



Overcoming SEO Challenges:

*The Power of
SEOTesting for
Consultants*

Josh Willett

CASE STUDY



[Josh Willett](#)

Digital Marketing Consultant

“The automation gained from SEOTesting didn’t just save time - it transformed our approach to SEO entirely. It turned weeks of manual work into hours of actionable insights and driving measurable, bottom-line results for our clients.”

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Josh is a digital marketing consultant specialising in SEO strategy and analytics, using data-driven insights to drive results. He runs two businesses: one providing high-end SEO for large enterprises, the other focuses on local SEO for small businesses.

He shares the challenges he faced in achieving his goals:

CHALLENGES

Tedious, Manual Data Handling

Josh initially relied on Google Search Console for SEO testing, manually extracting data and entering it into multiple spreadsheets for each test.

“There was a significant amount of repetitive, manual work.”

He also explains that whilst this method did let them organise and analyse the data, it had significant limitations.

“Because of the large data sets involved, it was time-consuming and prone to errors.”

Moreover, the lack of API integration meant data had to be manually updated and maintained, leading to inconsistencies and negatively impacting SEO strategies.

“Prone to Errors”



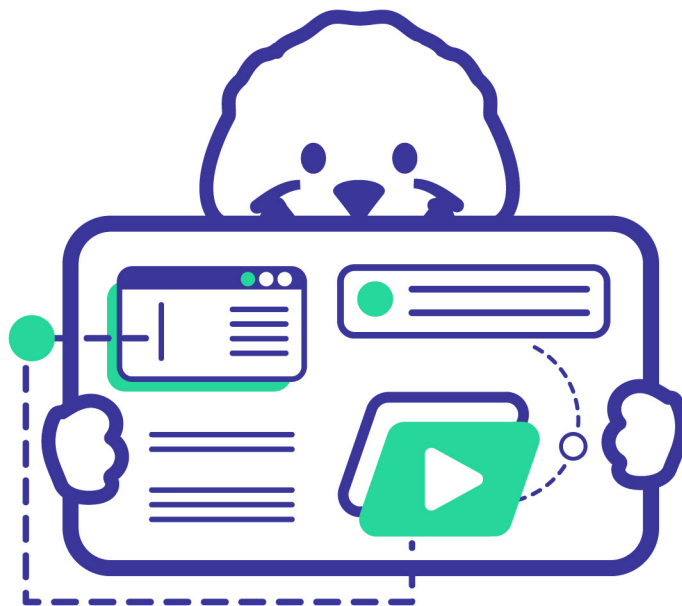
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Lack of Agility

Josh describes that due to their data extraction for analysis being slow, they were unable to respond to changes as quickly as they needed.

“It was difficult to keep up with the fast-paced changes in SEO trends.”

He recalls that the lack of automation and real-time integration greatly impacted efficiency and agility.



“Missed Opportunities”

A Negative Effect on Productivity

The previous processes had a broader impact on productivity and growth, demanding either a specialised team member to manage these tasks full-time or requiring Josh’s direct attention; limiting focus on other areas of the business.

“Every hour spent manually handling SEO data could have been an hour spent on innovation or improving high-value aspects of our digital marketing efforts.”

Dedicating such a considerable amount of time to manual processes led to delays on other projects and increased the opportunity cost.

Limited Scalability

Josh describes how, as the volume of their projects increased, scaling their SEO efforts became increasingly challenging. Repeated testing and manually validating data became a hindrance.

“I quickly realised that this manual approach would be unsustainable, and an obstacle to growth.”

These inefficiencies were eating away at his time, leaving little room to focus on strategy, optimisation, or innovation.

“An obstacle to Growth”

SOLUTION & RESULTS

“Quick data gathering”

Ditching the Manual Grind

Josh discovered SEOTesting’s automated data flow, removing the manual effort from data collection. Its direct API integrations ensure up-to-date data and reduce the risk of errors.

“Unlike our previous methods, where data gathering and analysis could take weeks, SEOTesting gave us actionable data within just a week!”

Josh explains that one feature he particularly likes is the Chrome extension:

“It allows quick and efficient data gathering about web pages and keyword usage, saving considerable time.”

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Increased Agility

For Josh and his team, SEOTesting increased their agility and responsiveness in adapting to SEO trends.

“SEOTesting’s speed and efficiency has greatly improved how quickly we can respond to dynamic search trends and optimise our clients’ web presence effectively.”

They can now leverage real-time insights and data integration for effective decision-making and a strategic advantage.

“It lets us make quick adjustments, ensuring our SEO strategies align with current best practices and market conditions.”

Hitting the Ground Running

During the implementation of SEOTesting, Josh recalls how straightforward it was to integrate the tool into their existing processes.



