

Creating Online Visibility for an Old Website

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Stage 1 - History

I had this domain www.whydopilates.com, with a few posts on it sitting live, not really doing anything with it. It was like that for years.

Late fall 2024, while I started teaching at a new Pilates studio start-up, I decided to start working on the website again.

Up to this point, there was minimal, if any, activity on the website.

Objective:

To increase the online visibility of the website.

Plan:

Publish all the old PDF newsletter content, I have about Pilates onto the website as SEO optimized blog posts on a regular basis, at least weekly; optimize existing blog posts and pages on the website for online visibility; ensure all necessary analytics properties, GA4 and GSC, are on the website in order to track data and traffic on the website.

Stage 2 – Recent Past

I started by publishing content as blog posts from old PDF Pilates newsletters I had written over 13 years ago. All the content was original, but in PDF and .doc formats. From Nov 2024 – Feb 2025, I transferred all this content onto the website as published blog posts.

Each blog post and webpage on the website was optimized for on-page SEO. This included,

- A focus keyword, if not a cluster, for each page
- Title tag
- Meta description
- H1 header
- H2 headers
- Slug
- Image with appropriate name, alt text and size
- Schema. Each blog post had “post” schema.
- A few internal and external links, but not many, yet.

I also ensured that analytics properties were on the website. This included GA4 and included the GSC property along with an XML sitemap.

During this time, while working on the website regularly, the activity and impression of the website have been increasing slowly.

Once all the PDF newsletter articles were being published on the website, each had a “category” attached to it. These category pages were also optimized within WordPress. This included a keyword, title tag, meta description, slug and short write-up description of the category.

SEO Content Writing Samples

A selection of SEO optimized content is published on the website. (New original current content is indicated by “new article”. Previously written content originally self-published in a PDF newsletter is indicated by “old PDF newsletter article.”)

First post published newsletter article: <https://whydopilates.com/do-you-have-flat-back-posture/> (old PDF newsletter article)

One of the newest original posts with the aid of AI agents for outline, draft, structure: <https://whydopilates.com/pilates-and-pickleball-conditioning-injury-prevention/> (new article)

I also wrote a series of articles related to the marketing side of a Pilates studio. All new original content based on my time teaching at the studio.

<https://whydopilates.com/category/marketing-business-of-pilates/> (new article)

<https://whydopilates.com/understanding-the-different-customer-personas-for-pilates/> (new article)

<https://whydopilates.com/learn-more-about-the-different-pilates-instructor-personas/> (new article)

<https://whydopilates.com/how-did-a-dying-pilates-studio-come-back-to-life/> (new article)

<https://whydopilates.com/pilates-studio-culture/> (new article)

<https://whydopilates.com/best-prices-and-locations-for-pilates/> (updated old pdf newsletter article)

<https://whydopilates.com/group-classes-or-private-pilates/> (old PDF newsletter article)

Outcome:

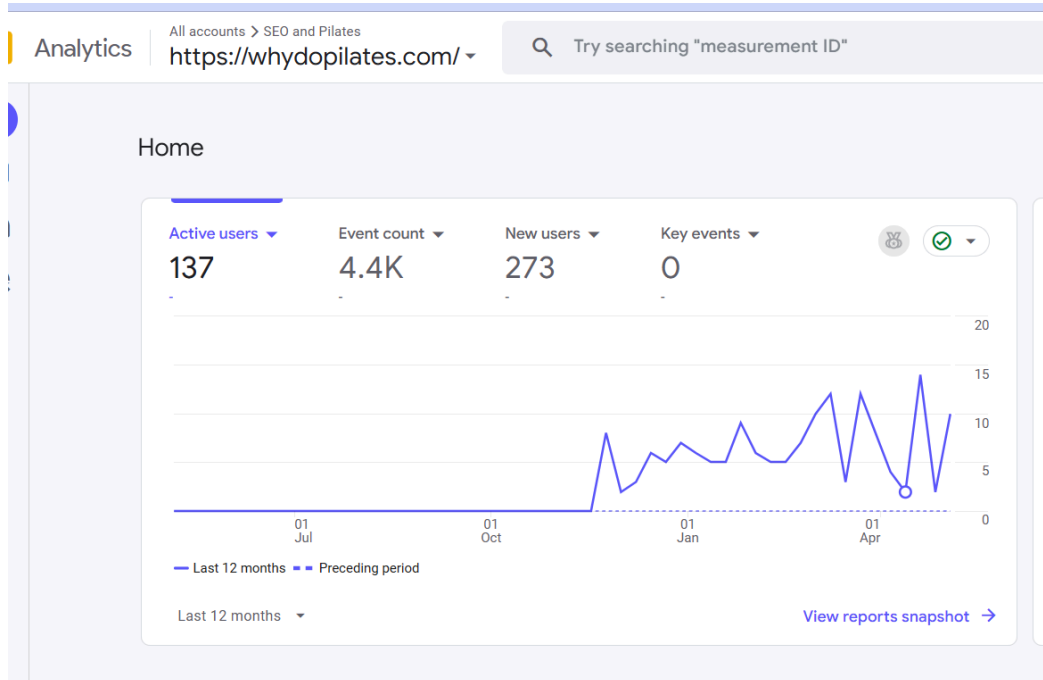


Figure 1: As seen in this screenshot from GA4, there is very little, if any, activity before November 2024. There has been regular activity since.

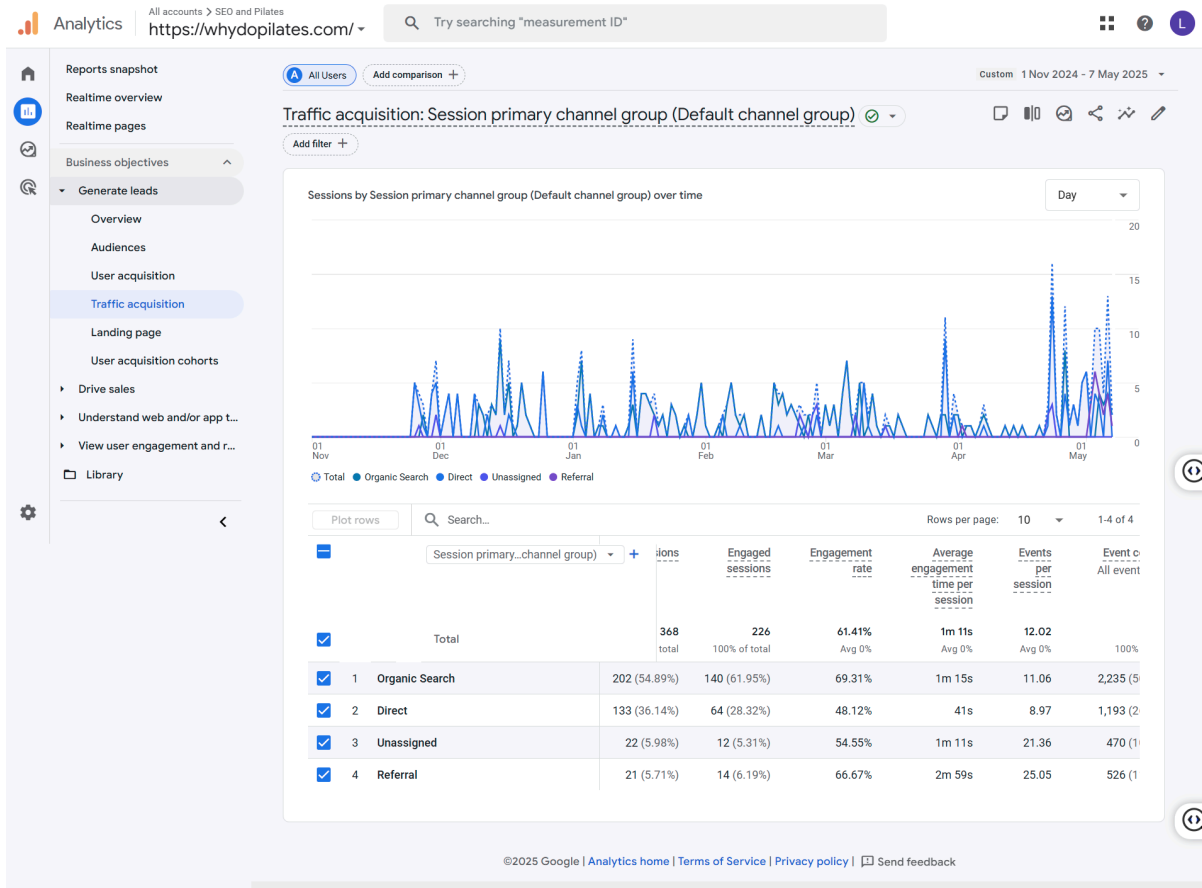


Figure 2: As seen in this figure from GA4, there has been regular activity on the site since November 2024. As can be seen, organic search is the main source of traffic, as anticipated.

