

SEO Content Writing Case Study: 128,071 Website Visitors in 4 Months

Important Note: This case study article was originally published on my old website. This article covers the work I did with Enhancv from mid 2020 to early 2021.

You have a list of topics and keywords in your content strategy.

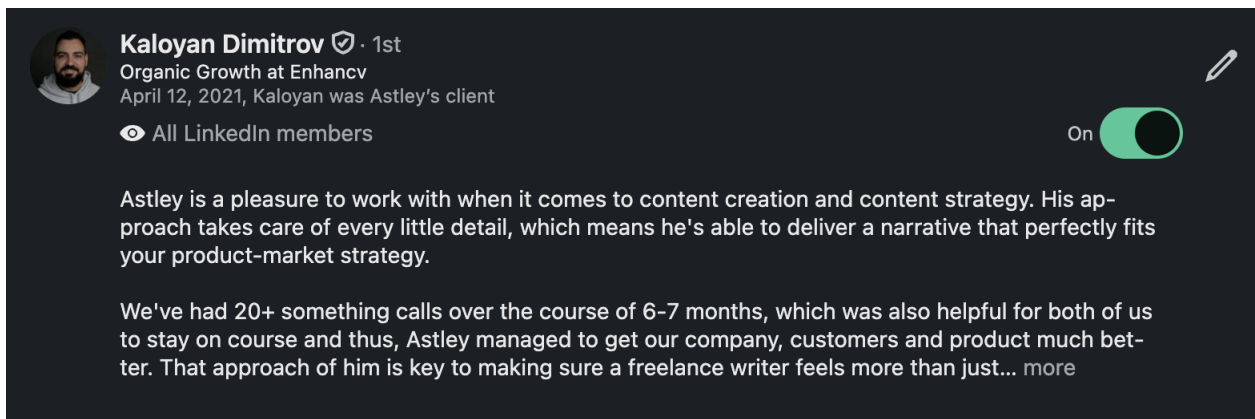
But, how do you create high-quality blog posts with business value that get the results?

These types of results include:

- Ranking first page of Google
- Attracting qualified traffic
- User acquisition

The short answer is to match the search intent and meet the underlying motive behind each search. Even if you're up against websites with more authority, it doesn't stop you from writing better quality content.

That was the gap I helped fill when I worked with Enhancv.



The screenshot shows a LinkedIn post by Kaloyan Dimitrov, who is verified and has 1st degree connections. His profile information includes 'Organic Growth at Enhancv' and a note that 'April 12, 2021, Kaloyan was Astley's client'. The post is visible to all LinkedIn members, as indicated by the toggle switch. The testimonial text describes a positive experience working with Astley on content creation and strategy, highlighting the attention to detail and the helpful nature of the collaboration over a 6-7 month period.

Kaloyan Dimitrov ✓ · 1st
Organic Growth at Enhancv
April 12, 2021, Kaloyan was Astley's client
👁 All LinkedIn members On

Astley is a pleasure to work with when it comes to content creation and content strategy. His approach takes care of every little detail, which means he's able to deliver a narrative that perfectly fits your product-market strategy.

We've had 20+ something calls over the course of 6-7 months, which was also helpful for both of us to stay on course and thus, Astley managed to get our company, customers and product much better. That approach of him is key to making sure a freelance writer feels more than just... more

About Enhancv

[Enhancv](#) is an online resume creator that helps job seekers create a modern, professional job application.

You could imagine the amount of questions people search on Google related to:

- Career development
- Interview tips
- Resume advice

They already had an SEO and content strategy in place but were looking to execute high-quality pieces for each topic. In other words, to scale the marketing strategy by investing in quality content that's invaluable to their audience.

The Reader-Centric Approach

The reader-centric approach ensures high-quality, personalized content.

While it's good to have objectives, it's more important to reverse-engineer them to find out exactly what you need to do. The same applies to creating content that resonates with your reader – it's the basis for solving a real problem and giving value that's tailored for your audience.

1. Define Your Readers

When defining your readers, it means knowing who you're writing to by having an understanding of their background. This includes information such as:

- Pain points
- Goals
- Motivations
- Preferences
- Social media hangout

A blog post that qualifies as a good piece of content puts the needs of your readers first. That means giving them the answers they're looking for to overcome a problem and get one step closer to achieving a goal.

