



How we used blog revamps to 3X traffic & 7X signups

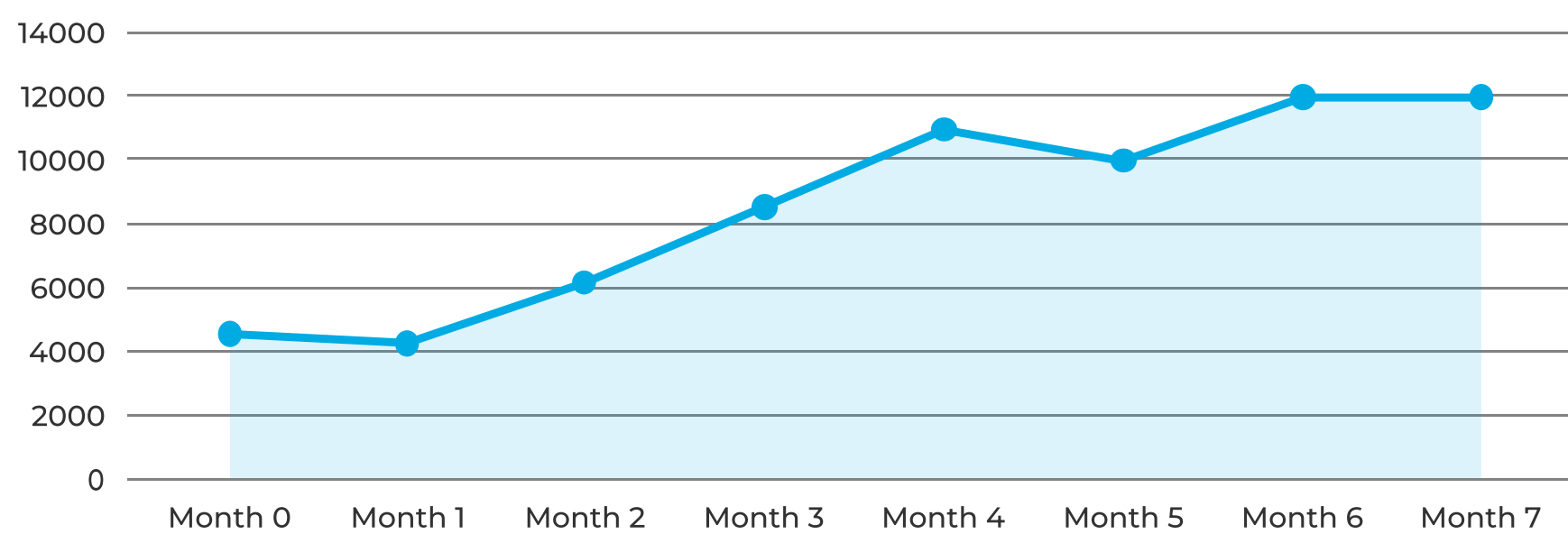
Increase traffic & conversions FAST
if you have old blog content...

Our client is a social media management SaaS.

These are the results from revamping just nine blog posts across 7 months...

