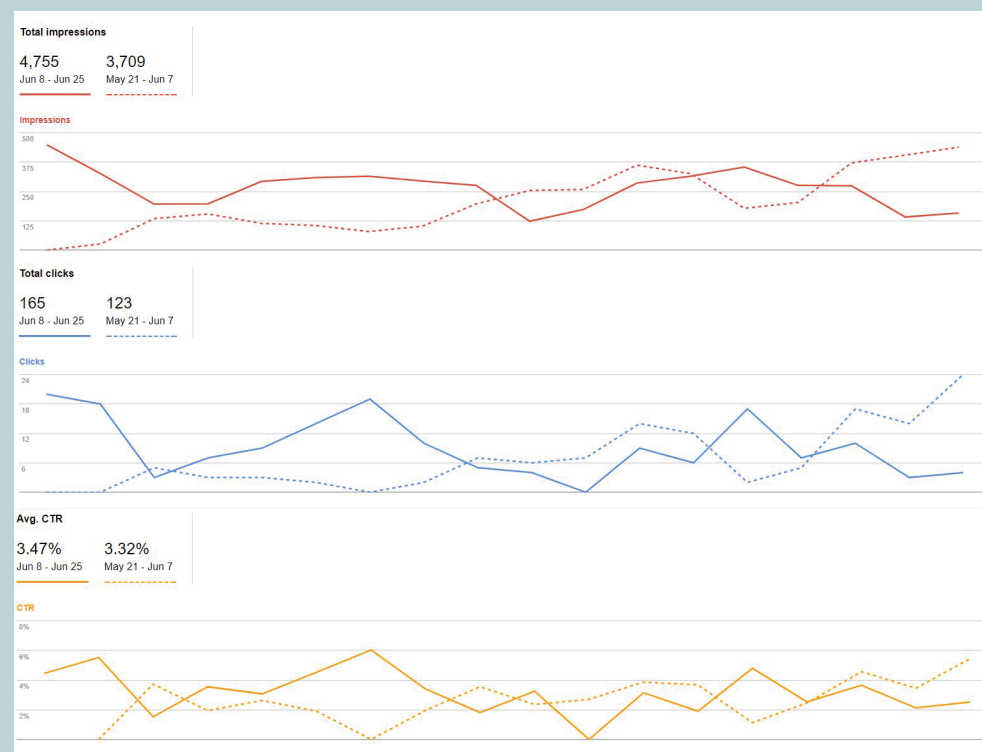greenlane.

COGNITIVE**SEO**
Case Study

RESULTS: Just two days later after the optimisation, we've seen that the page we've been working on jumped to position 2. This fluctuated over the next few days but then **we settled into the #2 spot and have remained there since**.

A couple of days after the optimization process

And not only rankings and traffic were improved. We also improved in clicks for a few other relevant terms. Impressions went from 3,709 to 4,755. We went as well from ranking for 29 keywords for the post to 74 overall. Checking in Google Search Console, we saw a lift from 129 queries (13 with clicks) to 222 queries (20 with clicks).

*This is very promising, and **we're going to start using it with clients** who have keywords that need to move.*

It allows us to build better blog posts and content pieces with insights from the SERPs we're aiming to target.