



Organic Site Traffic Increases By 35%

Company Info

- Awesome Dice sells dice sets and accessories for tabletop games such as Dungeons and Dragons and Warhammer 40k.
- Owned and Operated by Kelle and Jaimie
- Michigan USA
- <https://www.awesomedice.com/>

Their Story: Kelle and Jaimie, a mother/daughter duo, purchased Awesome Dice in 2022. The previous owner, Brandon, had already done significant SEO work on the site, turning it into one of the leading dice ecommerce sites. While they were set up for success, they were aware that they could easily squander their good position. Without quality blog content, their significant financial investment would be a waste:

- "We don't know nearly enough about D&D to write about it in a way that our customers would actually read"
- "I'm skilled in ecommerce, but don't have the technical know-how with SEO"
- "We haven't posted in about 6 months, and are already seeing our keyword rankings slip"
- "Our older pages need updating, and we have no idea where to start"

The Goal: To maintain high keyword rankings and increase organic traffic to the site without spending money on advertisements.

The Solutions

Jaimie and Kelle elected to have Riley James Copy cover their SEO blog content strategy. Riley put together a package that included:

- A) updates of older posts that were slipping in rankings
- B) a mixture of topics that targeted long-tail and competitive keywords
- and C) both short form and long form content.

This package balanced Awesome Dice's budget, time, and SEO needs.

Riley James Copy wrote blog posts with the following criteria:

- 1. Keyword Researched Topics (*write on what people search*)**
- 2. Attention Grabbing Headlines (*people choose your site over other results*)**
- 3. Written and Formatted for High Readability (*increases visitor dwell time*)**
- 4. Preference for 3000+ Word Count (*increase high SEO ranking and social shares*)**
- 5. SEO optimized (*Title tags, Meta-Descriptions, Keywords, Links, and Images*)**
- 6. Relevant Redirects to Awesome Dice Products**

Examples

Email riley@rileyjamescopy.com to receive links to these posts.



How to Jump in D&D 5e: Everything You Need To Know!

<https://www.awesomedice.com/blogs/news/how-to-jump-in-d-d-5e-everything-you-need-to-know#conclusion>



The 2023 D&D Beginner's Complete Guide to the 5e Fighter Class

<https://www.awesomedice.com/blogs/news/the-2023-d-d-beginners-complete-guide-to-the-5e-fighter-class>



Constitution Spell Casting Makes the 5e Sorcerer Better in Every Way

<https://www.awesomedice.com/blogs/news/how-constitution-spell-casting-makes-the-5e-sorcerer-better-in-every-way>



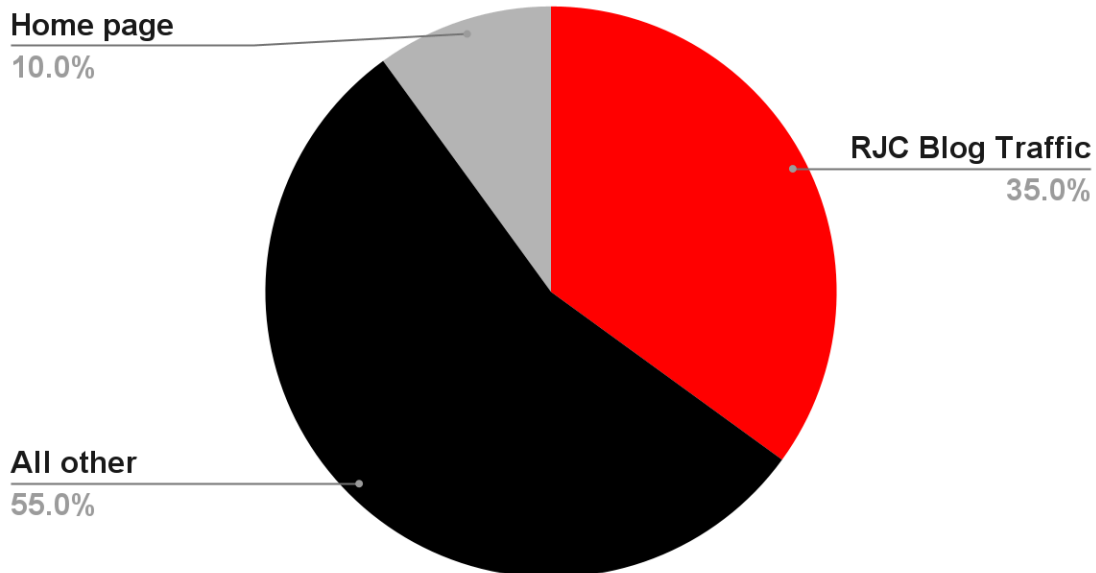
The Ultimate Guide to HP in D&D 5e

<https://www.awesomedice.com/blogs/news/the-ultimate-guide-to-hp-in-d-d-5e>

The Results

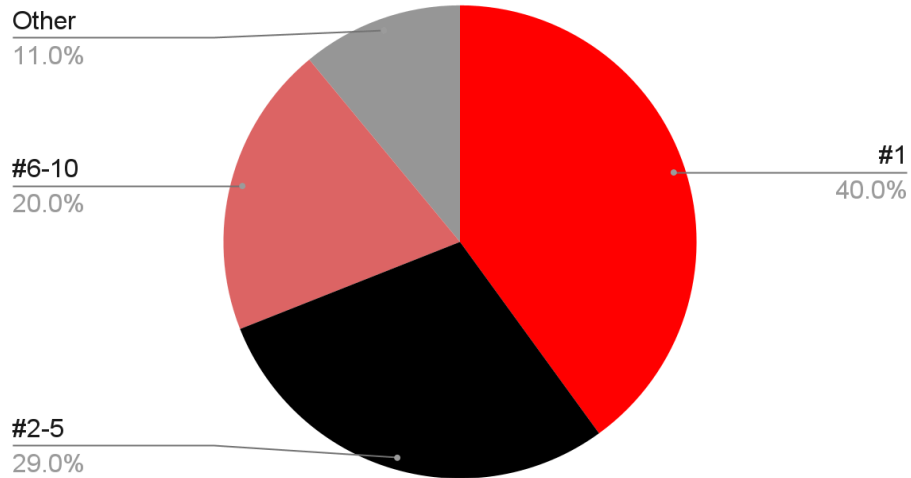
Awesome Dice not only maintained their position, but increased their keyword domination of transaction based dice and D&D 5e searches.

Awesome Dice Site Traffic



- RJC blogs are responsible for over 35% of site traffic
- RJC blogs are half of the of the most visited pages

Targeted Keyword Rankings



- AD is ranked #1 for 40% of targeted keywords
- AD is ranked #1-5 for 69% of targeted keywords
- AD is ranked top 10 for 89% of targeted keywords

Jaimie's Recommendation

"I could swear that I once read a review for Riley that stated his work felt human. This has stuck with me as it is certainly true. Riley provides quality content well suited to our brand in a professional manner lacking any of the usual stiff and stuffy, excessive formality. We've come to think of him as part of the team."

Influencer Commentary ("Sorcerer" Post)

"I actually read this incredible thing recently... I read an article, and thought it was very cool... it was a very well thought out article" - Brennen Lee Mulligan

(full video here ... <https://www.youtube.com/watch?v=tnPODhU8tfU>)

Would you like similar results? Reach me at riley@rileyjamescopy.com