

- SUCCESS CASE

Editorial Performance

Correio Braziliense & Gazeta Esportiva

Audience growth, organic visibility, and engagement driven by editorial SEO strategy, search intent, and data intelligence.

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Data-driven editorial strategy

As an editorial SEO and content strategy specialist, I structured content planning around search intent, SERP opportunities, performance monitoring, and real-time news windows — turning articles into recurring traffic assets and strengthening organic visibility in highly competitive topics.

Editorial SEO

Search-intent briefs and SERP opportunity mapping.

Performance

Daily monitoring of views, users, and engagement signals.

Positioning

Content built to compete in Google Top Stories.

Scale

Repeatable workflows for consistent month-over-month growth.

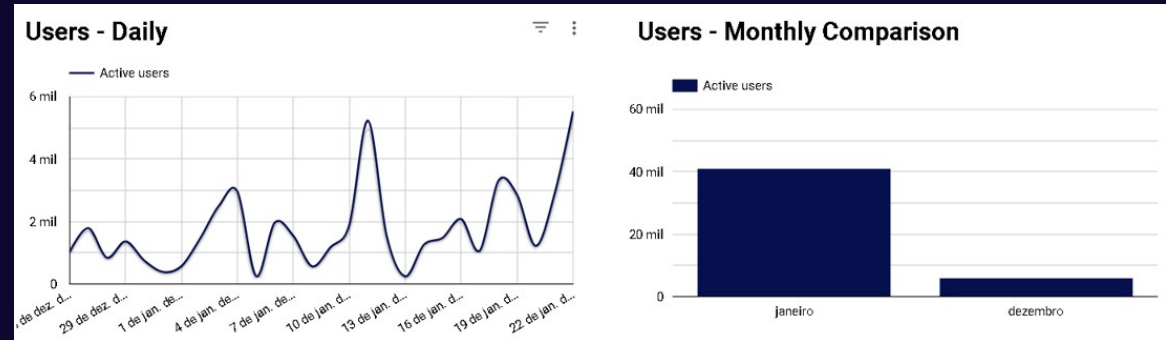
Correio Braziliense

Editorial team results

+580%

growth in active users

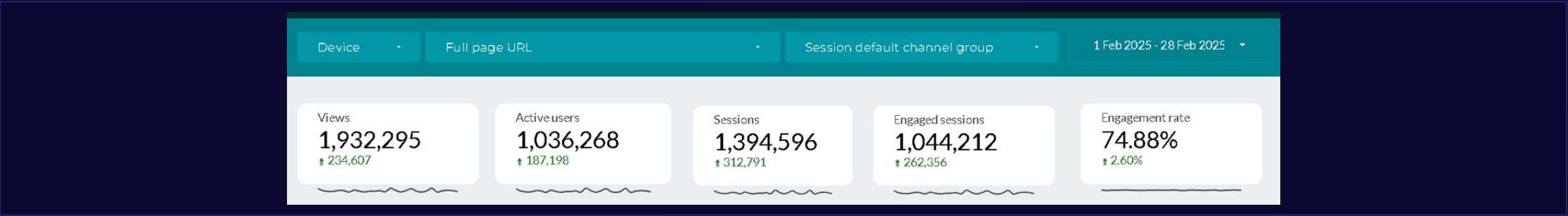
Monthly comparison: December vs. January
(from ~6K to ~41K active users)
Daily peak of ~5.5K active users



Source: Google Analytics — Correio Braziliense

Gazeta Esportiva

Editorial results — February 2025



Content concentrating audience

Two-day cut (April 1–2): 82K views and 60K active users.

Top 1 article

15.54%

of total views generated by one single story — 12,759 views in 48h.

Top 3 articles

38.6%

of audience concentrated across the top 3 editorial stories.

↓ Views	Active users	Views per active user	Average engagement time per active user	Event count All events ▾
82,112 100% of total	60,889 100% of total	1.35 Avg 0%	52s Avg 0%	341,365 100% of total
12,759 (15.54%)	11,045 (18.14%)	1.16	44s	56,185 (16.46%)
9,869 (12.02%)	8,378 (13.76%)	1.18	46s	41,077 (12.03%)
9,101 (11.08%)	8,053 (13.23%)	1.13	52s	39,150 (11.47%)
7,227 (8.8%)	6,165 (10.12%)	1.17	45s	29,833 (8.74%)
6,067 (7.39%)	5,261 (8.64%)	1.15	40s	25,686 (7.52%)
4,077 (4.97%)	3,419 (5.62%)	1.19	56s	17,117 (5.01%)
3,038 (3.7%)	2,761 (4.53%)	1.10	52s	14,349 (4.2%)
2,638 (3.21%)	2,197 (3.61%)	1.20	46s	10,727 (3.14%)

Real-time audience spikes

Editorial coverage capturing massive traffic in short windows during major sports events.

