

Paycor Leverages Data Cube And Sees 994% Organic Lead Growth



BACKGROUND

Paycor, an online platform that provides payroll and human resources software to small and medium sized businesses, initially paired up with BrightEdge to gain visibility into content performance, share of voice, and secure recommendations to better strategize for SEO.

Prior to working with BrightEdge, the Paycor marketing team scarcely provided proper attention to SEO. "Now, there are two of us in-house who are working on SEO at least some of the time, but neither of our roles are 100% dedicated to SEO...we're stretched thin," said Leslie Handmaker, Sr. Digital Marketing Strategist, at Paycor. Even so, the small Paycor SEO team spends nearly 25 hours each week on both on-page and technical optimization strategies.

THE SOLUTION

At the beginning of 2020, Paycor completed two sizable site migrations to support their overall master brand strategy. The team leveraged Data Cube to evaluate high-performing content from each Paycor domain and mapped out a plan to rebuild using both new and published content. "Both migrations went well and contributed to our growing domain authority," said Handmaker. Paycor has also deployed Autopilot for SEO on their site to assist in offering users an overall better UX when finding relevant content.

The Paycor team also utilizes ContentIQ to perform site audits to eliminate underperforming pages from indexing. From there, Handmaker and her team created a plan to either refresh or eliminate content from the site. Technical SEO efforts were put in place in order to maximize the health of Paycor's domain.

RESULTS

Handmaker tracks the number of users who are arriving to the site organically but not signing in to the platform. Paycor uses the term "non sign-in organic traffic" as an in-house metric. Using this metric, her team receives insights into their prospect growth. Currently, the YoY growth for these site visitors are up 308%. The team has also seen a YoY increase of 994% for Net New Organic Leads.



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BrightEdge has been helpful in creating dashboards that get sent out automatically to internal team members. It saves me time to have it automated. Our writers get in and access Data Cube and it helps inform our content strategy and prioritize what content we create. – Leslie Handmaker