

Client: Copywriter Collective

Industry: Freelance Copywriting Marketplace

Service: Technical SEO, Keyword Optimization, Content Strategy, International SEO

Campaign Duration: ~12 Months

Goal: Increase organic visibility, rank for high-converting keywords, and expand international traffic.

The Challenge

Copywriter Collective had a strong portfolio of global talent—but their organic visibility wasn't matching their brand's potential. Their site had:

- Stagnant organic traffic
 - Unoptimized blog and landing pages
 - Duplicate or thin content in some areas
 - Lack of keyword alignment with high-buying intent searches
 - Low visibility in country-specific SERPs (US, UK, EU)
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The Strategy

Technical SEO Overhaul

We conducted a full audit to resolve crawlability issues, structured data gaps, and on-page errors (missing H1s, meta issues, slow pages, etc.).

Keyword Research & Targeting

We focused on transactional and niche terms such as:

- *hire copywriters*
- *copywriters for hire*
- *arabic copywriting agency*
- *freelance copywriters for hire*
- *find a copywriter*

These terms showed high intent and aligned well with the client's core services.

Content Optimization

- Rewrote core service pages to include primary and secondary keywords
- Created optimized meta titles & descriptions for 100+ pages

- Refreshed old blog content with updated SEO data
- Added internal linking from blog → service pages

Location-Based SEO Expansion

We built out geo-targeted landing pages and optimized for city- and country-based keywords like:

- *copywriting dublin*
- *copywriter toronto*
- *copywriting stockholm*
- *copywriter padova*

This helped win local #1 rankings in competitive markets.

Featured Snippet & Long-Tail Strategy

We targeted long-tail and quirky terms like:

- *worst slogans*
- *weird slogans*
- *bad slogans*
- *bad taglines*
- *nudge email*

These earned top positions and increased engagement from new user segments.

The Results

Comparing performance over 12 months (Ahrefs data):

Metric	Before	After	Growth
Monthly Organic Traffic	~1,100	~3,600	↑ 227%
Organic Keywords in Top 3	~50	200+	↑ 300%+
Pages Ranking #1 (Global)	15	70+	↑ 366%
Country-Level #1 Rankings	US, UK, CA, NL, DE	Expanded to 10+ markets	↑ International Reach

Top Page 1 Rankings Now Include:

- *hire copywriters* (#1 US)
- *copywriters for hire* (#4 US)
- *worst slogans ever* (#1 US)
- *arabic copywriting agency* (#1 US)
- *copywriting dublin* (#1 Ireland)



<input type="checkbox"/> +	nudge email	30	0	0	1	1 ▾	United States	30	0
<input type="checkbox"/> +	find copywriters	40	14	0	1	1 ▾	United States	40	14
<input type="checkbox"/> +	hire copywriters	100	40	0	1	1 ▾	United States	100	40
<input type="checkbox"/> +	arabic copywriting agency	30	11	0	1	1 ▾	United States	30	11
<input type="checkbox"/> +	benefits of copywriting	30	10	0	1	1 ▾	United States	30	10
<input type="checkbox"/> +	over marketing	60	21	0	1.5	2 ▾	India	30	12
<input type="checkbox"/> +	copywriters for hire	210	118	0	1.5	4 ▾	United States	150	107
<input type="checkbox"/> +	freelance copywriters for hire	80	32	0	1.5	2 ▾	United States	70	29
<input type="checkbox"/> +	copywriter for hire	270	60	0	1.8	6 ▾	United States	150	25
<input type="checkbox"/> +	hire copywriter	350	117	0	1.9	7 ▾	United States	200	85
<input type="checkbox"/> +	persuasive copywriting	100	11	0	2	3 ▾	United States	80	6
<input type="checkbox"/> +	copywriting hire	30	4	0	2	1 ▾	United States	30	4
<input type="checkbox"/> +	copywriting stockholm	30	7	0	2	1 ▾	United States	30	7
<input type="checkbox"/> +	weird slogans	50	19	0	2	1 ▾	United States	50	19

<input type="checkbox"/> Keyword	Volume	Traffic	Paid	Position ▲	Locations	Top location	Volume	Traffic
<input type="checkbox"/> + how is advertising changing	0	1	0	1	1 ▼	United States	0	1
<input type="checkbox"/> + copywrite	10	0	0	1	1 ▼	Ghana	10	0
<input type="checkbox"/> + bad taglines	10	4	0	1	1 ▼	United States	10	4
<input type="checkbox"/> + copywriting dublin	20	7	0	1	1 ▼	United States	20	7
<input type="checkbox"/> + freelance copywriting corporation	0	0	0	1	1 ▼	United States	0	0
<input type="checkbox"/> + bad slogans	80	40	0	1	2 ▼	United States	70	36
<input type="checkbox"/> + hire a website copywriter	30	12	0	1	1 ▼	United States	30	12
<input type="checkbox"/> + engelse copywriter	30	12	0	1	1 ▼	United States	30	12
<input type="checkbox"/> + freelance copywriting agency	40	17	0	1	2 ▼	United States	30	11
<input type="checkbox"/> + copywriter freelance torino	10	6	0	1	1 ▼	United States	10	6
<input type="checkbox"/> + the evolution of advertising	20	1	0	1	1 ▼	United States	20	1
<input type="checkbox"/> + copywriter szczecin	10	4	0	1	1 ▼	United States	10	4
<input type="checkbox"/> + nudge email	30	0	0	1	1 ▼	United States	30	0
<input type="checkbox"/> + find copywriters	40	14	0	1	1 ▼	United States	40	14
<input type="checkbox"/> + hire copywriters	100	40	0	1	1 ▼	United States	100	40

<input type="checkbox"/> Keyword	Volume	Traffic	Paid	Position ▲	Locations	Top location	Volume	Traffic
<input type="checkbox"/> + copywriting toronto	10	3	0	1	1 ▼	Canada	10	3
<input type="checkbox"/> + find freelance copywriter	10	3	0	1	1 ▼	United States	10	3
<input type="checkbox"/> + weirdest slogans	10	4	0	1	1 ▼	United States	10	4
<input type="checkbox"/> + copywriter helsinki	20	6	0	1	1 ▼	United States	20	6
<input type="checkbox"/> + copywriter padova	60	22	0	1	1 ▼	United States	60	22
<input type="checkbox"/> + worst slogans ever	40	15	0	1	1 ▼	United States	40	15
<input type="checkbox"/> + website copywriter for hire	20	8	0	1	1 ▼	United States	20	8
<input type="checkbox"/> + find a copywriter	70	30	0	1	1 ▼	United States	70	30
<input type="checkbox"/> + worst slogans	100	109	0	1	1 ▼	United States	100	109
<input type="checkbox"/> + arabic copywriter dubai	30	13	0	1	1 ▼	United States	30	13
<input type="checkbox"/> + arabic copywriters	30	12	0	1	1 ▼	United States	30	12

What the Client Said

"Christian helped us scale our SEO in ways we never imagined. We're ranking #1 in multiple countries and getting quality leads every week without spending a dime on ads."

— *Eduard Blacquière, SEO Consultant at Copywriter Collective*

Tools Used

- SEMRUSH
 - Screaming Frog
 - Surfer SEO
 - Google Search Console
 - Google Analytics
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Final Takeaway

A well-executed international SEO strategy paired with smart content optimization can exponentially increase visibility—even in a competitive service-based industry like copywriting. This campaign is proof that with the right guidance and technical rigor, **SEO can scale brands globally**.