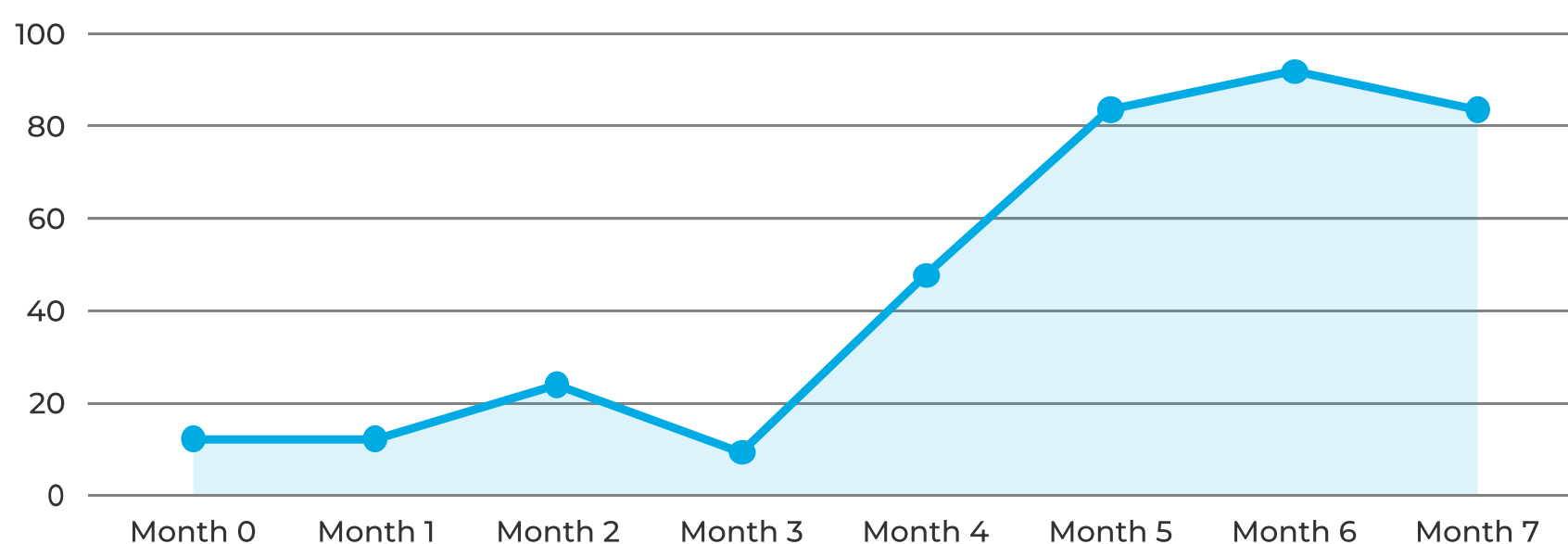
- 4,464 → 11,964 monthly traffic

Monthly traffic across 9 revamps



- 12 → 83 monthly signups

Monthly signups across 9 revamps



What is a Blog Revamp?

A blog revamp is when you improve an already-existing blog post to get it to rank higher on Google.

When you use our blog revamp process, you don't just increase traffic – you increase conversions.

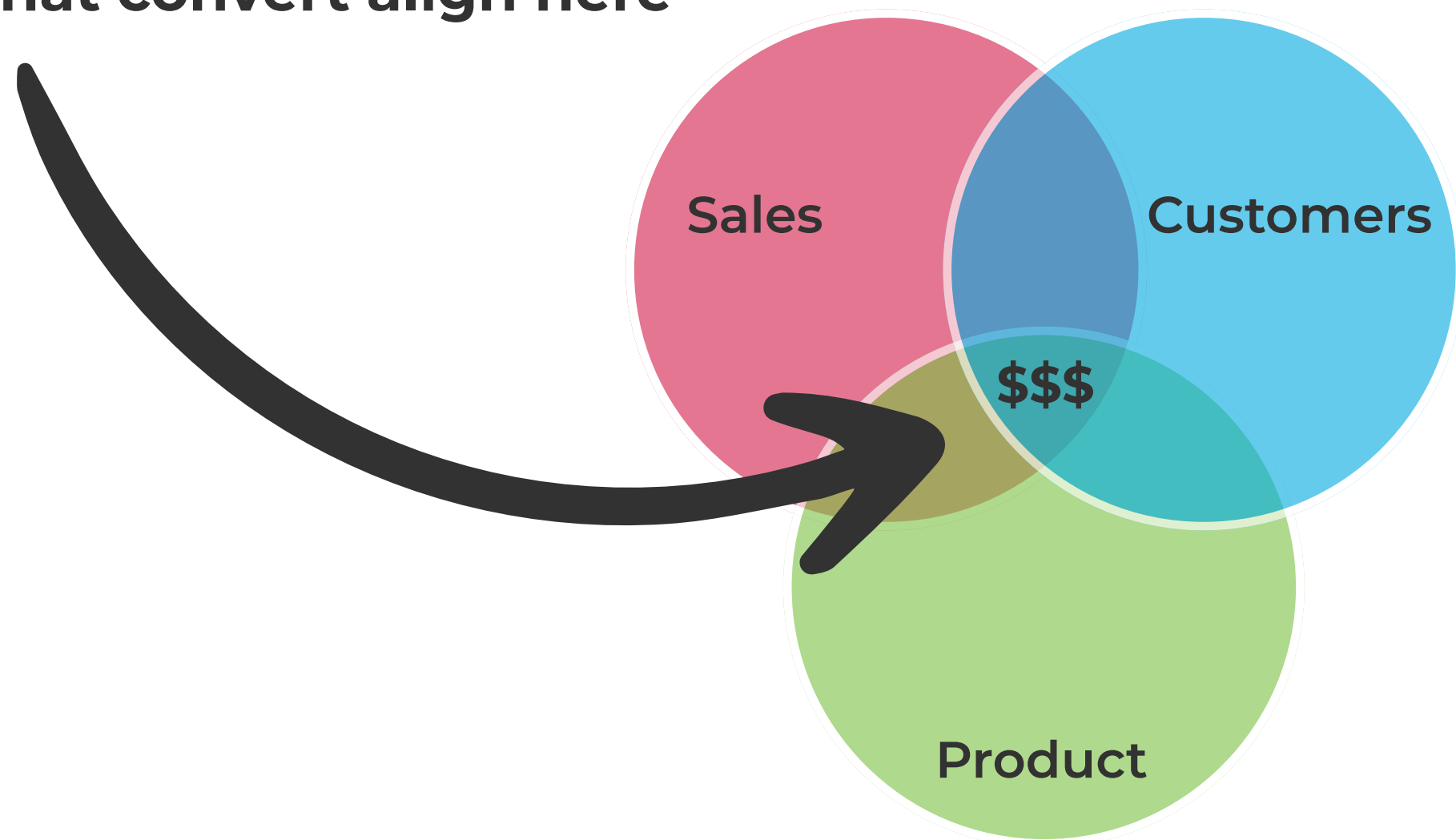


How we identify high-ROI revamp opportunities

Identify blog posts that are older than 6 months AND have conversion potential.

