

SEO Focus for Organic Growth

At a glance

Paid efforts such as Pay Per Click (PPC), Search Engine Marketing (SEM), and list purchases have their place in a marketing mix but shouldn't come at the expense of your organic efforts. With time and energy, your channel mix can shift to organic traffic with impressive impacts.

Let the numbers talk

With the dedicated effort, properly formatted and regularly published content raised the company's page rankings. The end result was higher number of organic (free!) visitors and the second-most successful lead generating channel.





10% MoM
organic visitors growth



2nd
most successful channel



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THE CHALLENGE

A new cloud practice in a large ecosystem, this systems integrator (SI) needed to create brand awareness but budget limitations could not support endlessly buying traffic and a small existing content library with irregular publishing had diminished organic inbound traffic.

THE SOLUTION

Articulating its value proposition, competitive differentiators, and common prospect challenges allowed the SI to identify a variety of keywords around which new SEO-optimized content could be created. Combined with a budgetary and bandwidth commitment to regular content, and the SI saw organic traffic levels rise month over month.

LEARNINGS

1

Keywords

Have an identified keyword strategy and format all content so the keyword is used in the right places.

2

Cadence

One blog post is not a content marketing plan. Regularly published content encourages your page to be crawled.

3

Cross-Promotion

Share links through social and email campaigns so the search algorithm sees traffic hitting your page.