

BrightEdge Improves SEO Traffic by 142%, SEO Leads by 130%, and SEO Revenue 156% in 1 Year



BRIGHTEDGE
CASE STUDY

THE PROBLEM

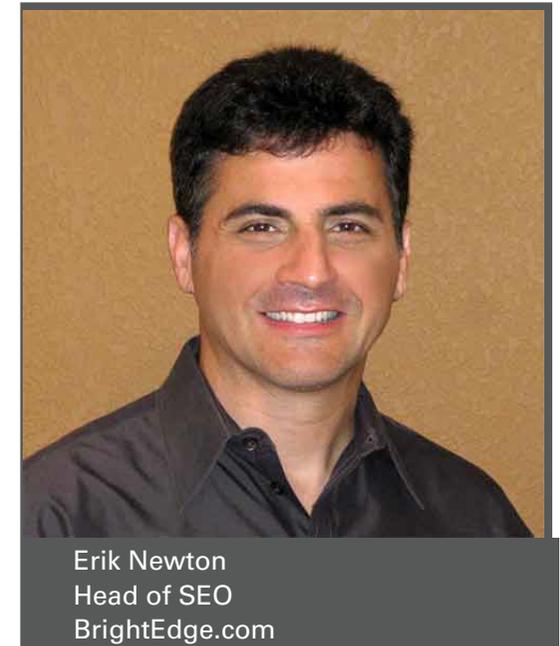
Organic search is a zero-sum game where some brands in the industry will take the preferred position at another brand's expense. Content marketers and SEOs must keep producing content that users are looking for and answering their intent with relevant highly functional content.

THE SOLUTION

As head of SEO at BrightEdge, Newton used the standard playbook of discover, benchmark, create, optimize, and measure content. The first step he took was to form SEO Team, which is made up of the SEO team plus people who create content from Customer Success, Sales, and Product Management. They meet once a week to plan and track progress.

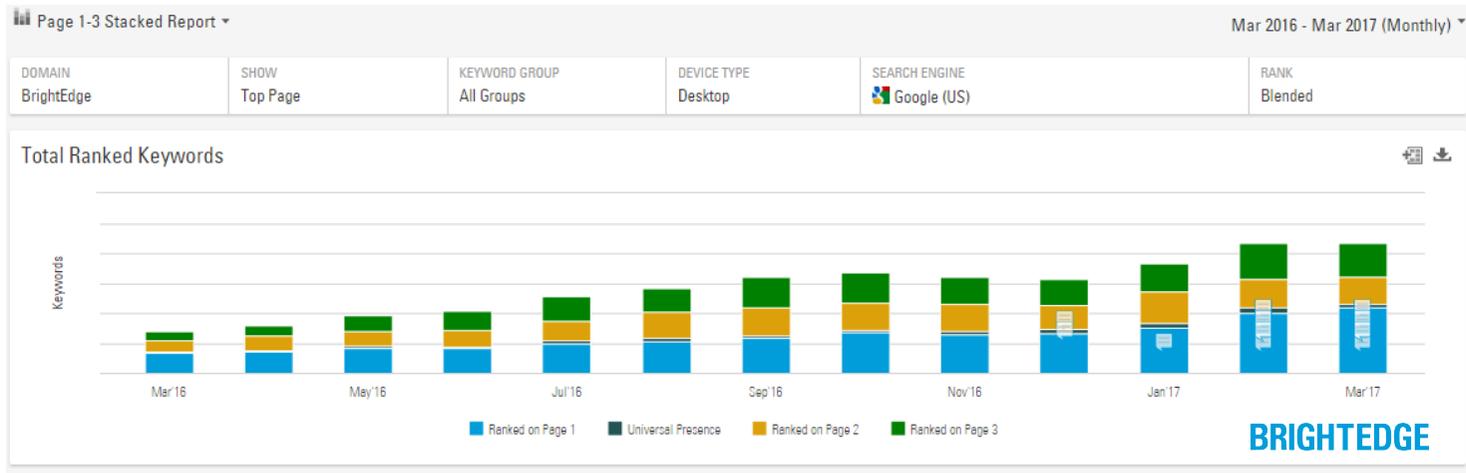
Starting with a site audit and Recommendations, they reviewed the site for technical issues and set up a regular cadence plan to address them, especially page load time. Next they used Data Cube to do gap analysis to find new content topics to develop. Then they created keyword groups for tracking and page groups. Some of the topics were addressed in the 85 blog posts in 2017. They developed a longtail strategy and created 95 new pages on FAQs and popular content and SEO topics. Using Universal Reporting to optimize for Quick Answers, they secured additional results. In StoryBuilder they marked the Events described here, built tracking dashboards, and set up email reports for team members and executives.