You want to find topics that your ICP searches before buying.

Topics that convert align here



These topics often align with your customers, product, & sales process.



Should you revamp a blog post?

Is your blog post ranking for its target keywords?

Yes

Getting traffic?

Yes

Find relevant keywords with more search volume

No

Driving conversions?

Yes

Has it decreased in traffic & rankings?

No

Keep up the good work!

Yes

Reanalyze the competition & revamp the post

No

Is your content optimized for a keyword?

Yes

Find relevant keywords and reoptimize the content

No

Has it been longer than 6 months since publishing?

Yes

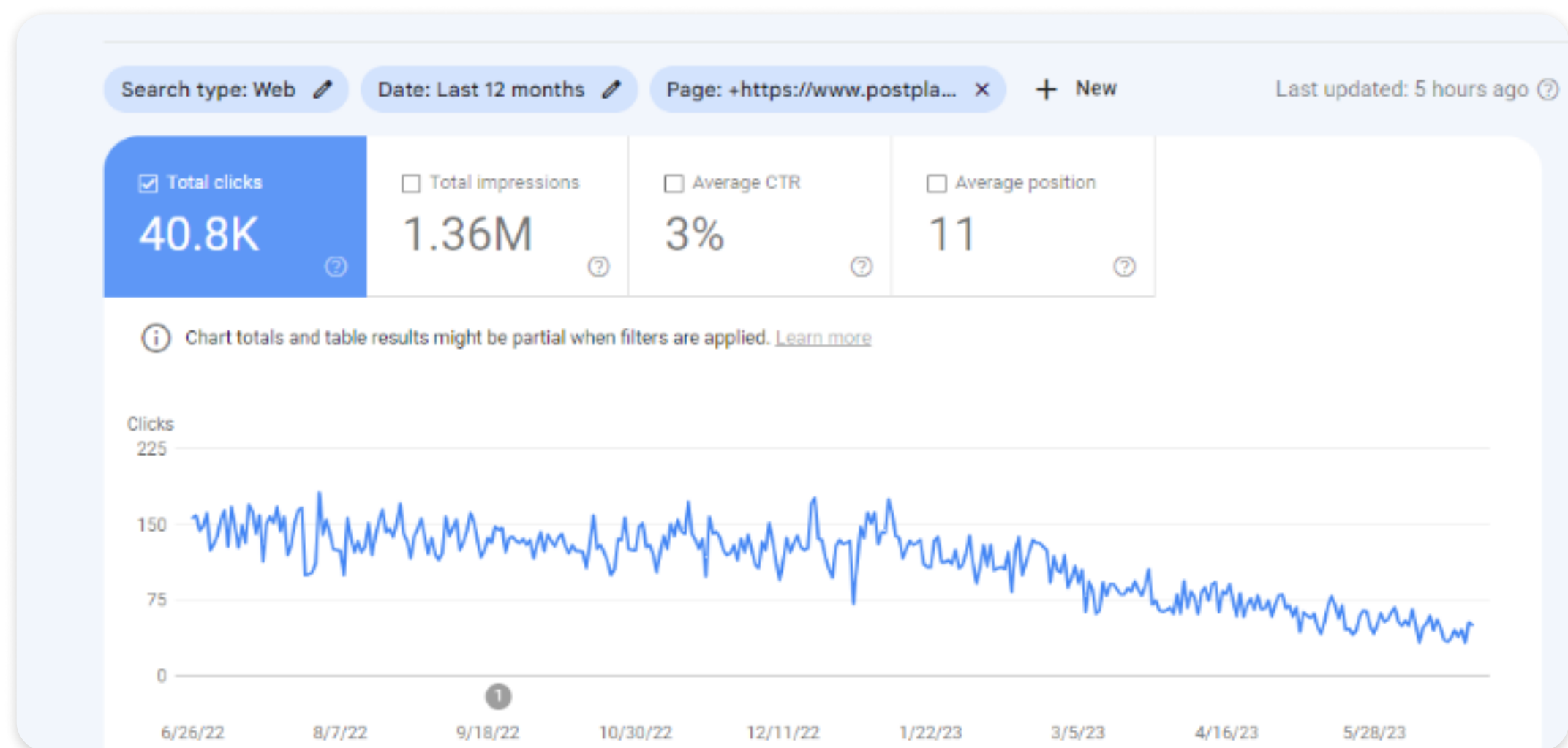
Give it more time and keep pointing internal links towards the post

No

Target better topics that customers search before buying



If you have content that's dropped in rankings and lost traffic...