Without knowing what makes your reader tick, it's difficult to give the type of value that strikes a chord within them.

And without giving value tailored for your reader, it's unlikely you'll reach them on a profound level.

2. Define the Search Intent

Every topic can be looked at and told from different angles.

Those angles are through the lenses of specific search intents and pain points. It's more than just knowing whether the query is navigational or commercial.

Defining the search intent means knowing:

- Questions the reader has about the topic
- The type of answers they're looking for
- Problems they're trying to solve
- A desirable end goal or result

In other words, all the subtopics and concepts that are relevant to the searcher's query need to be covered in your article with depth.

The SEO and content manager of Enhancv, [Kaloyan Dimitrov](#), also mentions that:

"You want your readers to be satisfied with the content on your pages - that's your primary objective as a content marketer. Identifying the search intent for each content topic you're working on is your first and most important step of the content writing process. Fail that, and you will be struggling to get any organic visibility through search engines"

Even though keyword research and competitor analysis are important, your readers and the search intent always come first.

3. Content Creation

Now that we've done the research, it's time to start writing. The process includes 3 stages:

- Outline
- Draft
- Edit

Outlining is where you include a layout of the information and points you're going to cover in your article. It's also a way for you to brain dump your ideas so you have a clear roadmap of what to write about. This helps with articulating your thoughts and being able to better present the narrative.

After making a full outline, you draft those ideas into sentences and paragraphs. However, don't spend too much time trying to perfect each sentence.

"The purpose of the first draft is not to get it right, but to get it written" - John Dufresne

The editing process is where you polish your writing and get it right. This includes checking for the following:

- Format
- SEO optimization
- Reading level
- Writing tone
- Typos

4. Repeat

After completing the 3 steps, you're ready to hit publish and start promoting the blog post.

Once that's done, you repeat the process for the next topics you have listed. Slowly but surely, the growth compounds over time and the results of your work will start to show.

Keep in mind that SEO takes time. It's not something where you see results overnight.

Plus, there are more factors than the writing itself when aiming to rank higher on the search engines. These things include:

- Technical SEO
- Off-page SEO
- Backlinks
- Content promotion

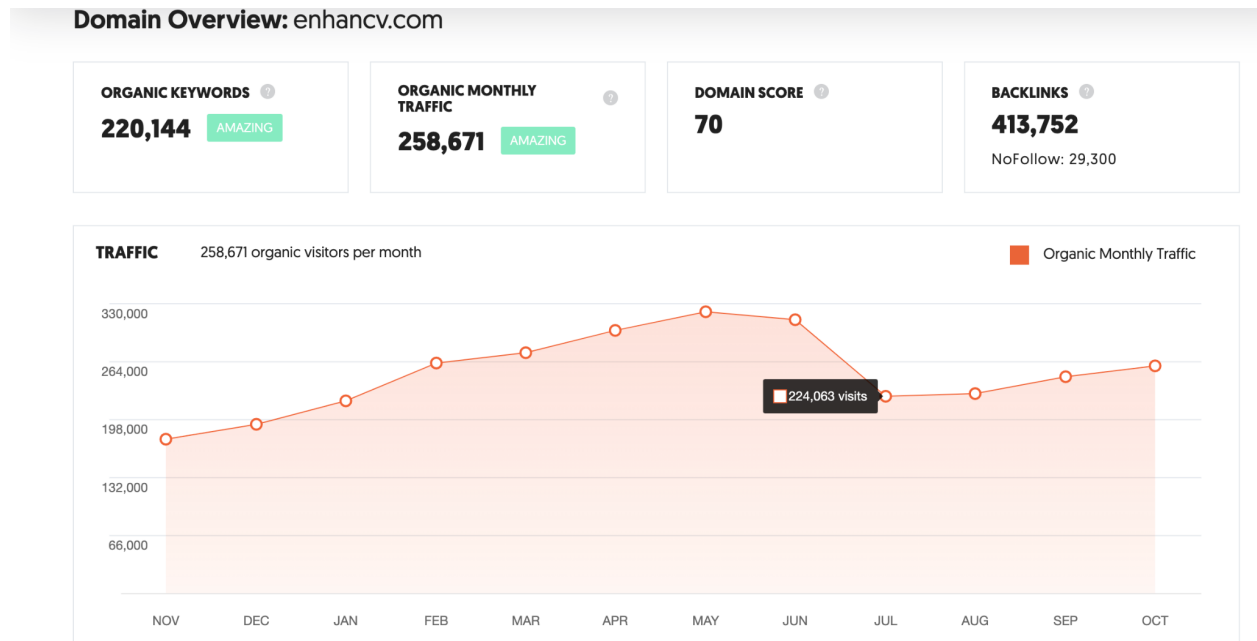
Unless you're already an industry leader, it can take months and years to build a well-established reputation. But unlike paid advertising, once you've earned the spot the rewards will continuously pay off.

