

US\$ 4,800+ worth Google SERP indexing

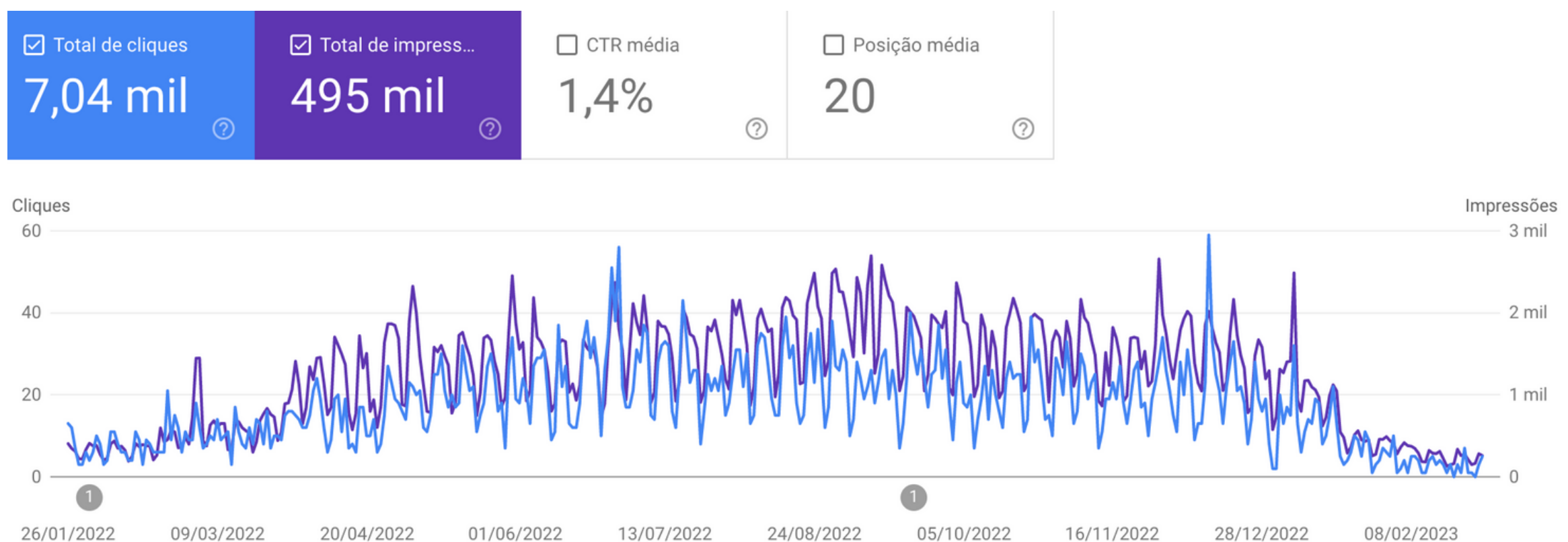
If Google can't see you, no one can.

