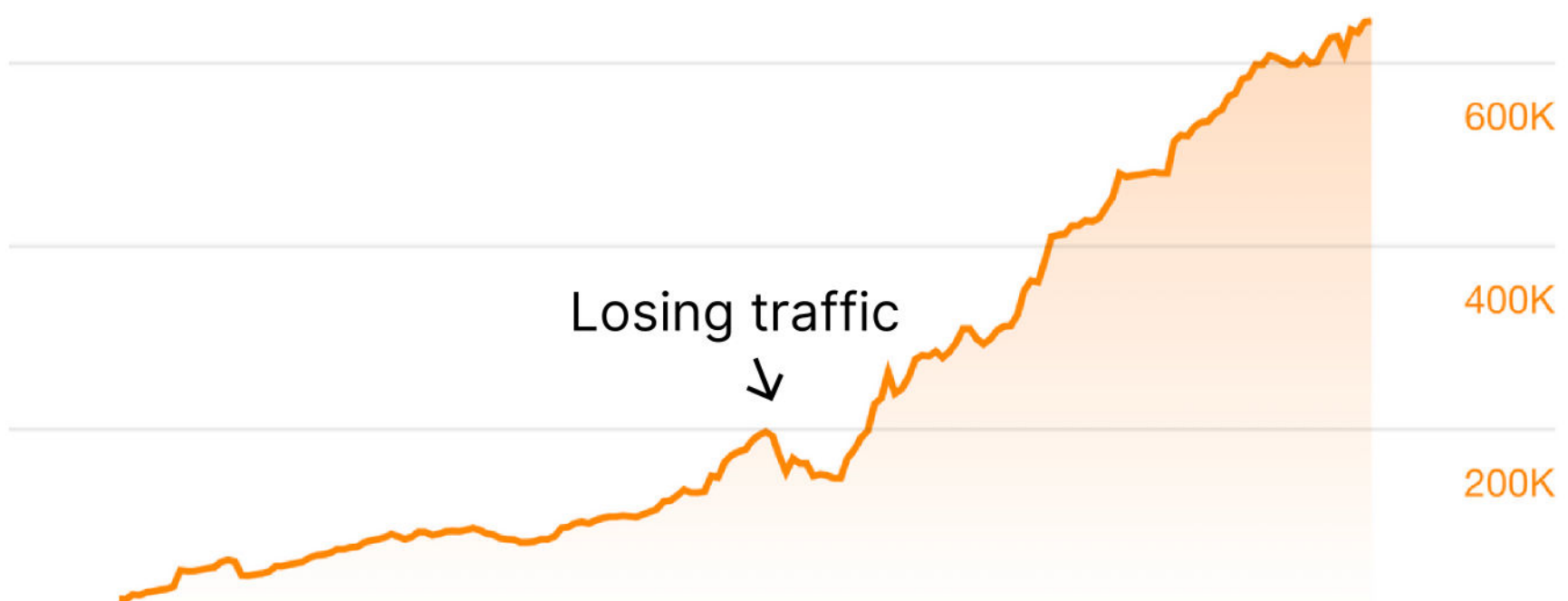**Jake Ward** ✔
@jakezward

This website got to 200K/mo SEO traffic with AI content...

Then lost 25% of this traffic in 4 days.

Losing traffic
↓

600K

400K

200K

Over 3 months, they recovered the traffic and are now getting 650K/mo.

Here's how →

Jake Ward ✔
@jakezward

The company:

- Had no internal SEO experience
- Did zero (thorough) SEO planning
- Published 2,000 Byword.ai articles

This got them to 200K/mo SEO traffic.

But they made 6 major mistakes that lost them 25% of their traffic in 4 days.

So, here's what they did →

Jake Ward ✔
@jakezward

1. Fixing their knowledge gap

They didn't have the internal SEO expertise needed to recover the traffic.

So I introduced them to SEOWith.AI, a Byword-approved AI SEO agency.

SEOWITH.AI

Leading AI SEO agency.

We help businesses scale traffic and conversions with advanced human-assisted AI SEO strategies

Book a free consultation

Jake Ward ✔
@jakezward

2. Removing 750 'duplicated' articles

The company published articles for keywords too similar to one another.

