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)

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.

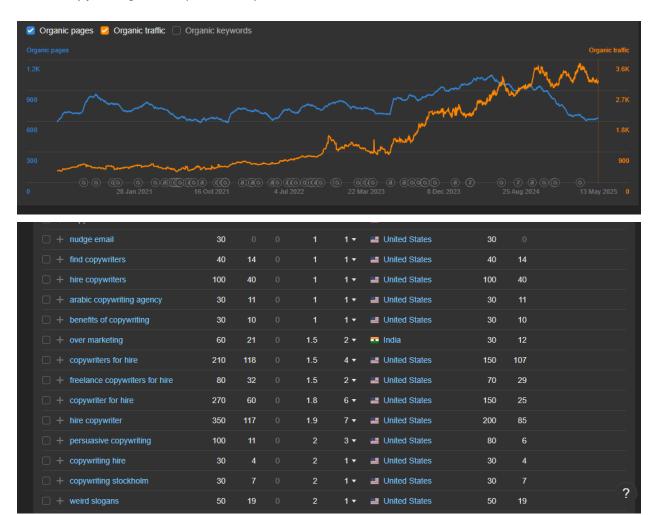
The Results

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)



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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

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**.