Indexing SEO fix



The problem

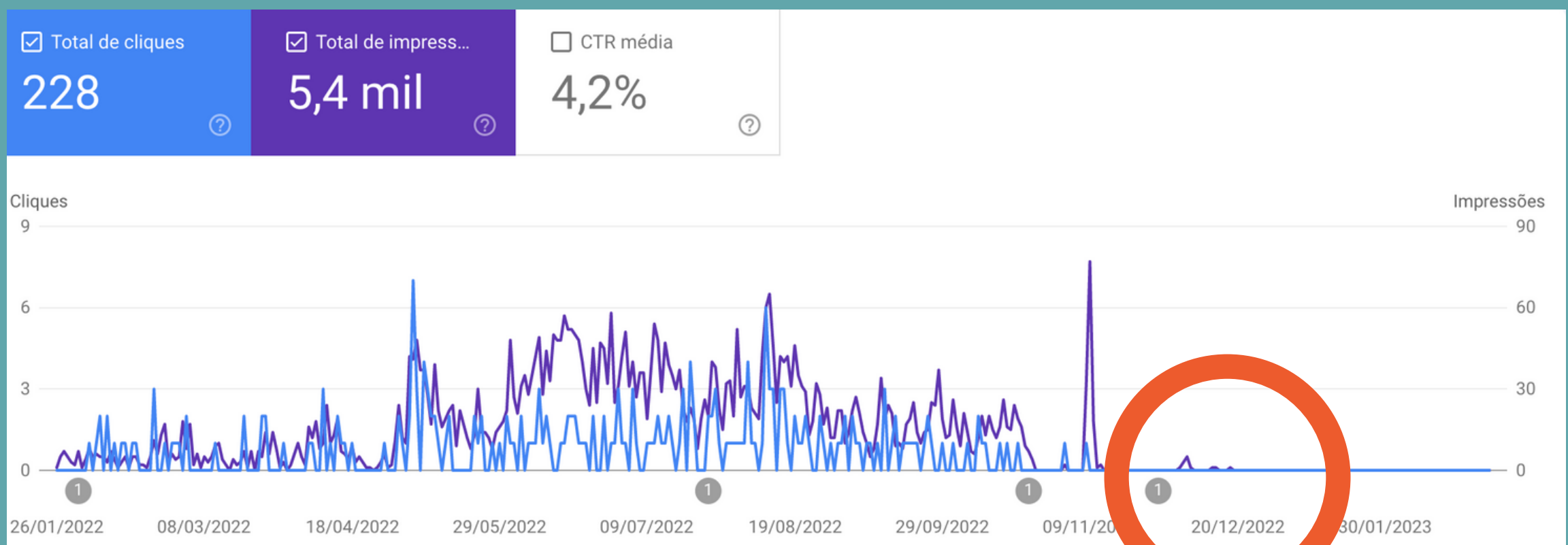
Website traffic stalled and started decreasing after a while.



**It had a niche 4k+ articles.
Only about 600 of those were
indexed correctly.**

Discover performance

It had a decent Discover traffic



Until it died.

The size of the problem

*This has been one of the
biggest if not the biggest
of its niche in Brazil for
years.*



*"With great power comes
great responsibility."*

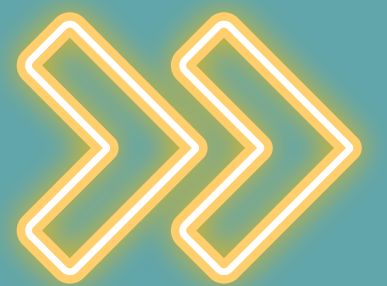
Point of view (expertise)

Some professionals advised creating more content and linking it to their topic cluster strategy (still not very well defined).

I knew the problem could be solved in a different way.

They needed to be seen.

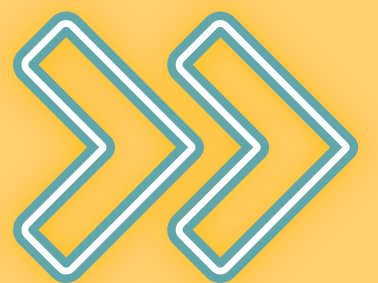
My take on this issue



What I did:

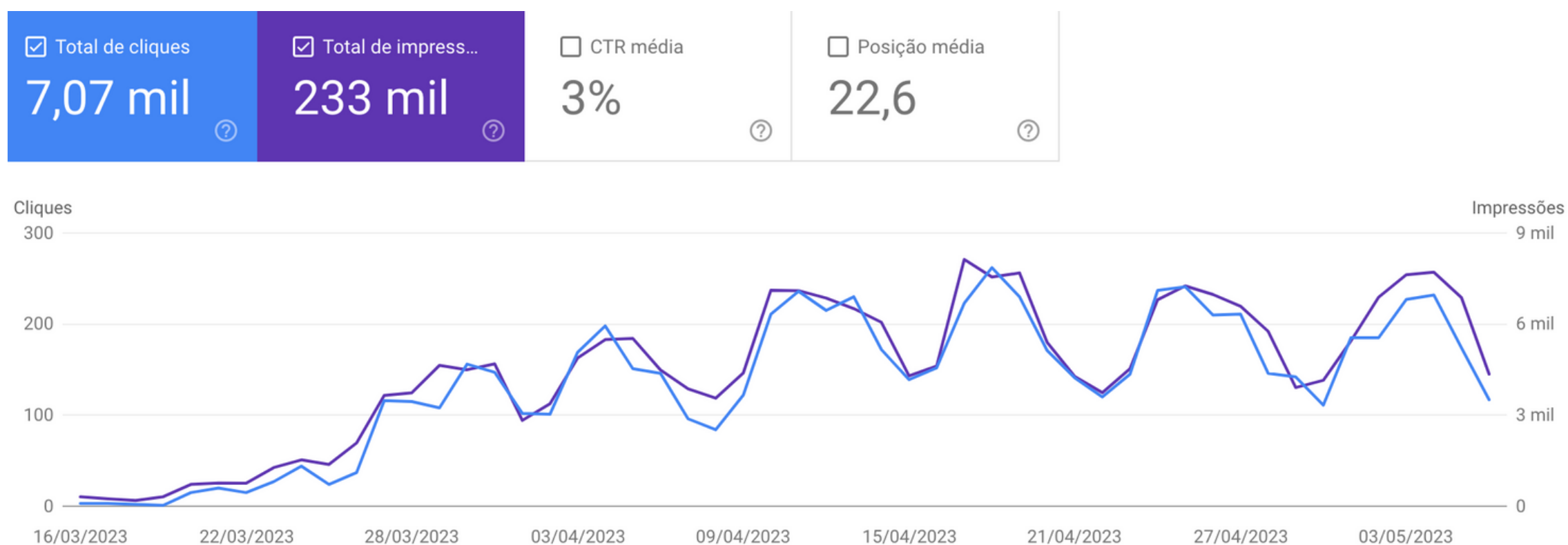
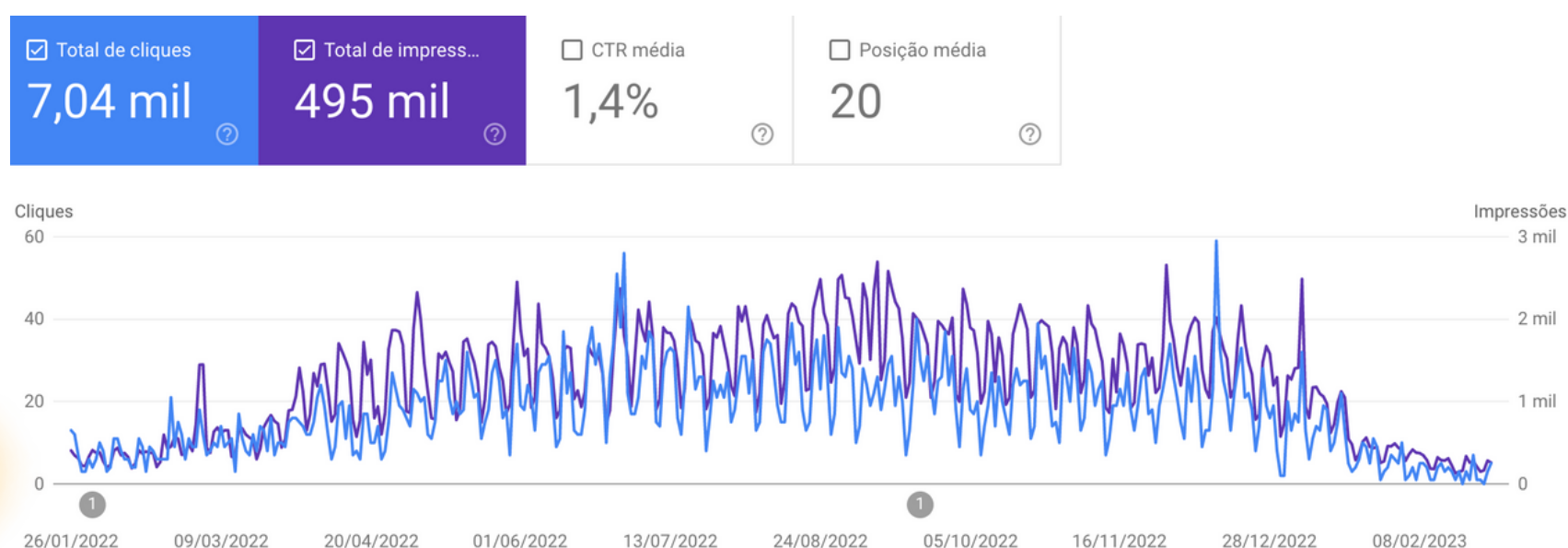
- Changes in the slug URL from numbers to readable text
- Updated robots.txt to block only private content
- Updated sitemap with a correct structure, and hierarchy and page update timeframes
- Re-indexing in Google Search Console (took me a month)
- Updated metadescription for the 200 most visited
- Updated anchor links
- Updated internal links with a better structure
- ALT text to 200 most visited articles images