For example:

- what is yoga
- yoga definition
- yoga explained

1 article should target these keywords, not 3 (this causes cannibalization).
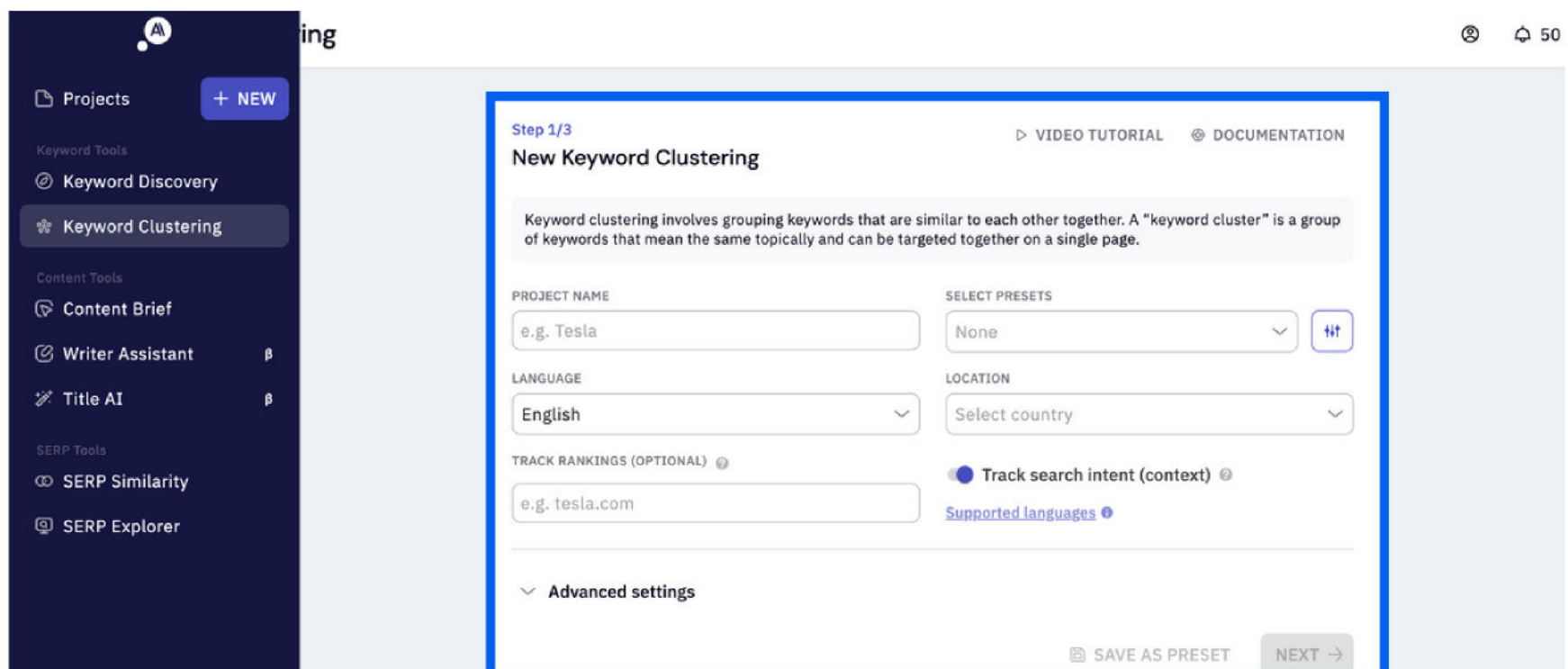
Here's how to avoid this issue →

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@jakezward

When you export your list of keywords from a tool like Ahrefs:

Use Keyword Insights to automatically group the 1,000s of keywords for you.

You'll then see exactly how many pages you should create (without duplicating).

Jake Ward ✔
@jakezward

3. Regenerating lower-quality articles

Before generating 1,000s of articles, it's crucial to test the outputs first.

- Test word counts
- Test using a custom title
- Test using custom headings

This ensures the best quality output.