That's what makes SEO worthwhile to pursue.

The Fruits of Our Labour

After 4 months of consistent publishing and content creation, we've brought in 128,071 new visitors to the website.

Before:



After:

Traffic Overview: enhancv.com

ORGANIC KEYWORDS

264,704

AMAZING

ORGANIC MONTHLY TRAFFIC

352,134

AMAZING

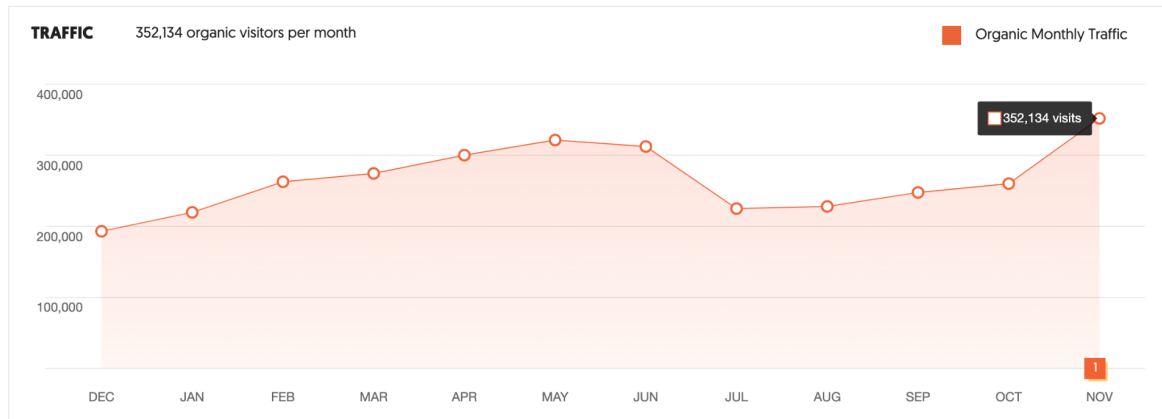
DOMAIN SCORE

70

BACKLINKS

413,752

NoFollow: 29,300



Screenshots taken from Ubersuggest.

Here are the before and after of our keyword rankings in the search engines:

- Before image here from Ubersuggest
- After image here from Ubersuggest

Jump forward to 1 year later, the Google algorithm had a negative impact on our website amongst many others. But they were still bringing in unique visitors.

Throughout the SEO journey, you'll find the search traffic fluctuating from time to time, which is a normal part of the process. The more important statistic is whether or not you're acquiring new users. Using Amplitude (a visual analytics software), it revealed that around 6% of all readers created an account with Enhancv from the blog posts alone.



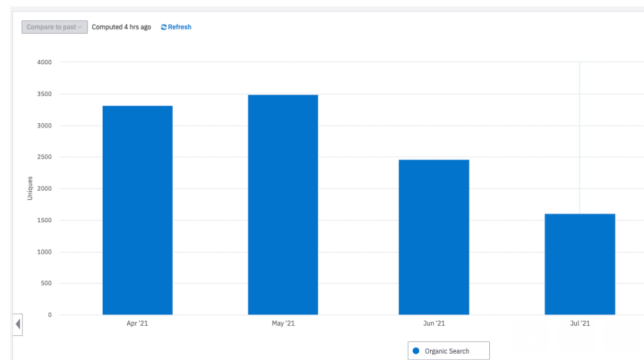
Kaloyan Dimitrov

to me ▾

Hi Astley,

Nice to hear from you!

