

Case Study: Blog Optimization & Content Strategy

Client: Local Court Reporting Company (agency project, ghostwritten)

Timeframe: ~8 months

Challenge

The client's blog was underperforming due to a lack of SEO-focused strategy.

- Many posts had thin content, outdated information, and little to no headings.
- Articles were not optimized for search intent.
- One key post in particular ranked for only **15 keywords in total**, with **0 in the top 10**.

The client wanted to improve the visibility of their blog and use it as a consistent driver of organic traffic and topical authority.

My Role

As the SEO strategist, I focused on both **content auditing** and **strategic content development**:

- **Blog Audit**
 - Crawled the blog to evaluate existing articles (around 100 posts).
 - Identified opportunities to update older posts with stronger structure, richer content, and SEO-focused optimizations.
- **Keyword Research & Content Planning**
 - Researched high-value and relevant queries to guide new content (e.g., long-tail, informational, and service-related keywords).
 - Provided clear SEO instructions when placing content orders for new articles.
- **On-Page SEO Enhancements**
 - Optimized headings, metadata, and internal linking opportunities.
 - Selected and optimized imagery, wrote keyword-rich alt text, and compressed images for better site speed and Core Web Vitals.
- **Content Development Strategy**
 - Recommended new blog topics that aligned with search demand.
 - Suggested updates to existing posts to improve readability, keyword alignment, and topical depth.

Results

- In 6 months, the aforementioned key blog post:
 - Grew from **15 total keywords** → **237 total keywords** with **47 ranking in the top 10 (8 of which were in the top 3)**
 - Appeared in **Google's AI Overview**, expanding its visibility beyond standard organic results.
- The blog, as a whole, also saw growth in impressions, clicks, and keyword coverage.
- The client's domain gained improved topical authority, setting the stage for long-term content success.

Key Takeaway

This project shows how SEO-led blog strategy — including audits, targeted optimizations, and strategic content development — can unlock significant growth even for older, underperforming content. My approach combined **keyword research, on-page optimization, and strategic content planning**, resulting in measurable traffic growth and increased authority in a competitive space.

****Note:**

Due to agency confidentiality, direct analytics screenshots are not included, but all results were tracked and verified through SEMrush during my time on the project.