They skipped this step and generated articles from their list of keywords.

Here's what to do instead →

Jake Ward ✔️
@jakezward

Generate 5+ tests with different inputs to see which provides the best output.

(Spend time on this before publishing)

Generation Mode   Learn

Choose whether you'd like to generate an article based off of a
~~keyword, or an article title, and whether you want to specify~~

Keyword
Article Title   ↙
✓ Article Title + Subheadings

Article Title   Learn

Input the title of the article that you'd like Byword to write for
you.

Why is Some Inflation Good for The Economy?

View Article Settings →

Subheadings   Learn

Add 4 to 20 subheadings (i.e. H2s) that you'd like Byword to build
an article from.

Enter a subheading here   **Add**

Generate

byword_

Article Settings

Language   Learn

English

Word Count   Enable Short-Form   Learn

1,200 ↖

Tone of Voice   Customise   Learn

Neutral

Reduce Detection Scores   Learn

Enabled

Interlinking Sitemap   Settings   Learn

No sitemap selected; Byword won't insert links

Call to Action (CTA)   Settings   Learn

No CTA selected; Byword won't add a CTA

Custom Prompts ↙   Learn
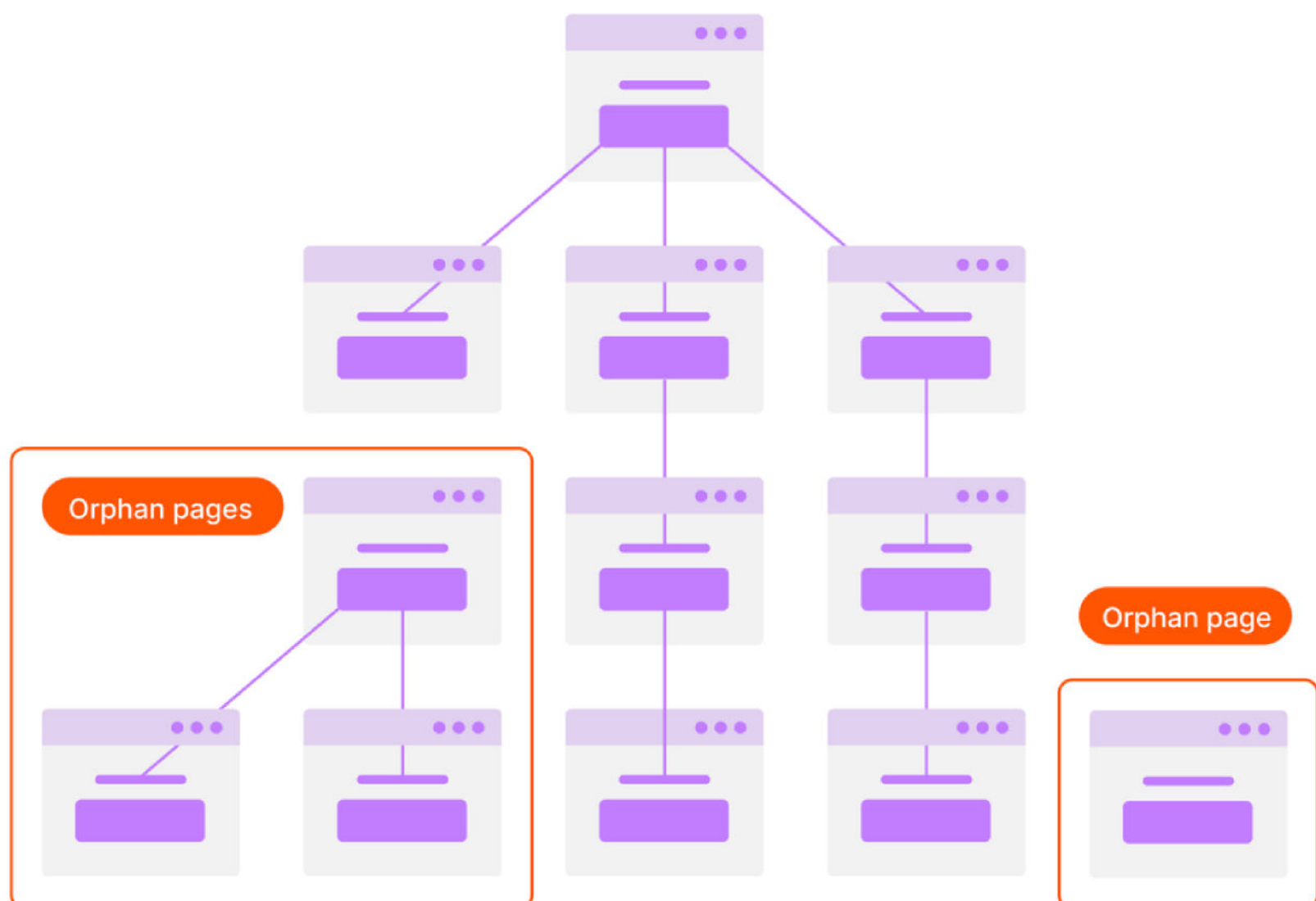
                                             Add

