

Content that needed more than a rewrite

How a digital agency rebuilt 128 pages of a client's website with almost no management on their side.

128 pages	+28%	12 hours	55 hours
REBUILT	VISITORS FROM GOOGLE	OF BRIEFING	OF AGENCY TIME

Who was involved

A US-based digital agency with 30 people who ran marketing campaigns for their own clients.

One of those clients sold outdoor gear such as tents, stoves, sleeping bags and packs online. Their business had around 800 products in total.

The client in question asked the digital agency to fix their product pages as well as their social media. However, due to limitations in capacity planning, Mediasphere was brought along on a project basis.

We worked under the agency's name for eighteen weeks. The client never dealt with us directly, and never knew we existed.

PARTNER	Digital agency, ~30 people
END CLIENT	Outdoor gear, ~800 products
SCOPE	176 product, category and guide pages
MODEL	Project based, white label
DURATION	18 weeks

The problem

The client's website had **176 pages** describing their products and categories. Different people had written them over roughly six years, but nobody had ever gone back and looked at the whole thing, which led to different challenges:

1. The pages were fighting each other.

- 28 buying guides covered only 11 real topics
- 4 separate pages tried to answer how to choose a sleeping bag

Google could not tell which one mattered, so it split the credit between them and ranked none of them well.

The same thing had happened across the category pages: 52 pages covering 20 actual categories.

2. The product pages described instead of answering.

The client had listed materials, weights, and dimensions, but left out the most important thing, which was who it was for.

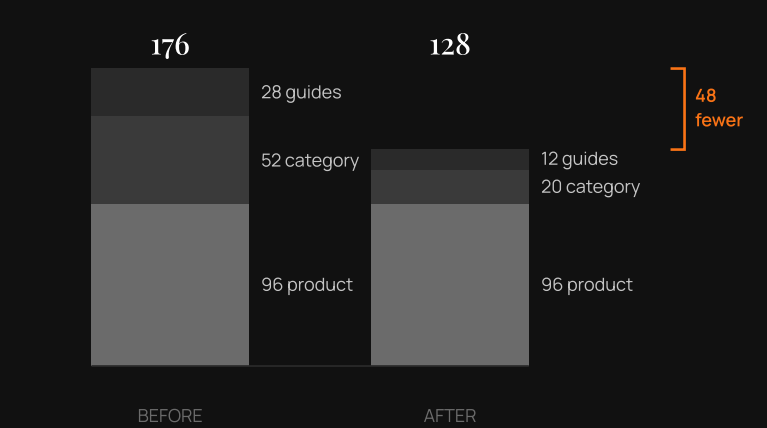
As a consequence, analytics showed that the average time on a product page was **47 seconds**, with an average of **68% of users** leaving the site without clicking anything.

What the audit found

Before writing anything, we read all 176 pages and compared them against what people were actually typing into Google.

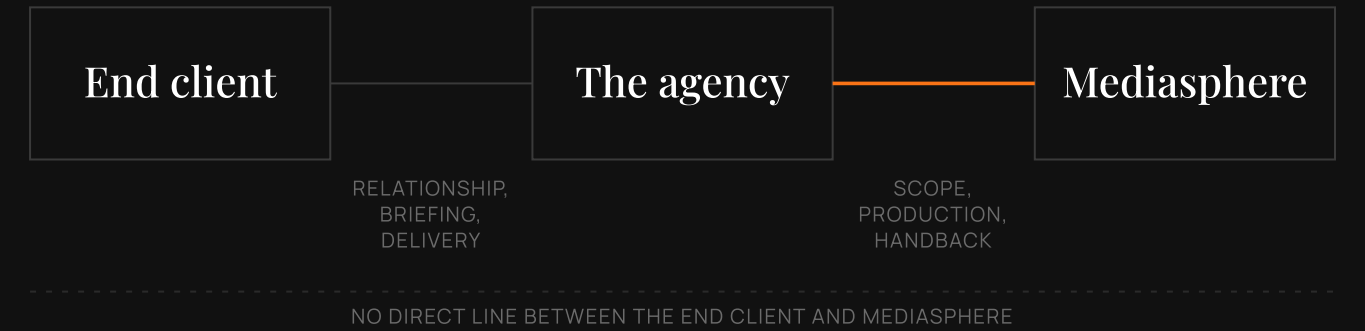
FINDING	PAGES
Competing with at least one other page	94
Buying guides covering eleven topics	28
Category pages covering 20 categories	52
Not updated in three years or more	41
Ranking on Google's first page	24

PAGES BEFORE AND AFTER, BY TYPE



The product pages were rewritten one for one, so that segment is identical in both bars. Everything removed came from consolidating overlapping category pages and guides.