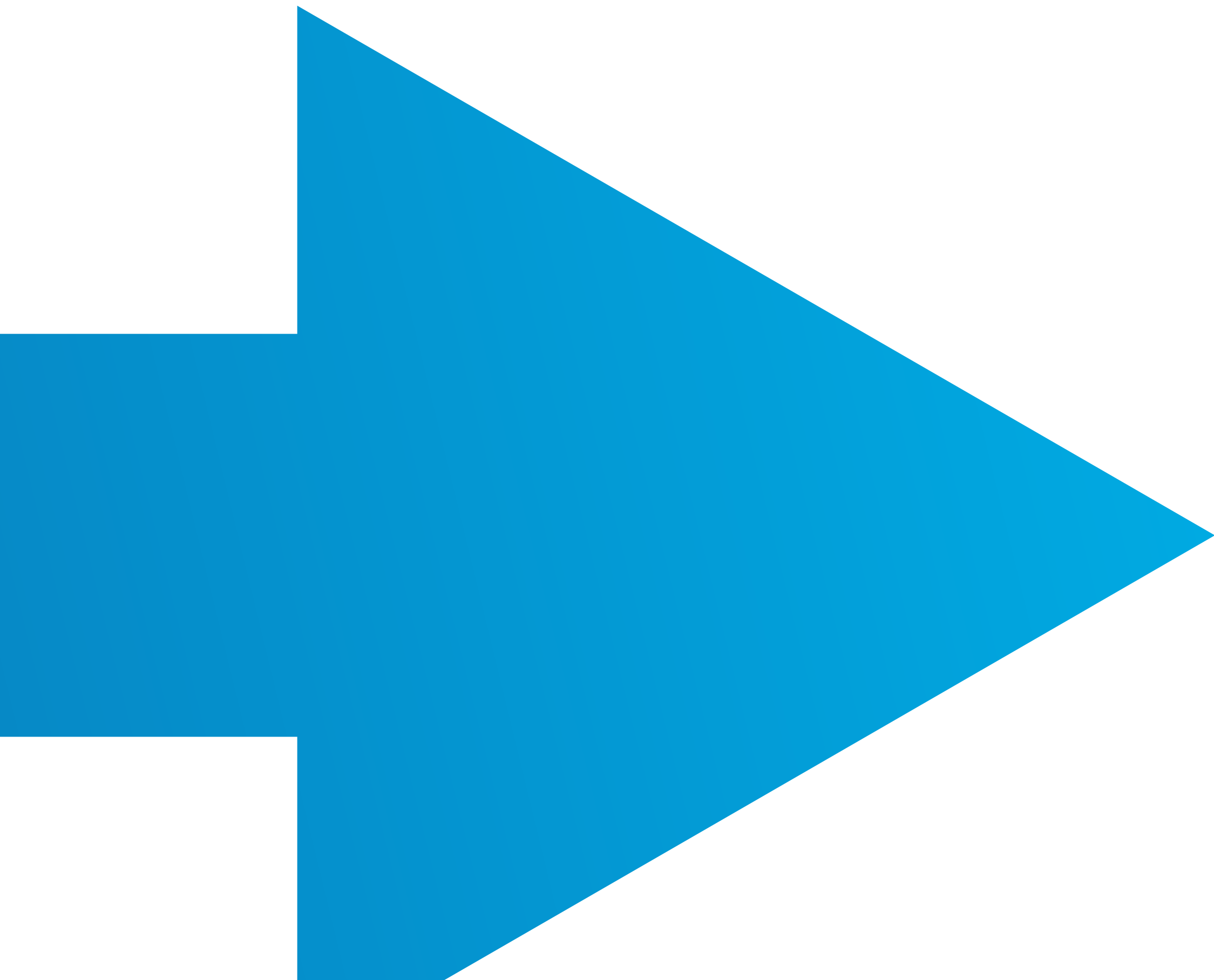


And has driven conversions in the past...

REVAMP IT!!!