Honestly, right now, I believe the June and July Google algorithm updates had some negative effect on our blog:



This is the traffic to your articles only, everything was pretty stable until the updates (it's also not just your articles going down like that, so I wouldn't attribute it to the writing itself).

The accounts created are pretty stable honestly, about 6% of all readers create an account :)

Bonus Step 5: Update Old Pieces of Content

A bonus step is to identify old pieces of content that can be updated or repurposed.

These include:

- Top-performing articles
- Blogs ranking page 2 of Google
- Outdated content

If you also have pages on your website with no links pointing to them (orphan pages), these should either be updated or removed. It's harmful to both SEO and the user experience because they can't be reached. Therefore, it's unlikely that they'll be indexed by Google.

The Result of Updating Old Blog Posts

Once we've identified the old pieces of content to update and optimize, we began to see some traction after publishing them to the blog.

Some began to rank on page 1 of Google and started to ramp up in traffic.

Here's a screenshot of the results achieved by updating the old pieces of content.

On Mon, Feb 1, 2021 at 4:45 PM [REDACTED]@enhancv.com wrote:
Hi Astley, hope the new week's treating you well.

Wanted to share with you how the articles you wrote or updated for us are faring:



Suffice to say, they are faring well.

Plus, for the past 30 days, from all those unique 4500 visitors, 160 in total had a pageview on the app -> meaning they either started an account or tried to edit before registration.

These statistics are taken from [Amplitude](#), a visual analytics tool.

The month of January shows a significant increase in unique visitors landing on the website.

However, the number of traffic doesn't mean much if it doesn't lead to any sort of action. So a key aspect to look at is what came out of those people who visited the website.

According to the data, 160 in total had a pageview on the app.

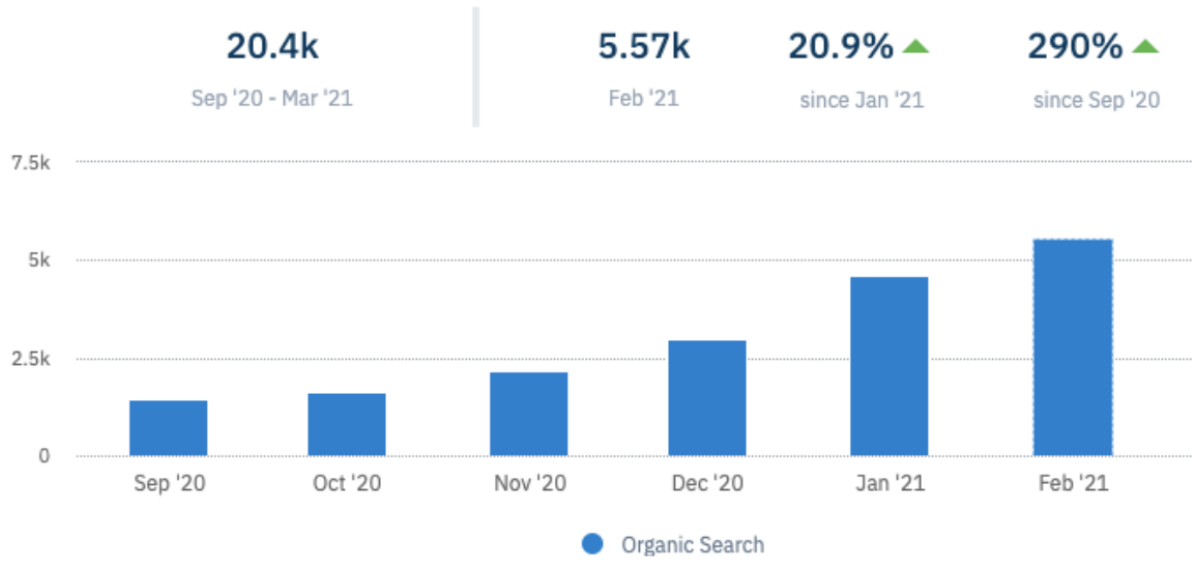
This meant that 3.5% of visitors either signed up for an account or tried to use the product.

