

E-COMM

CASE STUDY

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

Organic Growth

Clicks increase by 268% →

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

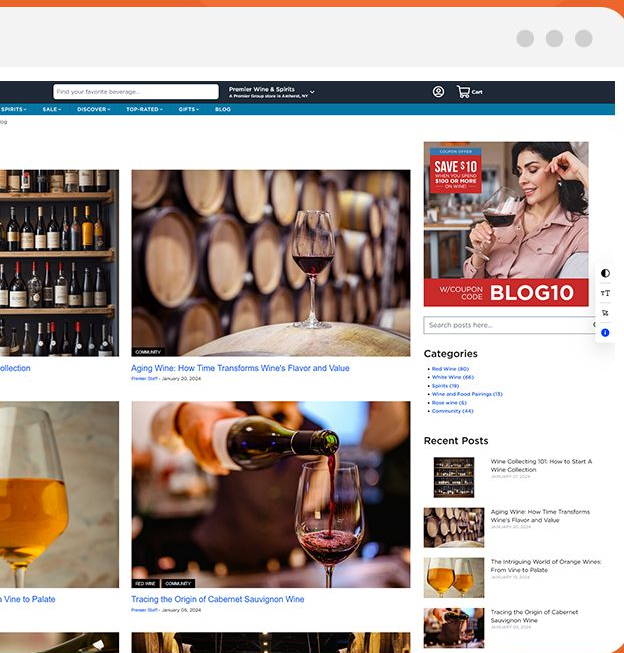
Creating a unique brand identity and value proposition in a crowded online marketplace, ensuring standout visibility among numerous competitors.



SINGLE GRAIN &  wineDeals

Our Goal

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



The Process

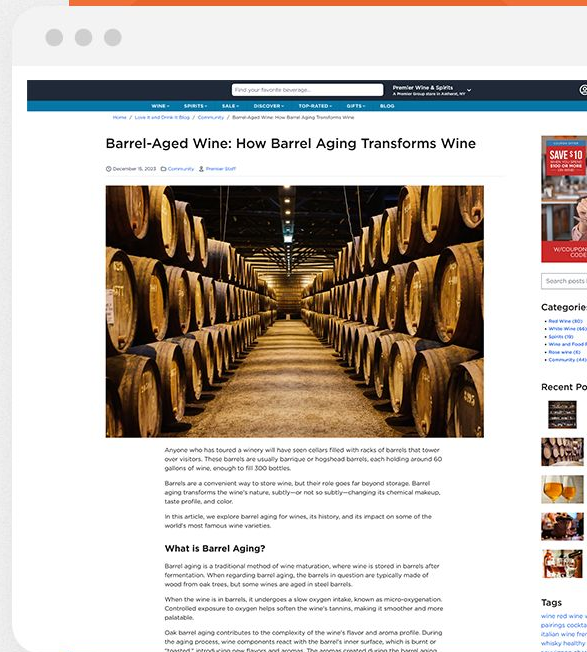
Using Google Search Console data, identify blogs with low click-through rates as candidates for AI-assisted content optimizations to improve performance.

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

The Results

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

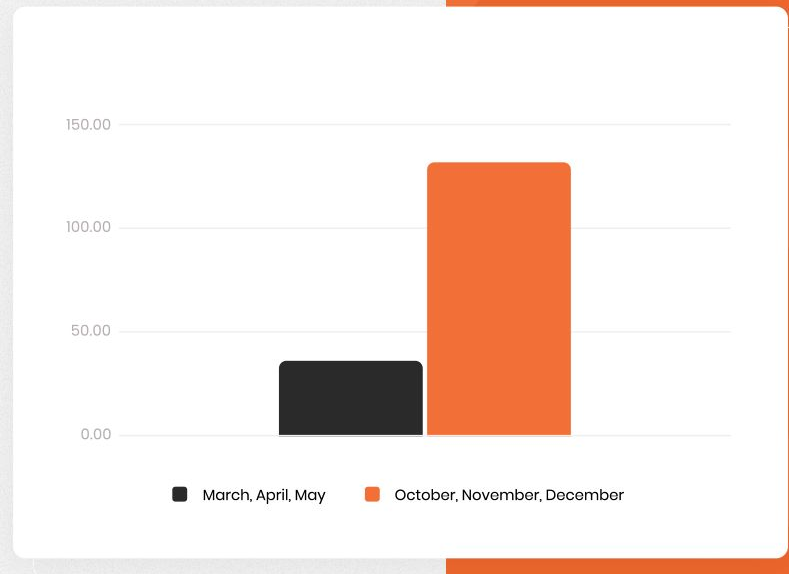
- ✓ An average **CTR rate improvement of +.6%**, from .48% to 1.08%
- ✓ **Clicks increased by 268%**
- ✓ And an **Average Position improvement of 11.7%**, up 4 positions