An analysis of 3 blog revamps for our client



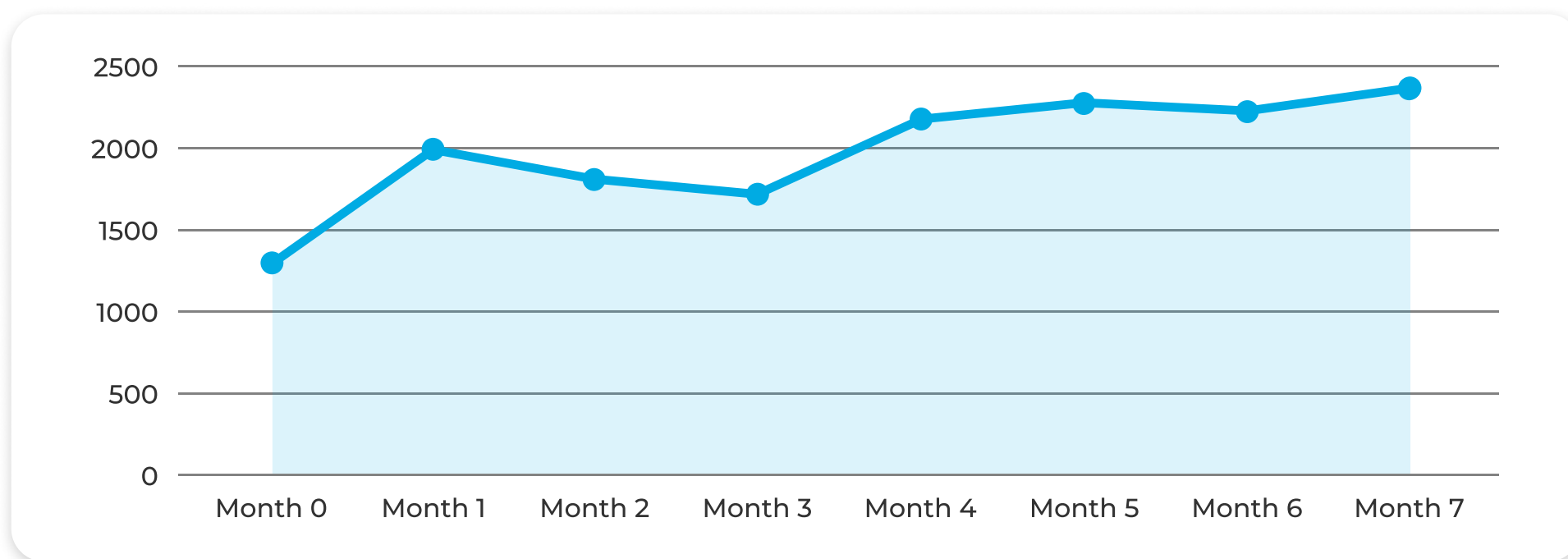
Blog revamp #1

This blog post was already getting a decent amount of traffic.

The issue?

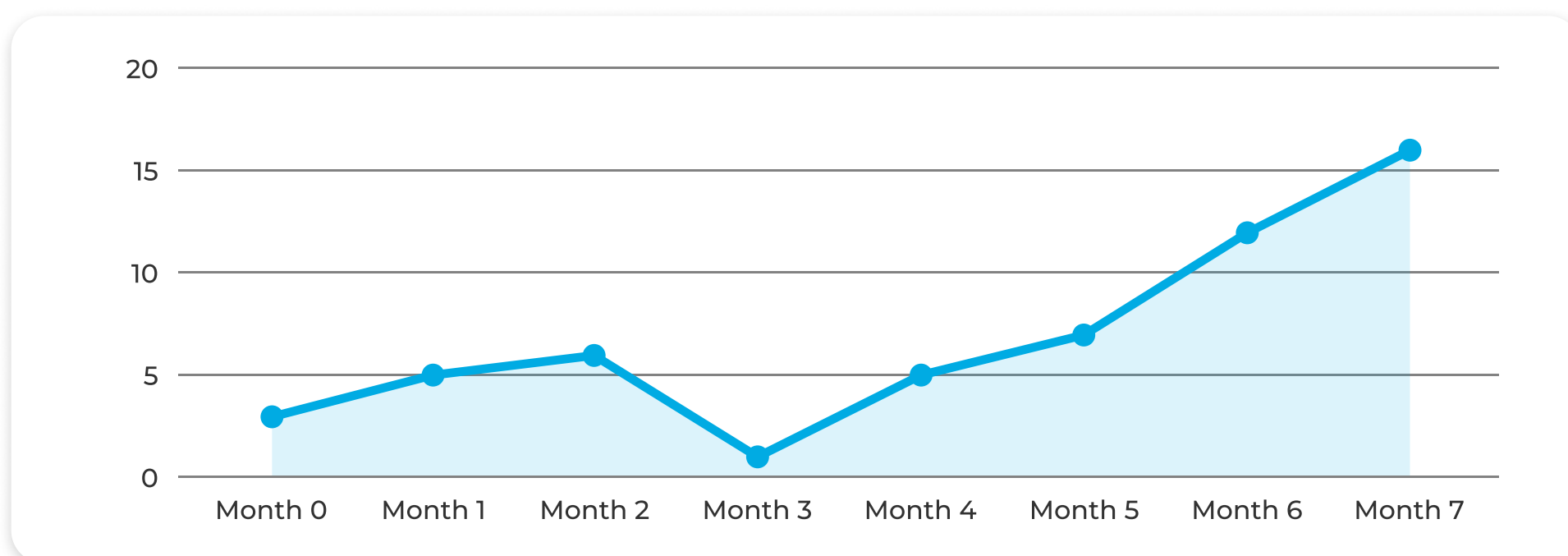
This post was a few years old and starting to drop in rankings.