*No content refreshing
at all at this point.*



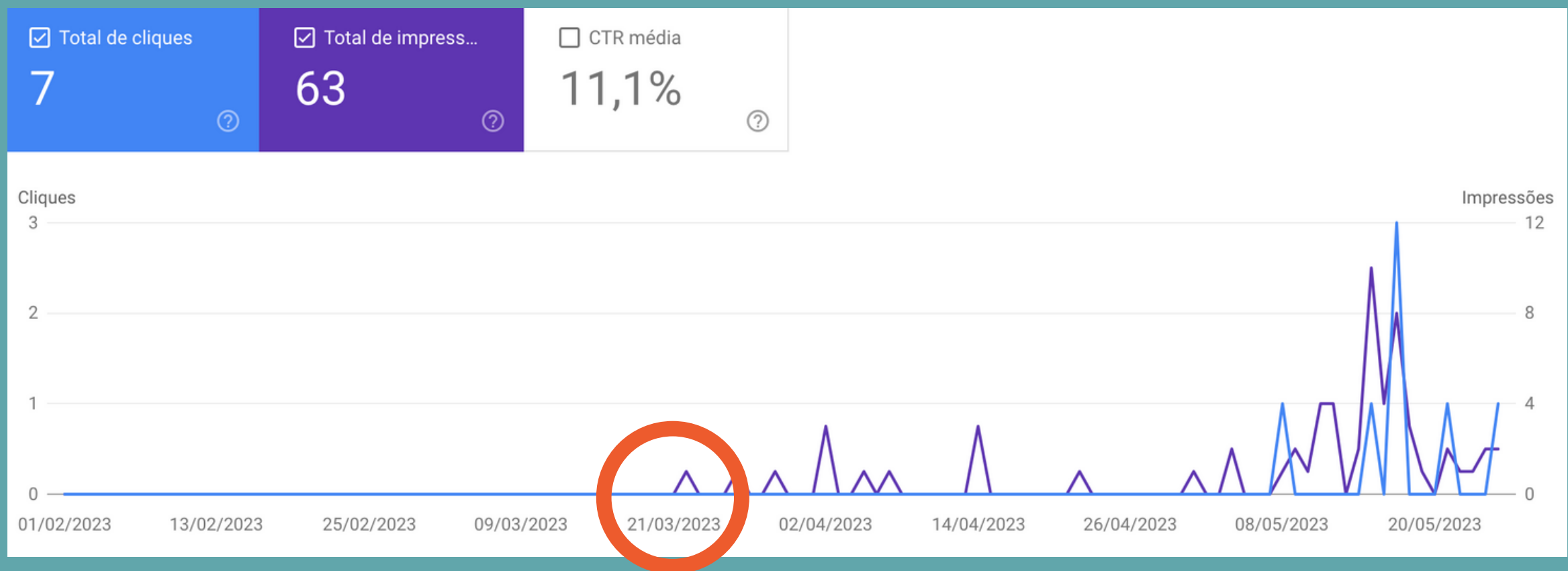
The results

- Same amount of clicks of 2022 in 50 days
- Doubled the CTR
- Half the impressions of 2022 in 50 days