Jump forward a month later to February, here's the result.

Production

Astley Posts Organic Traffic

Monthly, Last 6 Months



Production

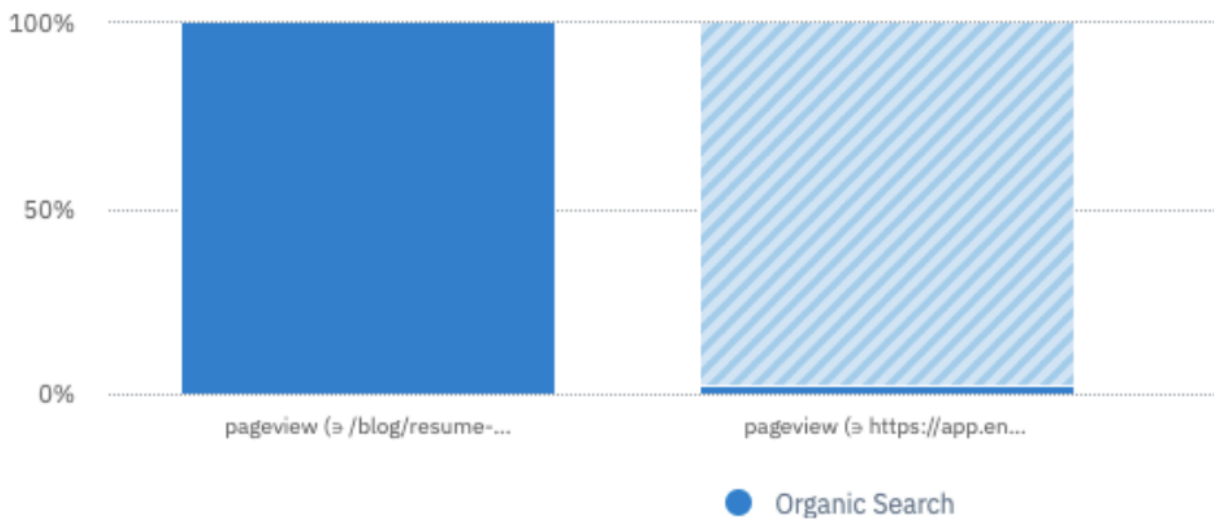
Astley's Blog Posts - Organic Traffic Funnel

Daily, Last 30 Days

0.225%

Conver... Rate

- 1 pageview (⇒ /blog/resume-headline/, /blog/resume-buzzwords/,
- 3 product - user activated (7 edits)



Based on the blog posts I had updated and excluding the landing pages, it led to:

- Organic traffic of 5,570.
- 118 user signups
- 10 active users

FYI: At the beginning of February, we started losing some positions throughout (not just your blog posts). So the trend won't keep for now at the same rate in March. Still, for the last 30 days, we have 118 signups and 10 active users (who not only signed up but started working on a resume), coming from your articles by googling (as a landing page, not from another page). This is still a very good result :)

Key Elements In My Approach

So far, we've looked at the general framework I used to create SEO content that drives results.

But I haven't quite gone through some of the main elements that have played a major role in my work.

Even after following all the steps above such as defining your readers, there are a few more layers I breakthrough to take it a step further.

Product-Led Storytelling

Product-led storytelling means using your product's solution as a guiding principle.

To put it another way, it's showcasing how your product solves a problem and how it's going to help your reader achieve a goal or overcome an obstacle.

When you showcase a practical step using your product to solve their problem, it does 2 things:

- Provokes the reader to take action.
- Builds brand reputation and awareness.

Depending on the search intent, there's a good chance the searcher is looking for an actionable solution to their query. That's what makes product-led storytelling effective for driving user acquisition, signups, and getting leads from your content.

Product-Led Storytelling Example

Let's take a look at an example with [one of the articles I wrote for Enhancv](#).

As I've mentioned, it starts off with a SERP analysis to unveil the search intent and to find the core sections of what we need to cover. From what's on the first page, most of our competitors have covered the topic in detail with great depth.

But what they haven't included is a demonstration of how their product works to solve the problem behind their query.

Aside from driving user signups, it was another way to make our SEO content stand out.

How to List Work Experience on Resume With Enhancv



By now, you should have a good grasp of how to include your resume work experience.

