



The Marketing Dollar

Make Your Words Count

**How I helped David Boost
Organic Traffic by 296%
in 3 Months**

The Client

David Morin

David is a behavioral science expert who helps overthinkers and social anxiety sufferers build their confidence, their conversation skills, and their ability to bond. He reaches his audience through blog content and online courses.

The Challenge

Outranking stiff competition in the search results

For David, content marketing is the go-to channel for generating leads and sales on his website.

It consistently attracts his target audience: social anxiety sufferers looking for tips on having better conversation and building confidence.

But for 3 years, traffic growth was stagnating. Every new piece of content he published was hit or miss. David couldn't scale his reach.

His competitors - other self-help bloggers - were consistently outranking him in the search results pages and stealing his coveted traffic.



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All the elements were there for David to be successful:

- His content was earning more backlinks than his competitors
- His blog was more original
- His co-writer is a social psychology specialist

Yet, he was rarely at the top of page 1. David realized that if he wanted to scale his reach, he needed a different approach to his content.

The Solution

A new approach to content strategy

First, I examined the mechanics behind David's content strategy – how he's coming up with new topics, what kind of keywords he's targeting, and who he's trying to outrank.

I also took a look at some key metrics – how people engage with his posts, what kind of content is working best for competitors in his industry, and what his audience is demanding to see more of.

With these insights, I created an actionable plan on how David can leapfrog his competitors:

- Adjust his existing content to meet the specific demands of people in the social anxiety niche
- Take advantage of his top-performing content to make sure it's giving his newer posts a boost

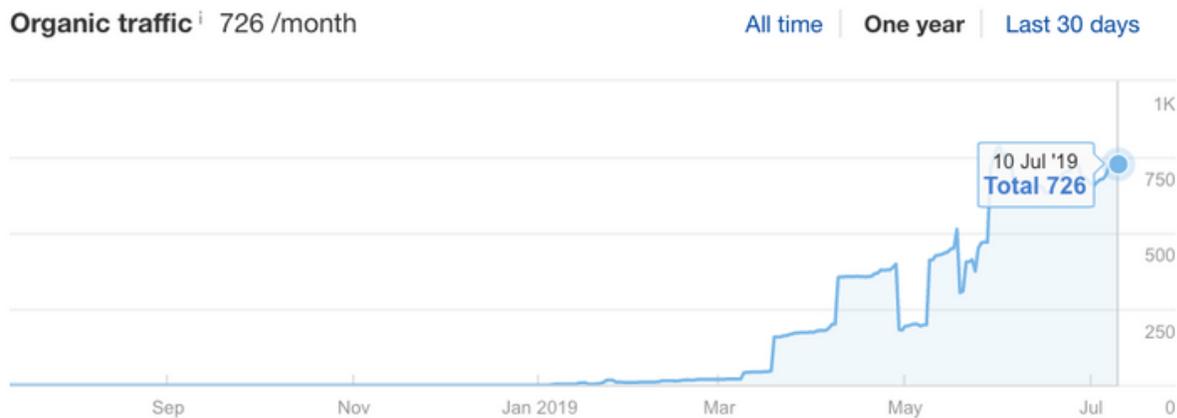
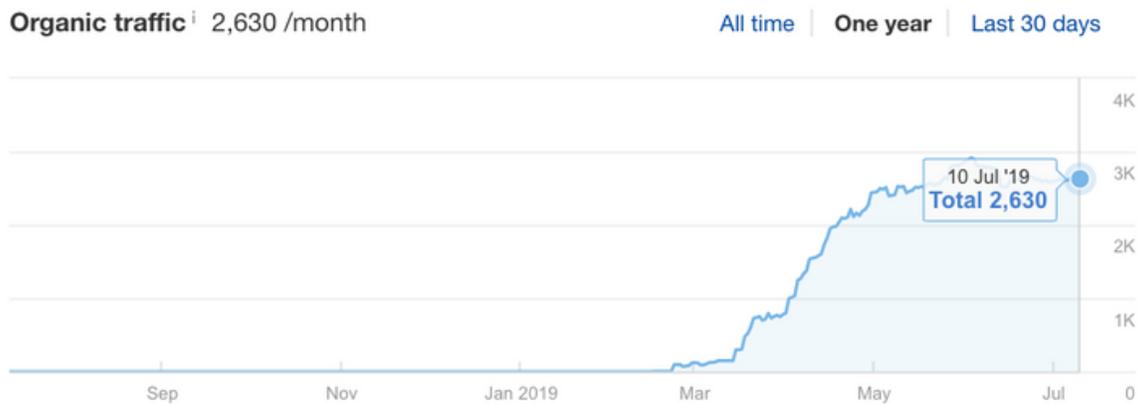


- Identify competitors he can realistically outrank in search results, and outline 6 pieces of content that would do exactly that

The Results

Explosive growth in qualified leads and traffic

The new blog posts I outlined for David quickly became a hit in the search results. Here's how two of them performed over time:



In total, David's getting **14,005 new monthly site visitors** from the 6 new blogs I outlined for him.

But what really helped David was his new clarity on how to meet his audience's content demands.

With my help, he now identifies competitors he can easily outrank, creates streamlined content based on what the data shows his audience likes, and uses his existing blog posts to give new content pieces a boost.

His content has a greater success rate, and since working with me, he's seen a **296% organic traffic increase in 3 months**.

There's no more guesswork about what kind of blog posts will work. It all came down to knowing his audience, and knowing his landscape.



David Morin,
SocialProNow.com

"Arthur was key in helping me scale my organic web traffic. He really knows how to fine-tune your content to meet searchers' demands, and his advice gave me the boost in search rankings I was looking for."



**Want to leapfrog your competition in the
search results?**

Click here to contact me.

Or shoot me an email:
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