Jake Ward ✔
@jakezward

4. No internal linking between articles

This creates 1,000s of 'orphaned' pages that Google may struggle to find or assign enough 'value' to rank the page.

Orphan pages

Orphan page

Jake Ward ✔
@jakezward

Instead, plan your article publishing and use Byword's interlinking feature to automatically add relevant internal links.

Interlinking   Learn

The list below shows the sitemaps you have saved to your account.

1,226 URLs	Delete
325 URLs	Delete
177 URLs	Delete
437 URLs	Delete

Maximum links per article

Choose how many links Byword should aim to insert per article (from 3 to 10).

3

Currently active sitemap

Choose which sitemap Byword should link to in new articles.

No active sitemap – Byword won't interlink ⌄

Interlinking rules   Learn

Configure your keywords below, and Byword will automatically link them through to your specified URL.

Insert a keyword   Insert a URL on your site   Add

Add a new sitemap

Enter the full sitemap URL which you'd like Byword to scan.

Enter your sitemap URL

If you'd like Byword to only scan URLs which match certain rules, you can add those below, or simply leave the following inputs empty.

URL must contain   Learn   **URL must not contain**   Learn

e.g: /blog/,/articles/   e.g: /support/,/contact/

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@jakezward

5. Using AI for bottom-funnel articles

AI is incredible, but it's not quite there for bottom-funnel content like:

- Product list articles
- Alternative articles
- Versus articles
- Reviews

Mainly because AI doesn't have enough information to use for most product-focused articles.

The solution? Hire writers for BOFU.

Jake Ward ✔
@jakezward

6. No clear CTAs to convert readers

They had a single CTA with generic information at the bottom of the article.

So they added:

- Sticky "free trial" bar when scrolling
- Product-led examples in the content
- Custom CTAs for each article*

This increased their number of monthly conversions by over 260%.

Jake Ward ✓
@jakezward

*You can add custom CTAs in Byword:

Add a new CTA

Enter a name for your CTA:
This is just for you to identify the CTA, and won't affect your articles.

> e.g. 'Main Site - Signup CTA'

Enter your brand's name:

> e.g. 'Mike's Flower Pots'

Enter the action you'd like to promote:

> e.g. 'Shop now' or 'Check out our products'

Enter a URL that you'd like featured in the CTA: (optional)
Make sure to include a https:// prefix.

> e.g. 'https://mikesflowerpots.com/products'

Would you like your CTA to have its own <h2> heading?

> No, just insert a CTA paragraph at the end   ⌄

Finally, give Byword as much additional context as possible about your brand, so that it knows how to write about it.