They redesigned the blog and increased the functions of the suggestion carousel. Operationally, they migrated the site over to HTTPS. And they dramatically increased the number of images per page. Lastly, they mapped 3 gated assets to every SEO landing page, which is both an internal linking and basic content and lead-generation strategy.



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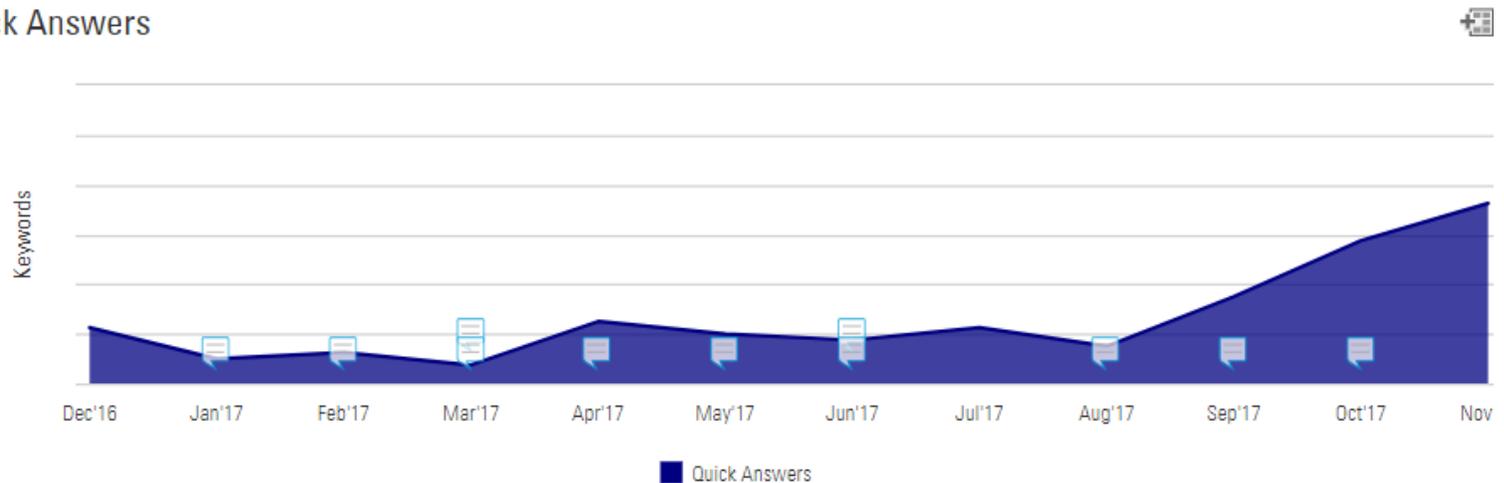
“The basics of SEO are basics for all of us in every industry. If you have the right platform, do the fundamentals, and take a long-term view, you will see organic progress, success, and ROI.”



Results

The results are just what any SEO would want to see: 218% in Page 1-ranked keywords, 142% increase in organic traffic, 130% in organic leads, and 156% increase in organic revenue.

Quick Answers



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