Traffic: +85.6%



- 1,253 → 2,326 monthly traffic

Signups: +433.3%



- 3 → 16 monthly signups

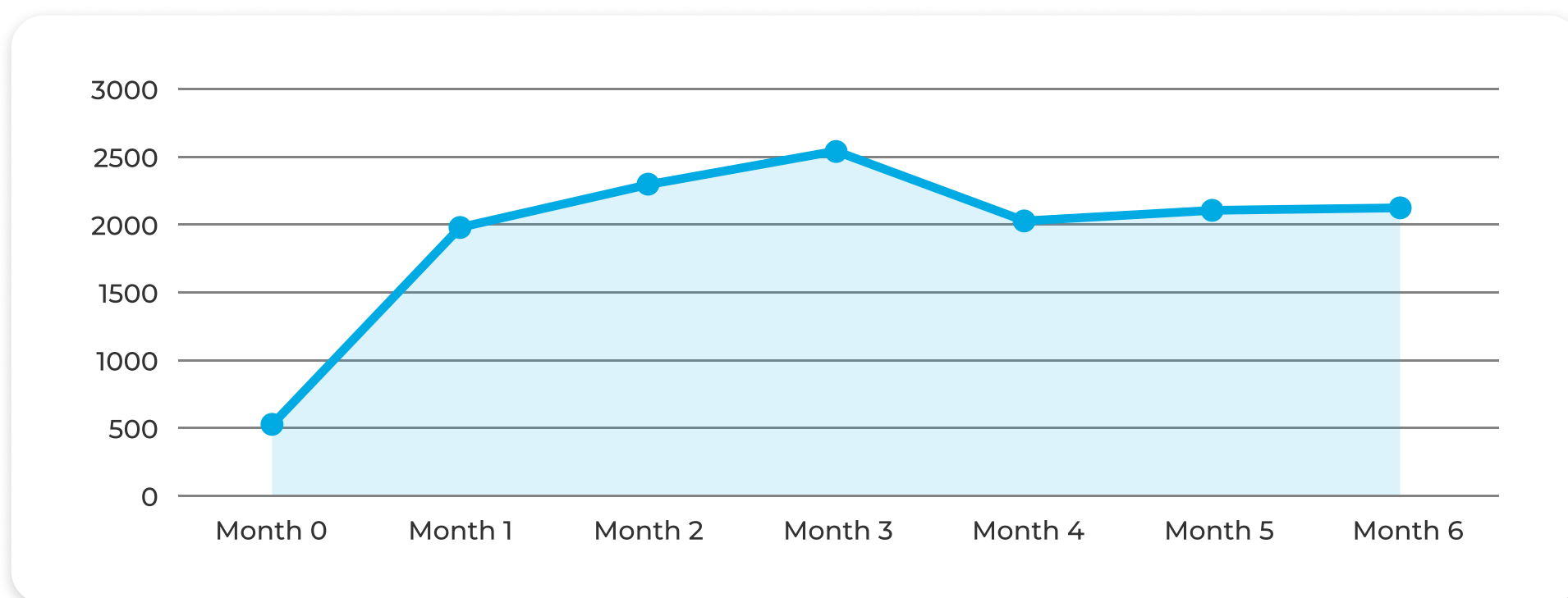


Blog revamp #2

This blog post used to be a top-performing blog post for traffic and signups.

