

CREATING ONLINE VISIBILITY FOR AN OLD WEBSITE, WHYDOPIlates.COM



This is the story of an old domain I have www.whydopilates.com sitting live with a few posts on it, not really doing anything except taking up space on the world wide web. It has been like this for 7-8 years. Late fall 2024, I started teaching Pilates in a local studio start-up and I decided to start working on this old website again. Up to this point, there was minimal, if any, activity on the website.

CHALLENGE

To increase the online visibility of the website

SOLUTION

Plan:

Publish all the old PDF newsletter content, I have about Pilates I created while operating my own Pilates Studio business, 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.

Implementation:

Nov 2024 – Feb 2025: Published original content as blog posts from old PDFPilates newsletters I had written over 13 years ago on the website.

Each blog post and webpage on the website was optimized for on-page SEO

- 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.

Ensured that GA4 and GSC properties were on the website.

Uploaded an XML sitema to GSC.

A “category” was assigned to each blog post. Each “category” page was also optimized including a keyword, title tag, meta description, slug and brief descriptive write up.

SUCCESS

Online visibilitiy of the website did indeed start to increase. This was seen by more impressions. Traffic acquisition included organic and some direct.

ASSETS

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