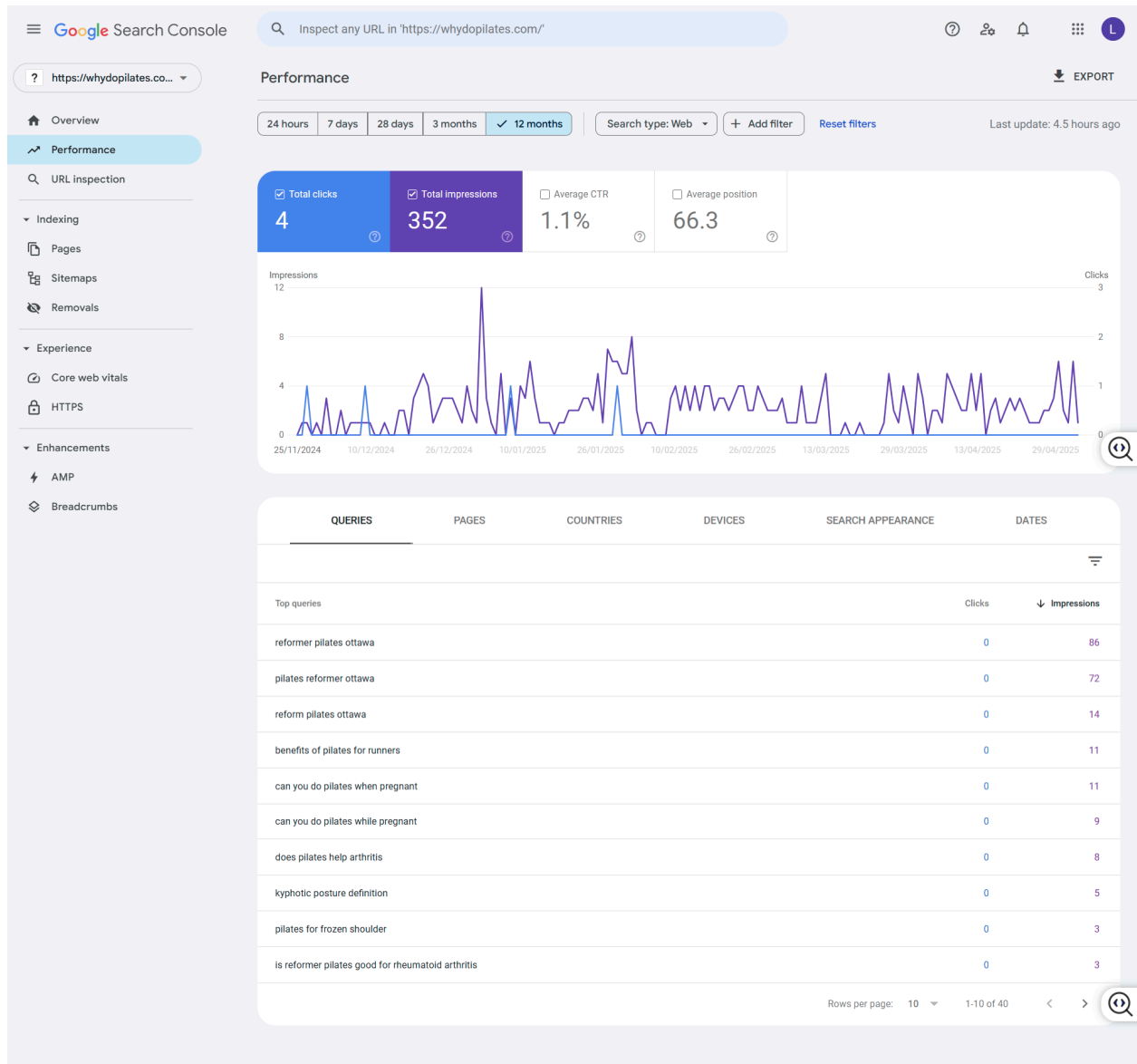


Figure 3: As can be seen from GSC, there is no data prior to November 25, 2024. Since then, impressions have been steady, and there have been a few clicks. Online visibility is slowly developing.