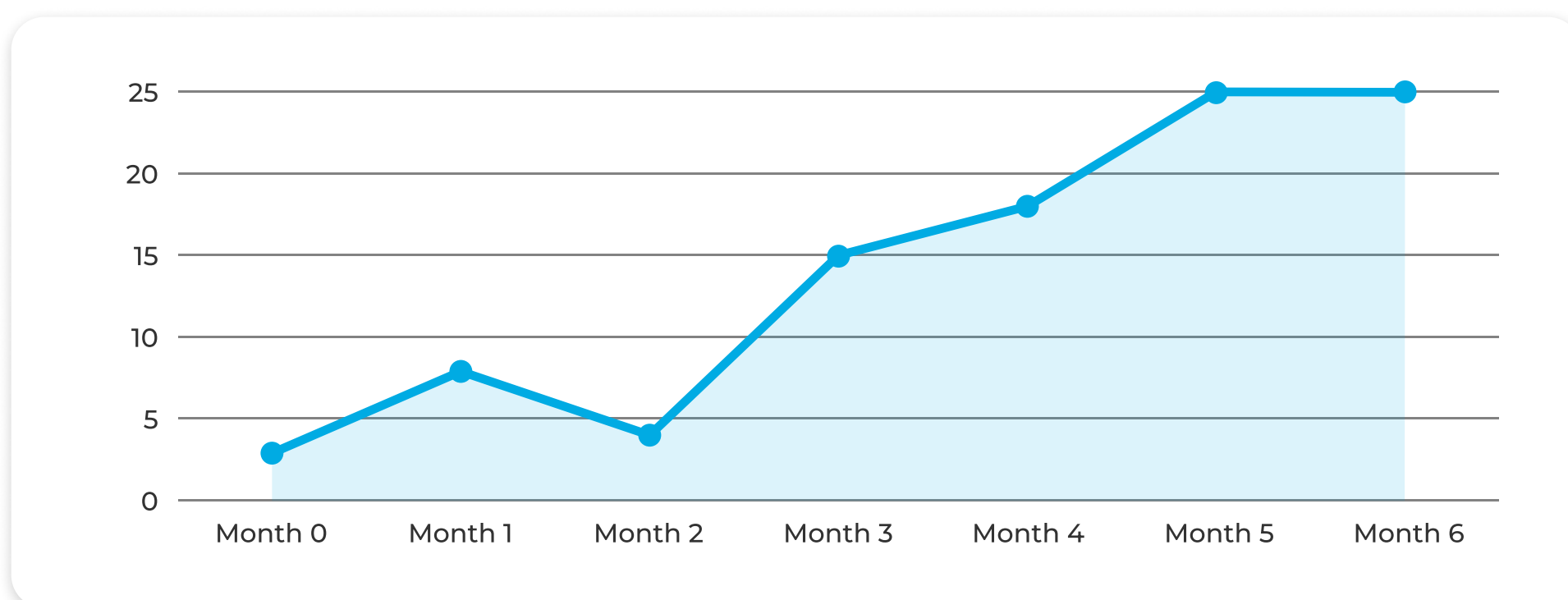
It was outdated, so we hit it with a revamp.

