





How we helped Winedeals improve blog performance by 268% with AI.

The Numbers Keeps Growing

268% Clicks Increase In Less Than 3 Months



Started Here

THE CHALLENGE

Launching a brand is just the beginning.

Scaling it is the real challenge.

Fierce Competition

Navigating a highly competitive digital space with countless brands fighting for visibility and consumer attention.

Limited Initial Funding

Operating with restricted budgets that hamper the ability to launch extensive digital marketing campaigns or experiment with diverse advertising channels.

Steep Digital Marketing Learning Curve

The complexity and constant evolution of digital marketing strategies, from SEO to social media algorithms, require expertise and ongoing learning.

High Customer Acquisition Costs

The significant investment required to attract new customers through paid search, social media advertising, and other online channels.

Building Consumer Trust Online

Establishing credibility and trust with potential customers in the absence of physical interaction or tasting opportunities.

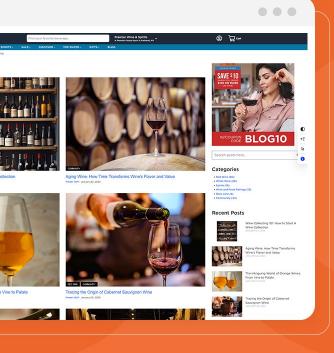
Differentiation in a Saturated Market

Creating a unique brand identity and value proposition in a crowded online marketplace, ensuring standout visibility among numerous competitors.

Our Goal

Improve blog performance by focusing on articles with low click-through rates.





The Process

Using Google Search Console data, identify blogs with low click-through rates as candidates for Al-assisted content optimizations to improve performance.

Use ChatGPT and specifically tailored client prompts to build out SEO-optimized content.

Over the past six months, we've optimized 23 blogs using this process, and across all optimized pages, saw:

- An average CTR rate improvement of +.6%, from .48% to 1.08%
- ☑ Clicks increased by 268%
- And an Average Position improvement of 11.7%, up 4 positions



Barrel-Aged Wine: How Barrel Aging Transforms Wine

Comment with Comment & Comment

. . .



Anyone who has toured a winery will have seen cellars filled with racks of barrels that tower over visitors. These barrels are usually barrique or hogshead barrels, each holding around 60 sallors of wine enough to fill 300 bottler.

Barrels are a convenient way to store wine, but their role goes far boyond storage. Barrel aging transforms the wine's nature, subtly—or not so subtly—changing its chemical makeup, taste norfile; and role.

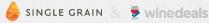
In this article, we explore barrel aging for wines, its history, and its impact on some of the world's most famous wine varieties.

What is Barrel Aging?

Barrel aging is a traditional method of wine maturation, where wine is stored in barrels after fermentation. When reparding barrel aging, the barrels in question are typically made of wood from oak frees, but prome wines are aged in steel barrels.

When the wine is in barrels, it undergoes a slow oxygen intake, known as micro-oxygenation. Controlled exposure to oxygen helps soften the wine's tennins, making it smoother and more paletable.

Oak barrel aging contributes to the complexity of the wine's flavor and arona profile. During the aging process, wine components react with the barrel's inner surface, which is burnel or "floated" introducing new flavors and aromas. The aromas created during the barrel aging.









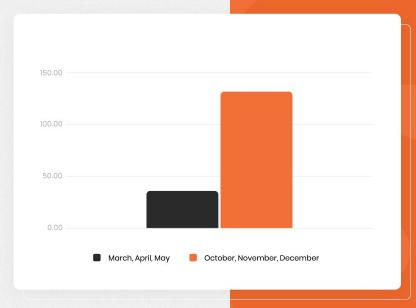






Clicks increase by 268%

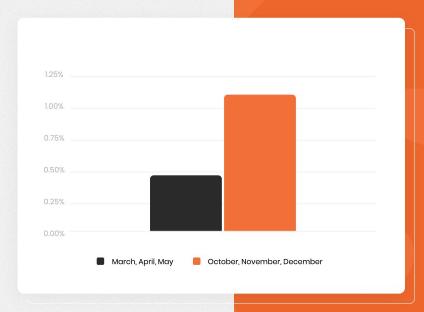




Al Assisted Blog Content Click Data

An average CTR rate improvement of +.6%

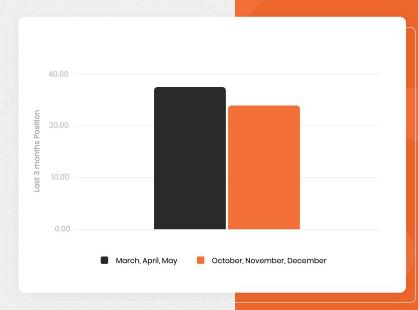
Mar, Apr, May 0.48%
Oct, Nov, Dec 1.08%



Al Assisted Blog Content CTR Data

And an average Position improvement of 11.7%, up 4 positions





Al Assisted Blog Content AVG Position Data





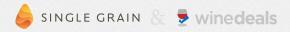
Learnings

Not all pages were winners; some did worse.

This decrease in performance for some URLs could have to do with seasonality with some of the titles as well as the different timeframes the data was pulled and compared.

However the larger takeaway is that there is a lot of opportunity in low hanging CTR pages. Identifying these opportunities and optimizing existing content efficiently with AI will help to expedite optimizations, create more useful content for users and more traffic to your website!





Thank You

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