



CASE STUDY: SPANISH WITH DOMINIQUE

Combining SEO content with storytelling, anecdotes, and brand values to create unique content and drive organic traffic.

OBJECTIVES

Dominique wanted to grow her audience through SEO-driven blog content while staying authentic to her voice and brand. She needed support to:

- Free up time to focus on live launches, webinars, and signature programs.
- Maintain a personal, engaging style in her blog posts.
- Build long-term organic traffic through evergreen content through 50 blog posts.

SOLUTIONS

To meet these goals, we developed a strategic SEO and storytelling approach:

1. Brand Clarity – I helped Dominique define her core values and brand voice.
2. Storytelling & SEO – We blended authentic anecdotes with optimized keywords to create human-centered content.
3. Content Clusters – Using SEMrush, I helped Dominique build SEO content clusters and optimize posts around high-impact topics, increasing visibility and engagement.

“You made me go really deep on who I was, what my brand was, and what my students needed from me.”
— Dominique Cordero

BENEFITS

Increased Organic Traffic

Blog posts became Dominique’s #1 traffic source.

Stronger Audience Connection

Readers resonated with the personal storytelling and brand values.

Content Repurposing

Evergreen content was reused in email campaigns and social media, maximizing its impact.

AT A GLANCE

Challenges

- Needed SEO-driven content while keeping her authentic brand voice.
- Limited time to focus on writing.
- Wanted long-term, scalable content.

Benefits

- 50+ blog posts over two years.
- SEO content clusters driving sustainable traffic.
- More time for launches & business growth.



“You were able to write those stories for me and really bring my voice through on the blog posts. I trusted you more and more to take over a larger role, so I could focus on my zone of genius in other areas of my business.”

People tell me they love my blog and read all my blog posts. The highest traffic source to my website by far is search traffic from Google.”

**Dominique Cordero
Monroy**

Spanish with Dominique