

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.

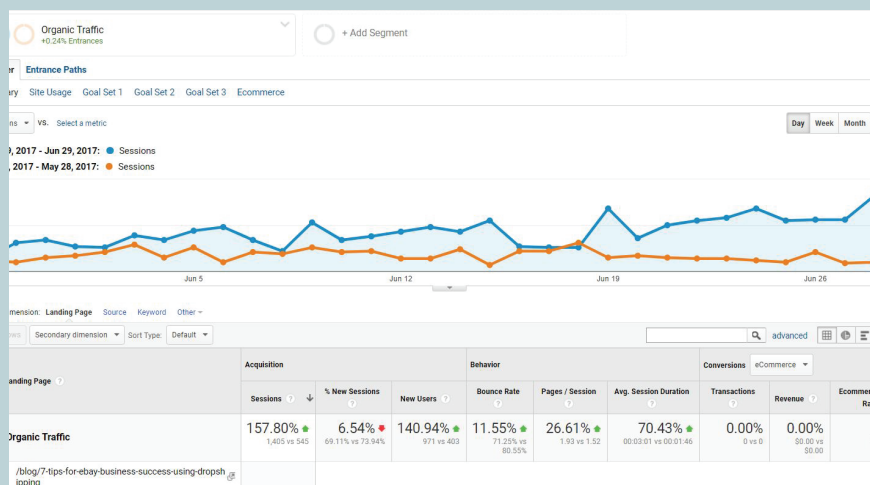


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RESULTS: Below you can see some stats regarding the organic traffic for the page I've been optimizing with the help of the Keyword Tool. You can easily see a huge increase in traffic for the period of time I've experimented with the tool.



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

Keyword Explorer	RANKING ANALYSIS		Content Assistant				
1 http://www.outsource-seo-philippines.com/	76		31	656	17 ill	15 ill	Mo
2 https://www.topseos.com/ph/best-seo-companies-in-philippines	65		22	2,547	0 ill	35 ill	No
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	Ma
5 https://www.searchdecoder.com/outsourcing-seo-philippines	92		53	10,255	0 ill	21 ill	No
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	Ma
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://seeforce.net/seo-specialist-philippines-search-engine-optimization/	51		14	1,401	22 ill	20 ill	Ap
12 http://kaiserthesage.com/seo-philippines/	82		42	1,529	0 ill	23 ill	-
13 https://www.maxwebdigital.com/	41		11	158	33 ill	25 ill	Ma
14 https://seo-hacker.net/	36		12	850	33 ill	21 ill	No
15 http://www.seophilippinesinc.com/	31		11	377	21 ill	16 ill	No

One day after the optimization process

COGNITIVISEO

Keyword Tool

Q seo philippines

United States - en-US

284/300

26

Keyword Difficulty

61

Content Difficulty

100 - 500

Volume of search

Lower is better

Keyword Explorer

RANKING ANALYSIS

Content Assistant

Show 20 50 100

Export

SEARCH RESULTS	CONTENT PERFORMANCE	FOCUS KEYWORDS	NO. OF WORDS	PAGE PER.	DOMAIN PER.	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 http://kaiserthesage.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.