If you're someone with not a lot of work experience and haven't taken action, we'll help you get started. Just follow these steps!

First, let's use this [resume template](#) for our own resume:

The screenshot displays the Enhancv website interface. The top navigation bar includes links for Resume, Cover Letter, Career Counseling, Resources, and Pricing, along with a language selector (English) and a 'Go to Your Resumes' button. The main content area features a dark blue background with the title 'Ultimate Intern Resume Writing Guide with Examples'. Below the title, it states 'Customize this resume with ease using our seamless online resume builder.' and provides a 'USE THIS EXAMPLE' button. A link at the bottom reads 'Learn how to create the perfect Intern resume'. On the right side, a sample resume for 'JAMIE BRADY' is displayed. The resume is titled 'Creative Strategist' and includes sections for Experience, Education, Achievements, Volunteering, and Skills. The Experience section lists roles such as Branding / Writer, Archivist Intern, Packing Assistant, and Administrative Clerk. The Education section mentions 'BA (Honors) Photography' from the 'Creative Institute of Technology'. The Achievements section highlights 'Collaborating with SIDA' and 'Guest Blogger: An Interview'. The Volunteering section lists 'Workshop Facilitator'. The Skills section includes 'Photoshop', 'Lightroom', 'InDesign', and 'Illustrator'.

For now, I want you to click on the “use this example” button:

The screenshot shows the Enhancv website interface. At the top, there is a navigation bar with links for Resume, Cover Letter, Career Counseling, Resources, and Pricing. A language selector for English and a button for 'Go to Your Resumes' are also present. The main content area features a large heading 'Ultimate Intern Resume Writing Guide with Examples' and a subheading 'Customize this resume with ease using our seamless online resume builder.' Below this, there is a green button labeled 'USE THIS EXAMPLE' which is highlighted by a red rectangle and an orange arrow. To the right of the button, a text box contains the text 'Enhancv How to Describe Your Resume Work Experience (Even If You Have None)'. Further right, a preview of a resume for 'JAMIE BRADY' is displayed, showing sections for Experience, Education, Achievements, Skills, and Volunteering. At the bottom of the page, there is a link to 'Learn how to create the perfect Intern resume'.

Enhancv Resume Cover Letter Career Counseling Resources Pricing English Go to Your Resumes

Enhancv.com > Resume Examples > > Intern Resume

Ultimate Intern Resume Writing Guide with Examples

Customize this resume with ease using our seamless online resume builder.

[USE THIS EXAMPLE](#)

Enhancv How to Describe Your Resume Work Experience (Even If You Have None)

Learn how to create the perfect Intern resume

JAMIE BRADY
Creative Strategist
jamiebradydesign.com

EXPERIENCE

Brand / Retailer
Boutique
• Working 100% of customer needs day with coffee and food
• Managing inventory and stock
• Working with customers and vendors

Archivist Intern
Boutique
• Working 100% of customer needs day with coffee and food
• Managing inventory and stock
• Working with customers and vendors

Packing Assistant
Boutique
• Working 100% of customer needs day with coffee and food
• Managing inventory and stock
• Working with customers and vendors

Administrative Clerk
Boutique
• Working 100% of customer needs day with coffee and food
• Managing inventory and stock
• Working with customers and vendors

SKILLS
Adobe

EDUCATION
BA (Bachelors) Photography
Creative Institute of Technology
2019 - 2021
• Graduated with a 3.0 GPA with the
• Creative Institute of Technology
• Creative Institute of Technology
• Creative Institute of Technology

ACHIEVEMENTS
• Collaborating with 100%
• Collaborating with 100%
• Collaborating with 100%
• Collaborating with 100%

VOLUNTEERING
Workshop Facilitator
Boutique
• Working 100% of customer needs day with coffee and food
• Managing inventory and stock
• Working with customers and vendors

You'll then be taken into the Enhancv editor which looks like this:

JAMIE BRADY

Creative Strategist

www.cargocollective.ie/jamsphoto



EXPERIENCE

Barista / Waiter

Rau-Ward

1/2017 - 3/2018

Park Shopping Center, Prussia St. D7.