Discover ressurection

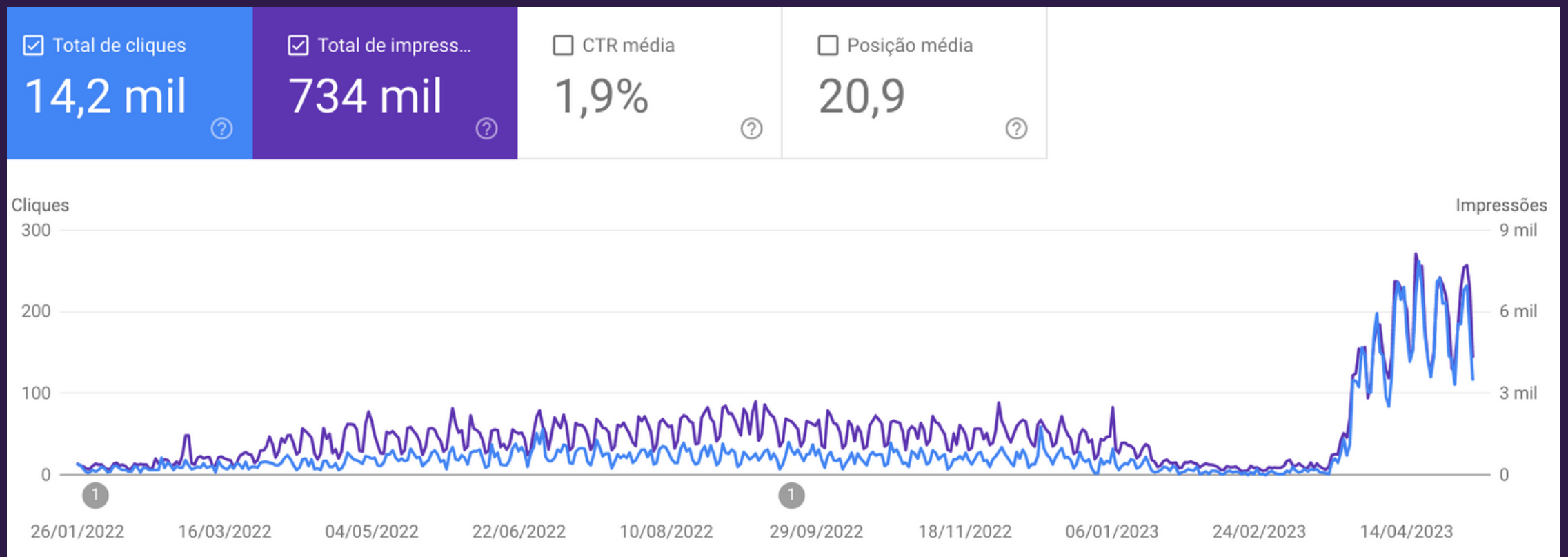
**CTR went up almost 3x
comparing to 2022**



Patient is alive and stable

Full view

2022 - march 16th 2023



*Monthly traffic difference
alone is worth about **US\$2,900+**
according to SEM Rush.*



Next steps:

- Repurpose, delete, cut, add, recycle, refresh, improve existent blog posts.
- Update schema markup
- Hand-on with the team to produce new content according to our findings (search intent and ICP)
- Fix any conversion paths with errors or missing, add new ones
- Fix, add, delete, change, improve CTAs

*Looking forward for the
next graph screenshots!*



Thank you!

**I would love to put your business
in one of these success cases.**

Let's talk?