Stage 3- Present (Creating Topical Authority)

Towards the end of April, I started including in some new content on the website, including new blog posts. In particular, pillar pages. The idea behind the pillar pages was to create some internal linking to help the search engines navigate the website and visitor once it reached a website and started crawling the website.

The pillar pages were written according to the category provided to each post. i.e. posture

Based on how SEO is adapting to the changes with the internet and in particular, increasing use of AI agents, AI overviews, voice search, more zero-click content and rich snippets, I slowly started modifying the structure and layout of newer blog post content and the pillar pages.

Each post is still optimized based on the above list. However, a few other things have been incorporated to address some of the adaptations of SEO. Each of the newer posts and website content includes,

- An FAQ is at the end of the article. (This is to appeal to voice search, zero-click content.)
- The page is more focused on an entity rather than just a focus keyword/phrase. Now the content on the page is related to that entity. E.g. Pilates for posture (Search engines are getting “smarter” and considering entities of a post/webpage content)
- A table of contents is included before the body of the article. (This is to make the article more skimmable for a reader.)
- A short introduction is also included before the table of contents and the body of the article. The article itself is divided into sections separated by appropriate headers. (The idea here is that AI agents learn in chunks of information rather than large quantities. Rather than just optimizing the entire article, optimize chunks of sections of the article.)
- The pillar pages are primarily an overview of the main topic/concept/entity, with internal links to relevant blog posts with topics related to this particular entity. (The idea is to hopefully create a “knowledge graph” around that entity present on the pillar page.)

This is the current stage.

SEO Content Writing Samples (Pillar Pages)

A selection of SEO optimized pillar pages with updated structured outlines above. All are new, original, I current content

Pillar pages:

<https://whydopilates.com/pilates-good-for-posture/> (First pillar page)

<https://whydopilates.com/pilates-supports-whole-body-health-fitness-wellness/>

<https://whydopilates.com/pilates-benefits-every-body/>

<https://whydopilates.com/pilates-a-good-form-of-cross-training-for-sports/>

<https://whydopilates.com/pilates-for-mental-wellness-how-movement-transforms-your-mind/>

<https://whydopilates.com/pilates-for-rehabilitation-and-injury-prevention/> (Latest pillar page)

Stage 4 – Future Road Map

Moving forward, I will continue to create Pillar pages, bringing content from different categories together.

Once this has been completed, update older content that was created before April 2025. Updates may include updates to the information of content, structure of the content and linking of the content to other pieces of content within the website.

Technical SEO will also be considered going forward. In particular, structured data and schema as this is helpful for the AI agents and search engines for learning and reading the content on a webpage more effectively. As well as considering

- page speed, mobile and desktop
- Broken pages
- Redirects
- Images loading times,
- Core web vitals

Eventually, working on off-page SEO strategies to gain valuable referrals from high-value sites. This includes fitness, wellness, Pilates, health practitioners and other related sites. Finding related round-up articles, lists, etc. to be included on; participating more in related online groups to slowly work on the PR for the site.

Moving forward, I will also continue to observe the activity on the website, tracking clicks, impressions, CTR, and ranking within GSC. This information will help determine the next steps with the content, what to modify, what to test, what to change, what to keep, etc.

Every 3-4 months I'll check the analytics, GSC and GA4 to see what activity is going on. Metrics I'll consider will be more “user-centric” focused.

- CTR and impressions – to measure awareness (helpful content)
- Time on page/site – to measure ease of navigation (when visitors are considering the content)

As this site is not providing an “offer” yet, as it mostly provides informational and commercial-related content, there is no formal “conversion” yet. A newsletter opt-in may be a possible conversion to consider for the future.

I will also look at the traffic sources. While the traffic source is only organic for new users, making note of direct traffic may provide some information on return visitors or possibly previous visitors sharing the site or backlinks.

I also enlisted the help of an AI agent to help come up with a 90-day plan for increasing the topical authority of the website. <https://datauntangled.com/chatgpt-create-project-plan/>