- Serving 100's of customers each day with coffee and food
- Managing stock and orders
- Maintaining the café's cleanliness and standards

Archivist Intern

Rolfson

8/2016 - 2017

Meeting House Sq, Temple Bar, D2.

The NPA hosts the collection of the National Library of Ireland and was opened in 1998. It has both a gallery and exhibition of the collection.

- Analyzed over 150 photographs to discern dates and defining details
- Cataloged discerned details using Microsoft Excel
- Named and re-organised the entire physical collection using chronological systems

Packing Assistant

Boyle Ltd

2014 - 2017

IDA Business & Technology Park, Kilgarry Co. Cavan

- Responsible for packaging of tool products to be dispatched to clients

Administrative Clerk

Schmeler

9/2011

Main Street, Cavan, Co. Cavan

- Responsible for updating databases and installing software to optimize catalogs of official records

SKILLS

Adobe

Photoshop

Lightroom

InDesign

Illustrator

EDUCATION

BA (Hons) Photography

Dublin Institute of Technology

2014 - 2018

- Graduated with a 2:1 degree with the completion of my thesis "Visual Culture and The Construction of Gay Identity: Grindr 'Dick Pics', Self-Surveillance and Physique Magazines"

ACHIEVEMENTS



Collaborating with GCN

Working with Brian Finnegan on Through The Grindr was a truly fulfilling experience. Sharing our perspectives on LGBTQ+ culture and refining the story in such a way to resonate with as many as possible taught me a lot.



Queer University: An Intervarsity Panel Discussion

During my time as Chairperson of DIT LGBTQ+ Society, I assisted in organizing the largest LGBTQ+ intervarsity event of the year with DCU, DkIT, IADT, NUIG, ITB and more to speak on allyship.

VOLUNTEERING

Workshop Facilitator

Shoutout

2017 - ONGOING

Delivered several workshops across the country in secondary schools on LGBTQ+ issues.

Photographer

Pawesome Dog Rescue

2016 - 2018

Volunteer photographer to help dogs find their forever homes. Responsible for photographing over 15 events.

From here, you can replace the existing content with your own work experience and resume sections. Our editor makes it an easy and simple process for you to edit the resume as much as you want!

All you have to do is include your own work experience and take inspiration from what's already there.

It's much easier to create a resume this way than if you were to start from scratch.

If you haven't used the resume templates mentioned earlier or you haven't been following the steps, you can get started now for free by clicking below!

[BUILD A GREAT RESUME](#)

It's very straightforward. All I simply did was use screenshots and a step-by-step process to guide the reader.

This approach is similar to what a lot of marketing software blogs do when explaining how to do something, e.g. Ahrefs, Ubersuggest, SEMrush, Mangools, etc.

The Hidden Search Intent

The hidden search intent is more than just identifying the desirable end-result, the obstacle they're trying to overcome, or the bigger picture. It means knowing the root need behind their search and where it stems from.

To put it simply, get to the heart of the matter. The deeper you can go into your audience's needs, the better.

So, ask yourself:

- What is the underlying motive beneath each search related to the main topic?
- Where does the problem they're trying to solve come from?
- How can I give them the information they're looking for?
- Are there any details you could include that would make their life easier?

This helps you come up with more interesting and unique points to stand out from the other articles on Google.

And really, it's where the art of writing shines. Here's my input:

"As a writer, we need to use our creative ability to step into the lens of our reader, see what the world is like from their perspective, and express novelty ideas in their language.

At the same time, it comes together with the scientific aspect of marketing. So as a marketer, we have to refine that creativity by putting the pieces together into a logical narrative that resonates best with your audience."

The Hidden Search Intent Example

In [one of the articles I worked on](#) for Enhancv, the first thing I did was a SERP analysis and a review of the other blog posts we wanted to outrank.

Not to copy them and just cover the same things they did in more depth. But to see what they've talked about and if there are any gaps or openings hinted from subtle details.