HOW THE WORK REACHED THE CLIENT



What we did

Weeks 1 to 2. Briefing. For 12 hours spread across three sessions, we examined the client's brand, their products, and established the workflow. Then we took their website analytics and search data for a further deep dive, which consisted of a weekly written update as opposed to virtual meetings.

Weeks 3 to 5. The plan. We documented everything and proceeded to listing what each type of page should say and in what order. Furthermore, we decided which pages to merge and delete, and which questions each product page had to answer even before a buying decision was made. The agency approved it without a single revision.

Weeks 6 to 16. Writing. We took each of the 96 pages for an extensive rewrite and consolidated them into the 80 category pages and 32 guides. Out of this condensed website schema, we produced 60 social posts that were cohesive on both channels. On average, we consolidated 12 pages a week, at roughly 1.8 rounds of changes per piece.

Weeks 17 to 18. Handover. Final pages, the plan document, the list of which old page should redirect to which new one, and our search recommendations. The agency delivered all of it to their client under their own name.

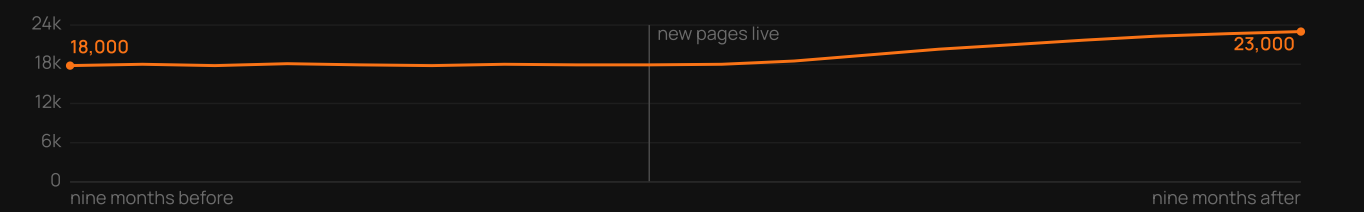
What happened

Measured nine months after the new pages went live, against the same nine months a year earlier.

	BEFORE	AFTER	CHANGE
Visitors from Google, monthly	18,000	23,000	+28%
Pages on Google's first page	24	43	+79%
Time on a product page	47 sec	1:09	+47%
Leaving without clicking	68%	59%	-9 pts
Shoppers adding to cart	4.1%	4.5%	+10%
Total pages	176	128	-48

Traffic didn't rise because there were fewer pages, but because they stopped competing with each other. Moreover, rankings rose faster than visitors, **79% against 28%**. This is due to the fact that new rankings arrive at the bottom of the first page, where far fewer people click, and the traffic follows later.

MONTHLY VISITORS FROM GOOGLE



The line holds flat for two months after launch, because merges take time to settle. The page set shrank from 176 URLs to 128 with redirects in place.

55 hours

What it cost the agency — of their own team's time across eighteen weeks, including the twelve hours of briefing at the start.
That is roughly three hours a week to run a project that rebuilt 128 pages.

They brought structure, clarity, and strategic thinking to content that needed much more than a simple rewrite, improving both the user experience and the way the material performed in search. Their team was methodical, reliable, and proactive throughout, requiring very little hand-holding while consistently delivering high-quality work.

Adrian Samareanu, Managing Director

Why it worked

Most content help is production. You decide what the pages should say, you brief it, and someone writes it. That's fine when the decisions are already made. Unfortunately this wasn't the case: the pages were competing with each other and nobody had figured out which page should own which topic, so any brief would have repeated the original mistake.

So we started a level above the writing — first the plan: what each page type should say, what to merge, what to delete. The agency approved it. Only then did we write. Mediasphere can partner with other agencies to support client's existing complex ecosystems.

mediasphere.digital