>

Characters: 0/2000   Provide at least 250 characters of text

Jake Ward ✓
@jakezward

If you want to try Byword.ai for free:

Enter a keyword on the homepage and generate your 1 of 5 free articles.
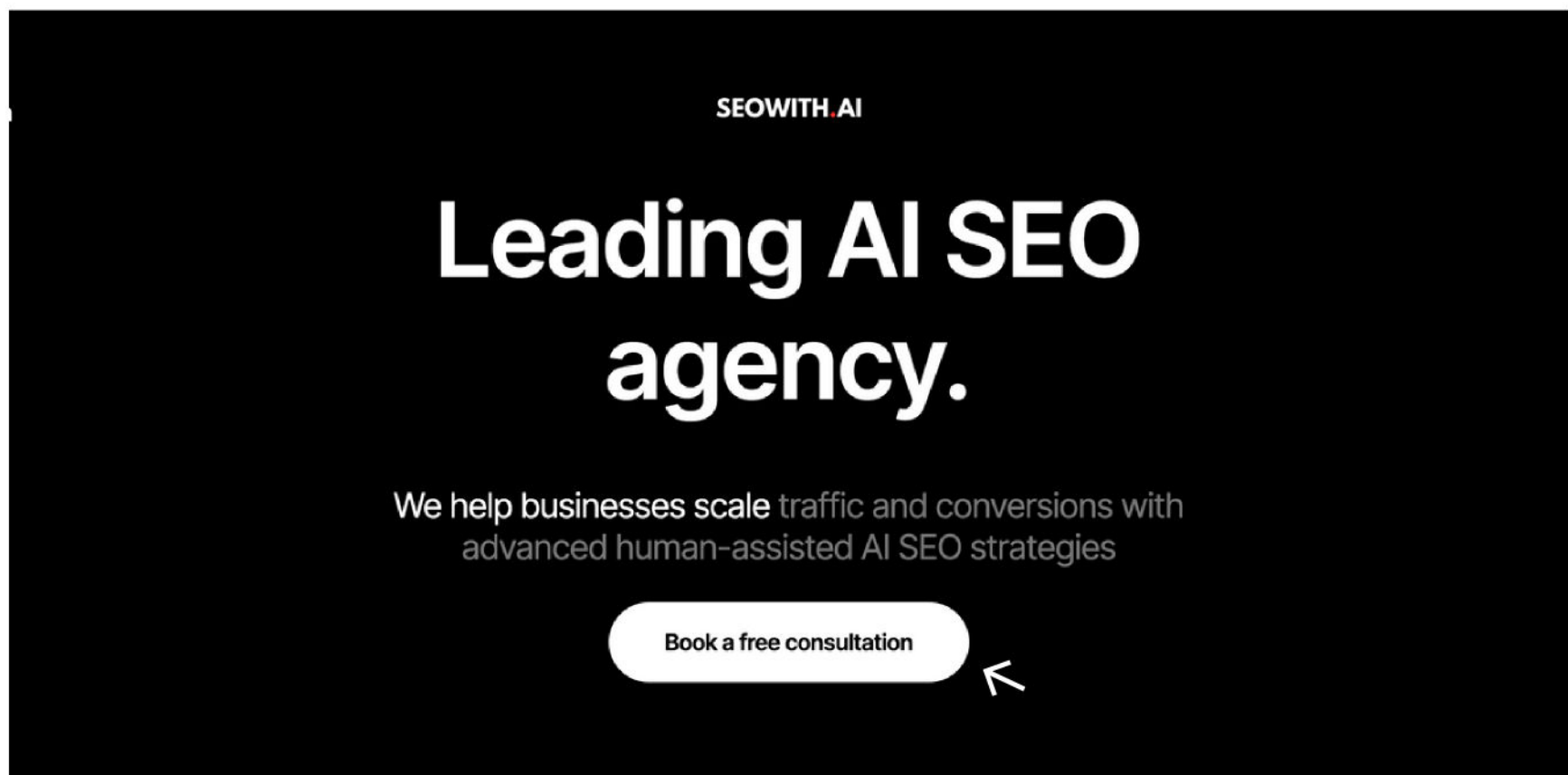
Jake Ward ✔
@jakezward

If you want AI SEO done for you:

Go to SEOWith.AI and book a free consultation with their team.

Thanks for sharing this case study 🙏

Jake Ward ✔
@jakezward

That's a wrap!

If you enjoyed this post:

1. Follow me for more posts like this
2. Hit "repost" to share it with others

P.S. Ask me any questions about this process in the comments...

I'm responding to all of them ↓