“An Intuitive Interface”

“I was impressed with the ease of implementation and the rock-solid support I received during onboarding. It was also very easy to connect the platform to APIs.”

Additionally, he describes how the tutorials and support guides helped him and his team ‘hit the ground running.

“The detailed, tailored guidance was instrumental in helping us feel equipped to leverage the tool to its full potential. It truly set SEOTesting apart.”

Josh explains that SEOTesting’s intuitive interface made it easy to start testing immediately.

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Sophisticated Testing & Metrics

Josh explains that the mathematical rigour and statistical analysis capabilities embedded within the tool have been invaluable for him.

“Being able to conduct sophisticated testing and extract detailed, data-driven insights was exactly what we needed to improve our SEO strategies.”

He explains how the tool lets them interpret and understand complex data patterns and trends effectively.

“The statistical tools provided were not just generic analytics; they were tailored to evaluating SEO performance.”



**“50%
increase in
Organic
Traffic”**

Measurable, bottom-line results

Josh highlights a standout success involving a comprehensive revamp of an underperforming product page for a client.

“SEOTesting was able to pinpoint precise areas for improvement and then track the impact of the changes we made.”

Using SEOTesting’s insights, they identified SEO inefficiencies affecting visibility and engagement, allowing them to make targeted improvements.

“Within three months, the page experienced a 50% increase in organic traffic and a 30% boost in conversion rates.”

This not only improved the client’s revenue and user experience on their site, but also demonstrated the power of data-driven SEO strategies. Being able to link SEO activities directly to tangible outcomes like conversions and user engagement has proven extremely valuable to Josh.

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Improved Client Engagement

Since they've started using SEOTesting, Josh explains that stakeholder feedback has been overwhelmingly positive.

"Our stakeholders appreciate the greater clarity we can now provide with SEOTesting's reporting features. It lets them see firsthand how our SEO efforts translate into measurable outcomes and it's given them increased confidence in our SEO strategy."

Josh has also seen the benefits of the tool's newest feature, Magic Links, which allows for the direct sharing of SEO test results with clients, improving transparency and client engagement.

"The 'Magic Links' feature has improved collaboration between our team and clients – it creates more inclusive and informed decision-making."



Sustainable Growth and Optimization

Josh details how SEOTesting has significantly enhanced their operational efficiency, enabling the team to focus more on strategy and less on manual data handling.

"We now deliver more precise and impactful results, align SEO strategies more closely with business objectives, and demonstrate the direct value of our work."

The result has been greater client satisfaction and more robust and successful campaigns.

In both ventures, Josh describes how SEOTesting is crucial in refining strategies, boosting website visibility, increasing traffic, and improving conversion rates for a diverse range of clients.

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Track and demonstrate the results of your SEO tests

Enable your teams to gather and determine clear results of SEO tests, whilst saving considerable time.

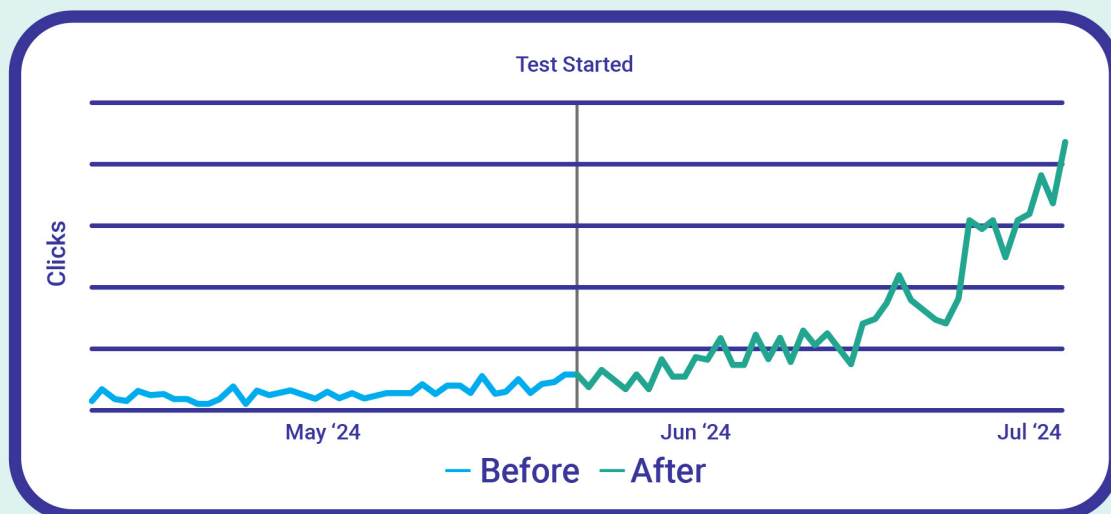
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Before and After example



Clicks per day
+ 593%
Site clicks per day
+ 2.2%
Impressions per day
+ 946%

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