

456K new blog views on Medium with only 8 in-depth SEO-focused articles

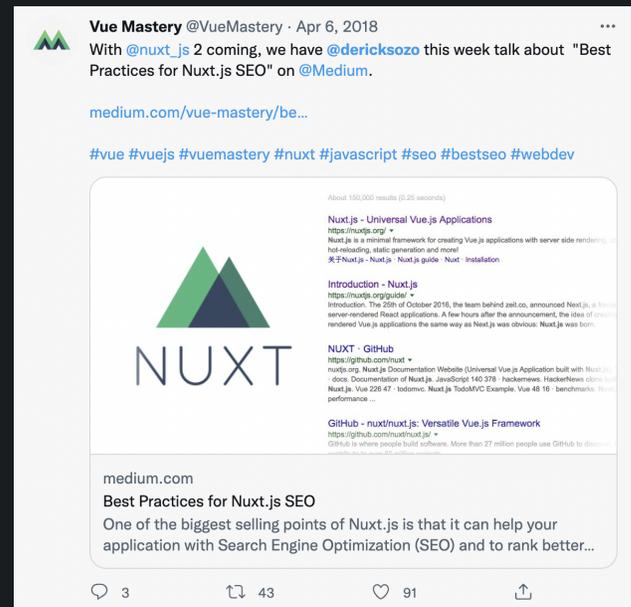
[Gregg Pollack](#), the founder of [Vue Mastery](#), and I worked together to grow his company with engaging, educational blog posts on Medium.

Vue Mastery's primary target audience is new Vue.js developers. With SEO keyword research, we discovered developers were already searching for how to accomplish specific tasks with Vue.js. We focused on educational content to attract developers interested in completing specific tasks.

Here are the articles I brainstormed and wrote for them, along with the numbers we achieved:

1. [How to create Vue.js transitions](#) (72K total views, 55K from Google)
2. [10 reasons to use Nuxt.js for your next web application](#) (179K total views, 130K views from Google)
3. [Best Practices for Nuxt.js SEO](#) (97K total views, 71K views from Google)
4. [VuePress vs Nuxt.js](#) (44K total views, 27K from Google)
5. [Speed up development with Vue DevTools](#) (19.3K total views, 13.8K from Google)
6. [5 lightning talks from VueConf.US you can't miss](#) (3.4K total views, 1.5K from Email)

7. [How to create a custom VuePress theme with Vuetify](#) (42K total views, 22K from Google)
8. [5 Vue CLI 3 plugins for your Vue project](#) (24K total views, 18.3K from Google)



These well-researched articles achieved results in the short term by sharing them on email newsletters and Twitter. They also continue to work long-term with an effective ranking on Google.

Ultimately, **we achieved the goal of growing Vue Mastery driving a new source of new leads.**

1.4x new devs onboarded in July with focused technical docs & educational guides on Medium

Alfonso Gomez-Jordana Manas, the co-founder of Crossmint, brought me into the team for 3 months to attract more web3 NFT developers.

The primary focus was a complete overhaul of the technical documentation and new technical posts on Medium to make it easier for developers to integrate Crossmint into their NFT projects.

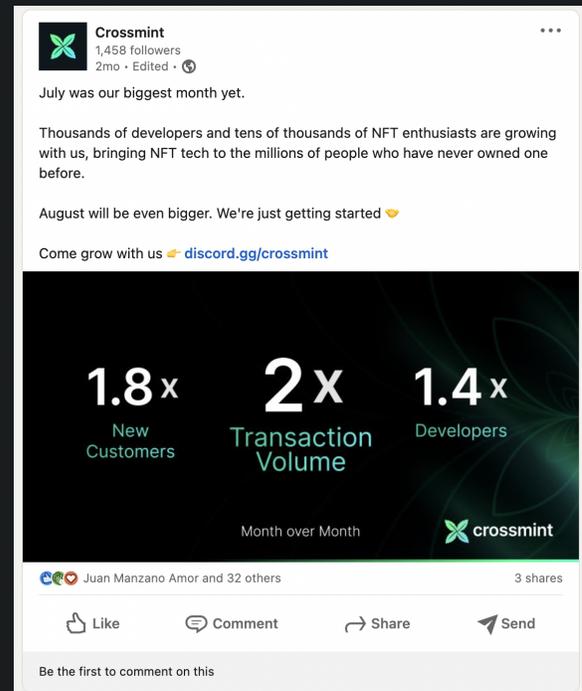


I documented all of Crossmint's features for Solana, Polygon, and Ethereum and their various APIs, like their Minting API and Whitelabel API.

These included doc pages like the following:

1. [How to integrate Crossmint into your Solana Candy Machine instance](#)
2. [How to accept SOL or ETH with Crossmint](#)
3. [How to integrate Crossmint into your Ethereum NFT drop](#)

I also wrote guides like How to launch a Solana NFT collection and How to launch an Ethereum NFT collection with credit card support.



These are pages like the following:

1. [How to Accept Ethereum Payments for Your Solana NFT Mint: A Step-By-Step Guide](#)
2. [How to launch an Ethereum NFT collection with credit card support](#)
3. [How to Launch a Solana NFT Collection with Credit Card Support using Candy Machine](#)

Based on my Medium stats, **84% of the traffic to these articles is external from Google and directly from the Crossmint documentation itself.**

Ultimately, **we onboarded 1.4x new developers in July with these tactics.**