In this case, here's what was on the first page of Google.

reverse chronological resume



All

Images

Shopping

News

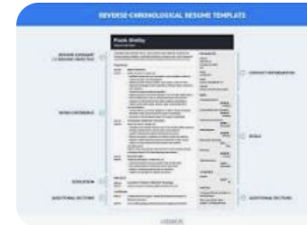
Videos

More

Tools

About 3,230,000 results (0.40 seconds)

The reverse chronological resume is the **most common and traditional type of resume**. With this resume format, you list your relevant work experience in reverse chronological order, beginning with your most recent position and proceeding backwards. ... View summaries of the benefits of each resume template.



<https://www.hudson.hk> › insights › article › reverse-chron...

[Reverse chronological resume template - Hudson Hong Kong](https://www.hudson.hk)

People also ask

Should Resumes be in reverse chronological order?



What is an example of reverse chronological order?



Why do employers prefer reverse order in resume?



What means reverse chronological order?



Feedback

<https://zety.com> › Resume Help

Reverse Chronological Resume Templates & Format Examples

17 Nov 2021 — Put your latest or current position up top. Follow it up with the previous ones.

This is how the **reverse-chronological resume** order works. List ...

★★★★★ Rating: 4.8 · 72 reviews

<https://www.resume-resource.com> › reverse-chronologi... ⋮

Reverse Chronological Resume Example - Sample

The experience section is written in the **reverse chronological** order, which simply means the most recent job (District Sales Manager) is listed first in the ...

<https://novoresume.com> › career-blog › chronological-r... ⋮

Chronological Resume - Writing Guide With 5 Free Templates

The chronological resume - also known as the “**reverse chronological resume**” - is the most popular resume format out there. Particularly advisable for those ...

★★★★★ Rating: 4 · 8 reviews

<https://www.easyresume.io> › templates › reverse-chrono... ⋮

Reverse Chronological Resume Templates & Formats for 2021

The most commonly used **resume** format is a **reverse-chronological** one as it shows hiring managers how you progressed throughout your career.

<https://enhancv.com> › blog › reverse-chronological-res... ⋮

How to Decide On Using A Reverse Chronological Resume

1 Sept 2020 — The name itself is self-explanatory. The **reverse-chronological resume** describes your work experience in **reverse-chronological** order. This means ...

<https://www.dummies.com> › ... › Careers › Job Searches ⋮

Reverse Chronological Resume Format: Focusing on Work ...

26 Mar 2016 — The **reverse chronological resume** format includes employment history beginning with the most recent and then going backwards.

<https://www.shimmeringcareers.com> › blog › reverse-c... ⋮

The Reverse Chronological Resume Format - Shimmering ...

A **reverse chronological resume** begins with the applicant's name and contact information, followed optionally by a short statement of the applicant's ...

Before I was assigned to this piece of content, it was ranking on the second page of Google. After updating and re-publishing it, the rankings moved up to the first page.

Based on the titles and meta descriptions, I concluded that there are links to the idea of whether or not you should use a reverse chronological resume. This was a specific angle most articles haven't covered in great detail, and that was our opening.

Yes, searchers want to know what this type of resume is, how it works, and how to create one.

But the underlying, hidden intent (drawn from my analysis) is whether or not this format is the best option for their next job application.

So in this article, I targeted that angle specifically while also covering all the essential subtopics in detail. You can immediately see from the headline of our blog post that it takes on a different approach, which makes us stand out.

Meetings and Strategy Sessions

These were mostly proactive consultations where I share ideas and feedback to improve the overall content performance. For example:

- Distribution techniques
- Marketing strategies
- SEO advice

I also walked through some of my thought processes and frameworks. I'm always open to feedback and suggestions.

As we bounced off each other's ideas, it was great for both creativity and finding new insights to make Enhancv's content even better as a whole. Since you're working with a third-party member, it gives you a fresh perspective of your business.

However, if everything can be summarized into a single email, then a meeting won't be necessary.

Get Results Like Enhancv

Would you like similar results to Enhancv?

I might not have the same skills as Seth Godin. But what I do have up my sleeve is the ability to help small businesses with their content marketing and SEO to refine your blog into a sustainable channel for organic growth.

Working with me means catering to user and topic research carefully.

If you're looking to:

- Hire not just a writer, but a content marketer with SEO expertise
- Create valuable content that drives qualified traffic and user signups

- Build demand and stand out from your competitors

Then, I'd love to have a chat to see how I could help. Please feel free to reach out!