10,831

Active users

in just 30 minutes

15,182

Views

in 30 minutes (peak)

~600/min

Peak per minute

sustained audience

ACTIVE USERS IN LAST 30 MINUTES

10,831

VIEWS IN LAST 30 MINUTES

13,955

ACTIVE USERS PER MINUTE



Page path and screen class in last 30 minutes

Search...

Rows per page: 10

Go to: 1

1-10 of 130

Page path and screen class	Active users	Views
1 /apostas/prognosticos/futebol/santos-x-rb-leipzig-28-05-2025	7,978	9,880

Realtime pages

ACTIVE USERS IN LAST 30 MINUTES

10,070

VIEWS IN LAST 30 MINUTES

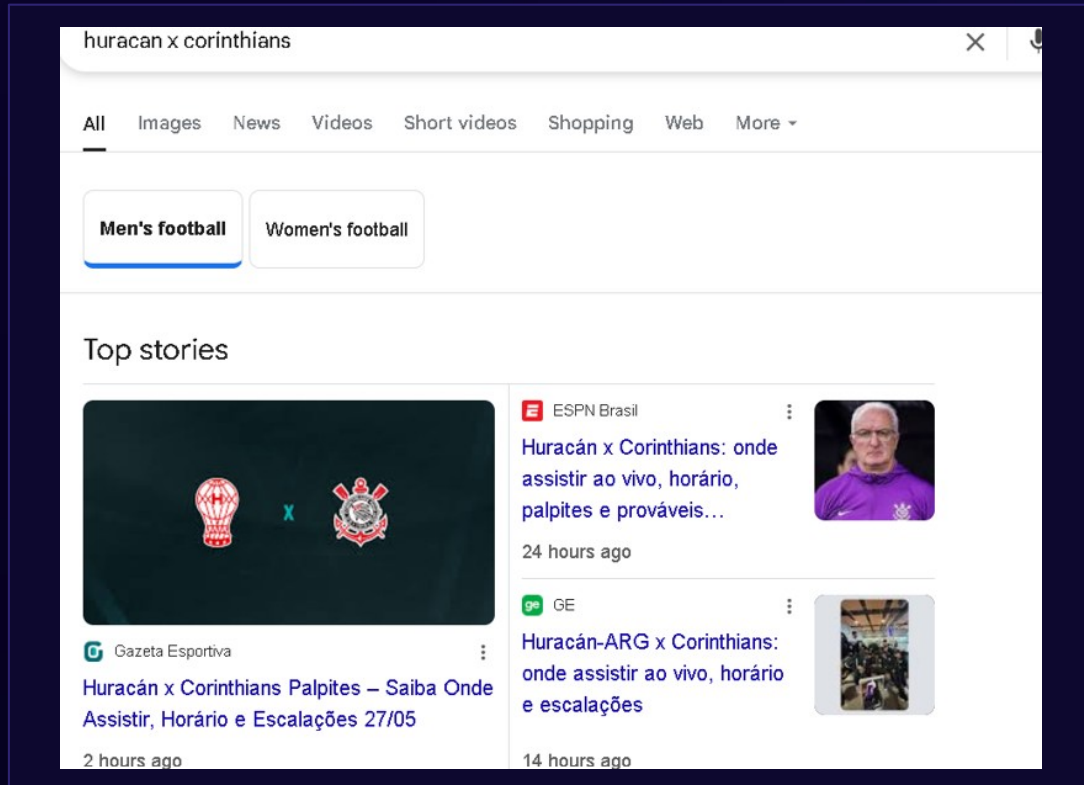
15,182

ACTIVE USERS PER MINUTE



Google Top Stories

Content positioned next to Brazil's largest sports publishers.



#1 position in Top Stories

Keyword: "huracan x corinthians"

- Gazeta Esportiva article published only 2h before the competitor.
- Ranked ahead of ESPN Brasil and GE (Globo Esporte).
- Editorial strategy guided by timing, SEO, and search intent.
- Maximum capture of the live-event traffic window.

WHAT THESE NUMBERS SHOW

Editorial strategy that delivers measurable results.

Two projects, two major media brands, one specialist methodology: editorial SEO, continuous data reading, and content aligned with reader intent. The result is qualified traffic, competitive positioning, and sustainable growth.

Need similar results for your editorial project?

Let's talk — SEO, Inbound Marketing, and AI applied to content.

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