Traffic: +297.2%



- 537 → 2,133 monthly traffic

Signups: +733.3%



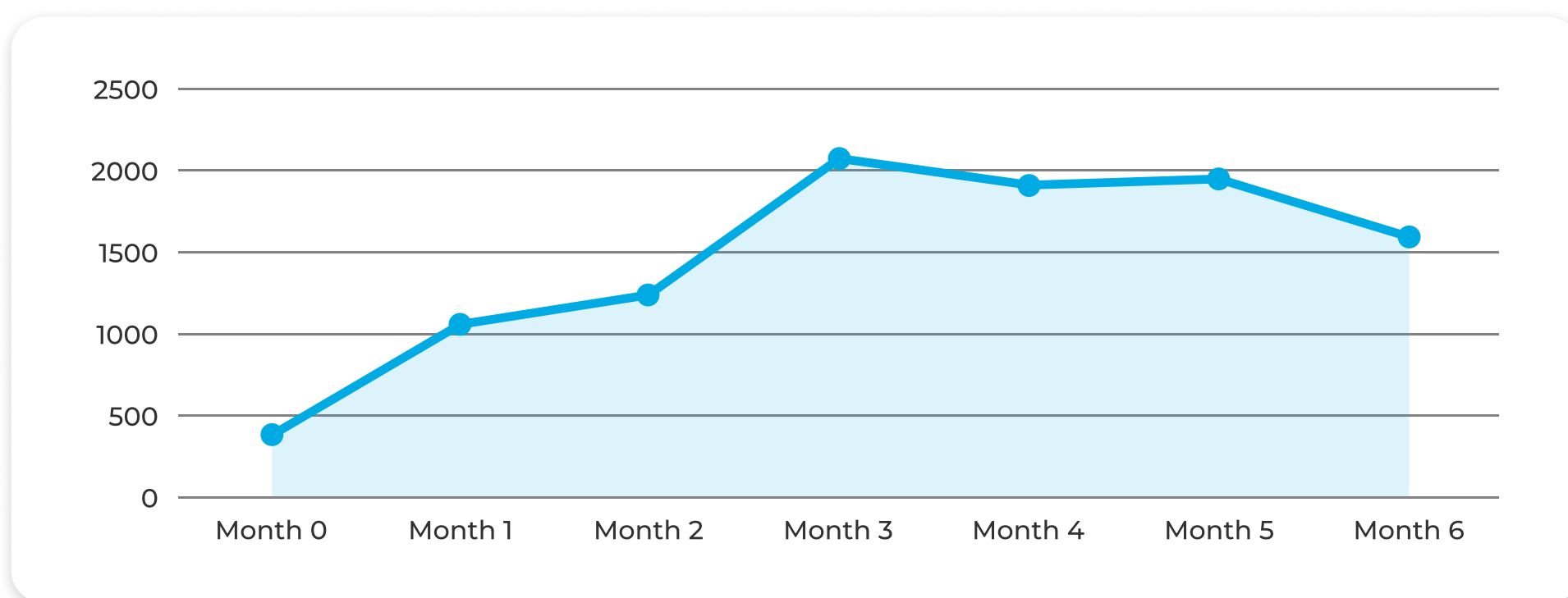
- 3 → 25 monthly signups



Blog revamp #3

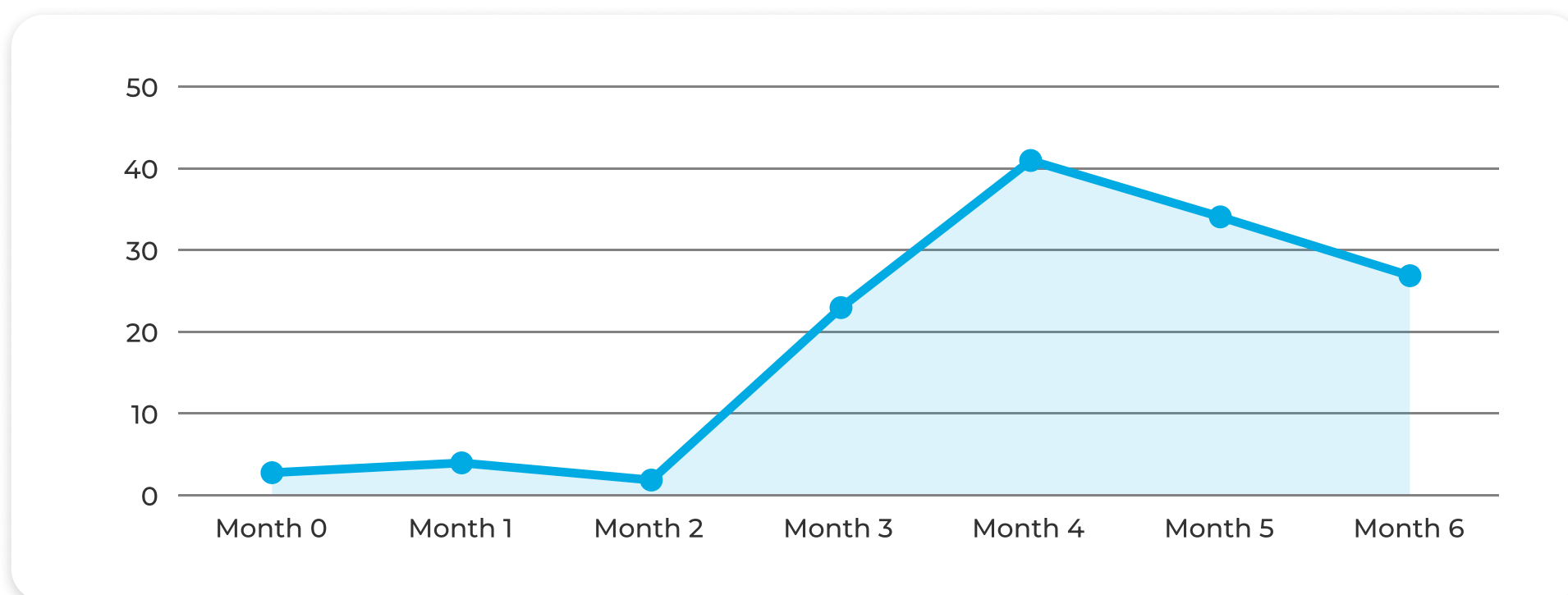
This blog post was ranking at the bottom of the first page for its target keyword – a perfect revamp candidate.

Traffic: +729.5%

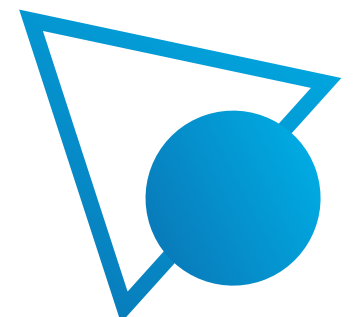


- 537 → 2,133 monthly traffic

Signups: +800%



- 3 → 16 monthly signups



What's our secret sauce?


A detailed step-by-step process that makes our content the BEST result for Google to rank.

You can steal my exact process:

- Comment “Checklist” to grab the checklist we use for each revamp (free).
- You can also get the training SOP I use to scale this revamp process (not free). Just comment “SOP.”

Or...





**Just book a free strategy
call with me if you want it
done for you.**



I'll let you know if we can double your
current organic signups in 90 days. 😊



Don't forget your key lessons

1

If a blog post's topic is important to your company, REVAMP IT.

2

Prioritize blog posts with high ROI potential.

3

Revisit and reanalyze underperforming revamps and new blog posts.