The Results

Clicks increase by 268%

CLICKS	
Mar, Apr, May	35.78
Oct, Nov, Dec	131.78

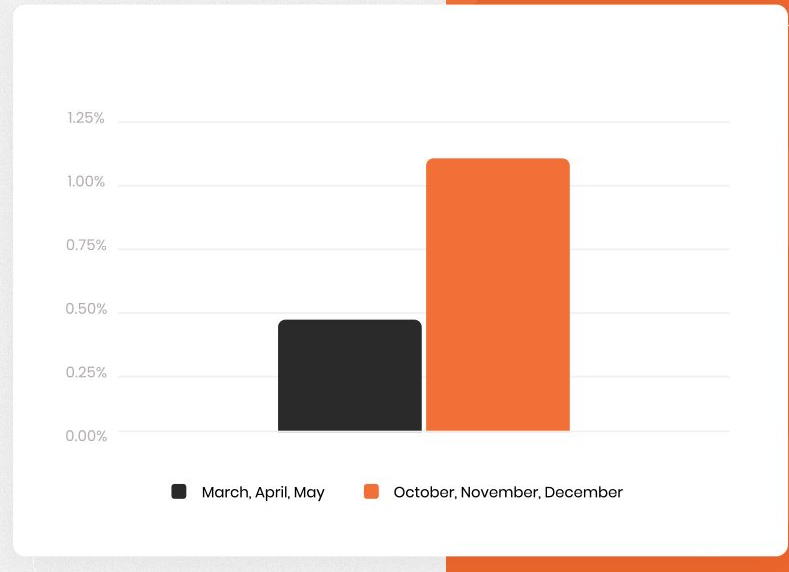


AI Assisted Blog Content Click Data

The Results

An average **CTR rate**
improvement of **+.6%**

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



AI Assisted Blog Content CTR Data

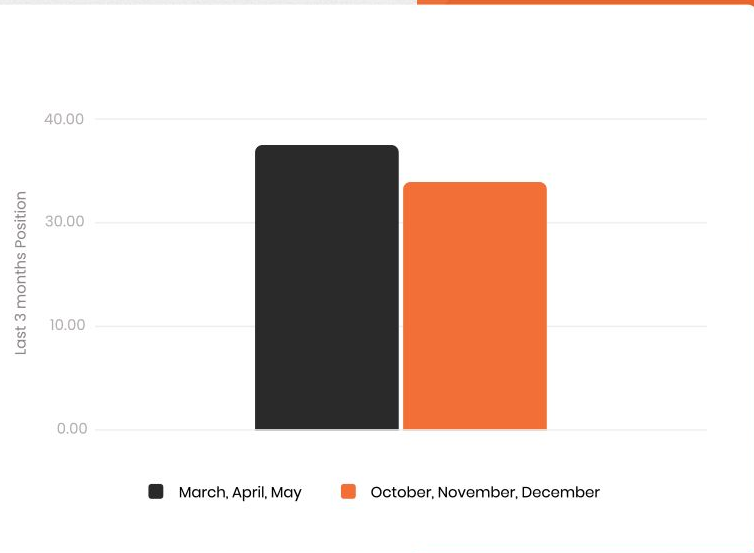
The Results

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

AVG POSITION

Mar, Apr, May **36.73**

Oct, Nov, Dec **32.44**



AI 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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**Driving Innovative Marketing
for Great Companies**

If you want to achieve the same results feel free to get in touch with SingleGrain.

